

**Press release**

**Patek Philippe, Geneva**  
**February 2012**

**Patek Philippe Celebrates Its Inaugural “Watch Art Grand Exhibition”**

A definitive success held in the UAE, 24-27 January 2012

3,500 visitors and over 100 Press members attending

Held under the Patronage of His Highness Sheikh Hamdan bin Rashid Al Maktoum,  
Deputy Ruler of Dubai, UAE Minister of Finance

Dubai, United Arab Emirates – World-renowned Patek Philippe, family-owned watch company, brought the inaugural “Watch Art Grand Exhibition” to Dubai. It took place from the 24-27<sup>th</sup> January 2012. The exhibition will continue to travel the world after its inauguration in the Middle East, a region which has long appreciated the company’s art of watchmaking and a region with whom the Stern family, owners of Patek Philippe since 1932, have developed strong ties as well as family friendships. Next stop for “Watch Art Grand Exhibition” will be Germany in 2013 and the United Kingdom in 2014 which coincides with Patek Philippe’s 175<sup>th</sup> anniversary year.

This unique exhibition, offered a rare insider’s perspective into the art of watchmaking within a family-owned company. Visitors were able to explore as many as 400 exhibits presented in eight themed rooms. On show was the complete collection of Patek Philippe timepieces, including complications and grand complications ranging from perpetual calendars to minute repeaters, such as the most complicated Patek Philippe wristwatch: The Sky Moon Tourbillon. Also on exhibit, were one-off pieces, featuring rare artisanal skills such as engraving or enameling, as demonstrated in the handcrafted Dome Clocks, as well as over 60 timepieces from the Patek Philippe Museum including very rare, pre-Patek Philippe era, antique portable watches dating back to the 16<sup>th</sup> century and very early Patek Philippe watches pieces from the 1860s.

The jewel in the crown of the exhibition was the Patek Philippe Star Caliber 2000 - nine years of research and development were invested into the creation of this masterpiece, which has 21 complications and contains six patented innovations. It features a Grande Sonnerie; the first of its kind that plays the correct sequence of the Westminster Chime.

This truly exceptional event was free to the public and allowed visitors to discover over 1500 Sqm of exhibition space , the recreated Geneva based environment of the company’s historic headquarters, its workshops and world renowned museum. Giving visitors the chance to experience the company’s history from its very origin in 1839.



From regional connoisseurs who have owned Patek Philippe timepieces for decades, to children school groups, “Watch Art Grand Exhibition” offered a compelling experience for a broad audience interested in the history, tradition and intricacy of watchmaking. Creating a world which highlights the past, the future, and the artistry of watchmaking.

