

Press Release

**Patek Philippe, Geneva
September 2013**

Geneva-based watch manufacturer Patek Philippe presents the “KunstWerkUhr” exhibition in Germany.

Munich, October 17 to 27, 2013, Kunsthalle der Hypo-Kulturstiftung

By celebrating the tradition of high-precision watch manufacturing, the Geneva-based family-owned company delivers exclusive insights into its 174-year history as well as its heritage in the domain of haute horlogerie.

“We are coming to Munich because this city prizes the values on which the Patek Philippe success story is based: tradition and innovation, appreciation of sublime artisanship, love of art and culture,” said Thierry Stern, the company's president and fourth-generation member of the owning family.

The exhibition is based upon three pillars: The museum, artisanship, and the workshops.

The museum section comprises unique and rare pieces from over 500 years of European watchmaking history, directly imported from the museum in Geneva.

To illustrate Patek Philippe's emphasis on craftsmanship, professional watchmakers, gemsetters, engravers, enamel painting and engine-turning experts will present their skills in live demonstrations.

Patek Philippe's approach to watchmaking is exemplified by the Star Caliber 2000 – the third most complicated timepiece ever been crafted. Its movement, consisting of some 1100 components, was manufactured and assembled in the Geneva workshops.

The historical collections and live craftsmanship demonstration, are among the main attractions of “KunstWerkUhr” alongside other parts of the exhibition such as a cinema, a multimedia area or a full-scale 24-hour filmed Geneva lake view. It is a unique experience for the whole family.



“By presenting “KunstWerkUhr” in Munich, we are hoping to attract many international watch enthusiasts,” said Thierry Stern. “The Bavarian capital is worth a trip even after the world-famous “Oktoberfest” in September and October,” he added.

Munich delights its visitors with world-class art museums, technical museums such as the “Deutsches Museum” as well as fabulous castles, impressive mountains, and beautiful lakes.

Hotspots in Munich:

<http://www.patek.com/contents/default/de/watchArtGrandExhibition2013.html>

<http://www.muenchen.de/rathaus/Stadtverwaltung/Referat-fuer-Arbeit-und-Wirtschaft/Tourismusamt.html>

<http://www.pinakothek.de/alte-pinakothek/>

<http://www.deutsches-museum.de/>

<http://www.schloesser.bayern.de/index.htm>

<http://www.zugspitze.de/de/summer/index.htm>

Open from Friday, October 17 to Sunday, October 27, 2013.

Opening hours: 10 am - 6 pm

Guided tours on a daily basis

