

## Press Release

### Patek Philippe, Geneva

In the first week, over 25,000 people visit the **Watch Art Patek Philippe Grand Exhibition**.

The **Watch Art Patek Philippe Grand Exhibition London** has been extremely well received so far. The event which has been open to the public since Wednesday 27<sup>th</sup> May, has attracted well over 25,000 people in only 7 days. The general public is fascinated by the world of Patek Philippe and is delighted to completely immerse themselves in the world of the last independent Swiss watch manufacture and to have the opportunity to learn about the craftsmanship and artisanship which goes into producing the timepieces which have been created by the company over so many years.

Due to popular demand we will be extended the opening hours of the exhibition this weekend

Saturday 6<sup>th</sup> June: 09:00 to 20:00 – last admission at 19:00

Sunday 7<sup>th</sup> June: 09:00 to 16:00 - last admission at 15:30

Visitors have access to over 400 exceptional timepieces distributed throughout more than twenty-one themed areas. Amongst all the areas, the Royal Room is a very popular one. People can see more than 15 Royal timepieces from the Patek Philippe Museum collection and also the Ref. 4975/1G which belongs to Her Majesty Queen Elizabeth II (who has graciously given her permission for it to be exhibited at the Grand Exhibition).

The interactive room is also another popular space which has attracted many young people, they are spending a considerable amount of time in this space interacting with the watchmakers whilst they demonstrate their unique skills. Another must see is the Rare Handcrafts Artisan room where visitors can see professional gem setters, engravers, enamellers and engine turning experts at work.

According to Mark Hearn, the Managing Director for Patek Philippe UK, the exhibition is providing the public with general knowledge about watchmaking and also more remarkable information about Patek Philippe: 'We are delighted with the numbers of visitors who have come to see this wonderful exhibition, and also the age range of the visitors, young people as well as older have been completely enthralled by the magic of this event.'

The exhibition is open to the public, free admission from 9:00 to 19:00 Thursday and Friday, Saturday 9:00 until 20:00 and 9:00 to 16:00 on Sunday. No bookings or tickets required.

**For further information or images please contact: Viviane Borges or Isobel Walford on 01753 891 348 ext 3 or via email:**

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