

**Press release**

**Patek Philippe Geneva**  
**September 2012**

**Patek Philippe appoints a new Director and Curator for the Patek Philippe Museum**

The Geneva watchmaker has appointed Dr. Peter Friess as the upcoming Director and Curator of the Patek Philippe Museum. In a first phase Dr. Friess will be present on a periodic basis before fully assuming his new function in April 2014.

Dr. Peter Friess is a master watch and clockmaker. He was trained as a curator for historical artifacts at the Bavarian National Museum in Munich. He holds a Doctorate degree in Art History from the University of Munich. Dr. Friess founded and then served as Founding Director of the Deutsches Museum in Bonn. He also acted as curator for the Smithsonian Institution in Washington D.C., where he developed an international traveling exhibition on the Nobel Prize. Earlier he served as consultant for the J. Paul Getty Museum in Malibu, California. Most Recently Dr. Friess was the President of a Science Museum in Silicon Valley, California.

Dr. Friess is the author of various books, catalogs and essays on automata, watches and clocks. The overall list of his publications is quite extensive. Together with his wife, an information designer, Dr. Friess has specialized since 2004 in developing the historical heritage of museums and large private collections in Europe and the USA.

At the Patek Philippe Museum Dr. Peter Friess will be in charge of showcasing its artistic and cultural heritage. His mission will be to retrace the history and evolution of watchmaking and highlight the exceptional know-how of the Geneva based watchmaking firm. Together with Patek Philippe, Dr. Peter Friess will also aim to promote the brand through the remarkable timepieces and other masterpieces on display at the Patek Philippe Museum. Thanks to his extended technical and historical knowledge he will also be able to complete the collection catalogs as well as provide guidance and counsel regarding future acquisitions by the Patek Philippe Museum.

Born of Philippe Stern's passion for exceptional timepieces and inaugurated in 2001 the Patek Philippe Museum is a "Temple to watchmaking". Located in the area of Plainpalais in Geneva, the museum houses over five centuries of watchmaking history structured into two important collections: the extraordinary antique collection starting from the 16th century, which includes the earliest watch ever made and the Patek Philippe collection from 1839 onwards. The latter bears testament to more than 170 years of manufacturing the world's finest watches and includes the most complicated timepiece ever made, the Caliber 89.