

Press release

Patek Philippe, Geneva

Patek Philippe starts the countdown for the
Watch Art Patek Philippe Grand Exhibition London 2015

Patek Philippe has started the countdown for the opening of the **Watch Art Patek Philippe Grand Exhibition London** which will take place from May 27th to June 7th this year at the Saatchi Gallery in London.

The exhibition will celebrate Patek Philippe's tradition of high-precision watch manufacturing, an insight into the company's 175 year history as well as its heritage in the domain of haute horlogerie. Visitors will have the opportunity to discover the world of the last privately family owned Geneva watch company from the inside.

The initial project was composed of 12 rooms distributed over two floors throughout the Gallery and now has evolved to more than 15 themed areas. Visitors will have access to over 400 exceptional timepieces in a space of 2,200 sq. meters. New confirmed rooms are:

. Movement Room – Showcasing the entire movement current collection from our manufacture, this gallery allows you to experience a 360 degree view of some of the most intricate watch movements ever created.

. 175th Anniversary Area – Patek Philippe celebrates anniversaries by creating unique timepieces, our 175th anniversary was no exception. This area is designed to showcase the 175th commemorative collection launched in 2014 to celebrate our very special jubilee and integrates areas such as the Commemorative Watches Collection room, the Grandmaster Chime Immersive Experience room and the Grandmaster Chime room. The masterpiece from the collection and the most complicated wristwatch ever created by Patek Philippe will be exhibited in its own space.

. Napoleon Room – Be transported to the magical Patek Philippe Salon on the Rue du Rhone, Geneva, you will be captivated by the incredible live view over Lake Geneva.

. Interactive Room – This room will be an interactive learning centre and will include different features such as a library with different books from Patek Philippe, interactive technical and historical animations and ball chairs where people can sit and listen to the striking of Minute Repeaters.

The Immersion room, the Historical Film Theatre room, the Current Collection room, the Museum room, the Grand Complications Room and the Rare Handcrafts Gallery room are other areas that will be part of the Exhibition.

According to Mark Hearn, the Managing Director for Patek Philippe UK, the Exhibition will provide the public with general knowledge about watchmaking and also some remarkable information about the company: "We are bringing so many historical timepieces to the Exhibition that visitors will be able to learn about horology generally, the history of watchmaking and also find out interesting information about this fascinating industry which is not only composed of watchmaking but also rare handcrafts techniques".

The Exhibition will be open to the public, free of charge, from 9:00 to 19:00 weekdays and Saturdays, and from 10:00 to 16:00 on Sundays. No bookings or tickets are required. School trips are also part of the programme during the whole period the Exhibition is open, and the British School of Watchmaking will be part of that education programme.

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Note to editors:

Immersion Room

This room is created to inspire and immerse visitors into the world of Patek Philippe. A short introductory film will be shown on a 10 minute loop.

Historical Film Theatre room

The Patek Philippe historical movie will be shown here.

The Current Collection room

This gallery showcasing the current collection is designed to replicate the Patek Philippe Historical Salon on the Rue du Rhone in Geneva.

The Museum room

Very much like the Museum in Geneva, this room will be divided into two sections. In the first section there will be some of the greatest historical timepieces spanning the last five centuries, including the earliest watches ever made. In the second section of this 'Temple to Watchmaking', historical Patek Philippe timepieces dating back to the 1830's, including some of the earliest Patek Philippe watches, will be on display.

The Grand Complications room

This gallery is dedicated to the rarest and most complicated timepieces created. Minute repeaters, Sky moon Tourbillons and Chronographs will be on display in this gallery.

The Rare Handcrafts Gallery room

The specialist artistic techniques used to decorate timepieces have a long and glorious history at Patek Philippe. In this gallery we learn about the company's artisans, their skills and Patek Philippe unique commitment to rare handcrafts, past, present and future.

