

## Press release

### Patek Philippe, Geneva

Patek Philippe hosts Educational and Family Days during the **Watch Art Patek Philippe Grand Exhibition London 2015**

Patek Philippe plans special days for the public visiting the **Watch Art Patek Philippe Grand Exhibition London** which will take place from May 27th to June 7th this year at the Saatchi Gallery. The exhibition, which will celebrate Patek Philippe's tradition of high-precision watch manufacturing as well as its heritage in the domain of haute horlogerie, will have dedicated days for education and families.

During the **Educational Day on Sunday 31<sup>st</sup> May** the public will be able to explore the world of watchmaking by meeting representatives from the British School of Watchmaking. They will be showcasing watch parts and explaining specific components magnified on screens. The spokespeople, who will be based in the Interactive room, will be available to talk to visitors about this fascinating career. Polishers from Patek Philippe UK will also be on site explaining details about other areas of watchmaking including the intricate polishing of movement microparts and delicate procedures to finish polishing a watch case and/or bracelets.

The Watchmakers room is another area for learning not only on the Educational Day but also every day the exhibition is open. Patek Philippe watchmakers will be giving live demonstrations at their benches, sharing their expertise and extensive knowledge with the general public.

**Sunday 7th June is the Grand Exhibition Family Day** and many activities are planned. Families visiting the Grand Exhibition can have their photo taken at the end of their visit. There will be interactive learning prepared for visitors who want to enjoy learning with some good fun.

The Managing Director for Patek Philippe UK Mark Hearn says these dedicated days to education and families reinforce the ethos of the company. "As a family independent company it was natural to plan a family day when all members can spend time together and enjoy visiting this fantastic event". Hearn adds: "The Educational day is another natural idea we had because we want to share as much information as possible about horology and watchmaking with all visitors who will develop their knowledge through our many historical pieces".

There will be more than 15 themed areas in the Gallery, distributed on two floors and visitors will have access to over 400 exceptional pieces in a space of 2,200 sq. metres. The Exhibition will 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.

**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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