



FOR IMMEDIATE RELEASE

**PATEK PHILIPPE TO A HOST A SPECIAL FAMILY DAY DURING
THE ART OF WATCHES GRAND EXHIBITION NEW YORK 2017**

Patek Philippe announces The Art of Watches Grand Exhibition New York Family Day, to take place on Saturday, July 22, 2017. Family has always remained important to the privately owned independent watch manufacture, making a dedicated day for families synonymous with the company's culture and overall philosophy. Family Day will provide visitors with educational opportunities to explore the world of fine Swiss mechanical watchmaking. The Art of Watches Grand Exhibition is an opportunity for watch aficionados to share their passion with family and immerse their loved ones in the Patek Philippe experience, as if they had travelled to Geneva and visited our premises.

The exhibition will run from July 13 – 23, 2017 at Cipriani 42nd Street and will showcase Patek Philippe's tradition of high-precision watch manufacturing, while offering an insight into the company's 178-year history as well as its heritage in the domain of Haute Horlogerie. For the first time ever a two-story structure has been created within Cipriani to accommodate an exhibition of this scale. Ten specific rooms (including the Theater Room, Current Collection Room, Museum Room, US Historic Room, Rare Handcrafts Gallery and Grand Complications Room) have been created to showcase unique environments of Patek Philippe. Visitors will have access to exceptional pocket and wristwatches dating back to 1530.

A variety of interactive activities will take place between 10:00am and 7:00pm on Saturday, July 22nd. Specially created balloons, and a coloring station will be some of the offerings throughout the day. Children will have the opportunity to sit side-by-side with a Patek Philippe watchmaker at their bench, while being guided into the world of Patek Philippe and mechanical timepieces. Visitors will be able to take home a memory of the exhibition with a customized photograph featuring a backdrop of the historic Patek Philippe building on Rue du Rhone in Geneva.

President of Patek Philippe US, Larry Pettinelli said, "We are extremely pleased to offer families a look inside the world of complicated watchmaking. Being a family-owned business we are always interested in showing the next generation the artistry within the industry. We hope everyone will enjoy this special day."

The Art of Watches Grand Exhibition New York will be open to the public and free of charge July 13th -23rd, 2017 from 10:00am to 7:00pm.

###



About Henri Stern Watch Agency

The Henri Stern Watch Agency manages all of the business operations for Patek Philippe in the United States. Patek Philippe has had a long and significant history in the US, with Patek timepieces being sold in this market since the 1850's. In 1935 Henri Stern solidified a presence in the US by leasing an office space in Rockefeller Center, where the company remains. The Henri Stern Watch Agency was officially incorporated in 1946. HSWA currently has 57 employees which includes 20 watchmakers, and is the sole distributor and official service center for the United States. Patek Philippe timepieces are currently offered at 96 authorized retail locations throughout the country. In October, 2015 the Patek Philippe Institute of New York was created to provide watchmaking training to selected students. At the end of the two-year program graduates will be able to successfully repair all level 2 Patek Philippe timepieces and will have the potential to join the HSWA watchmaking workshop.

For further information and images please contact: Jessica Kingsland, Public Relations Manager for Patek Philippe US

jkingsland@patekus.com

212-218-1272

