

Press Release

**Patek Philippe Geneva
November 2013**

**Patek Philippe celebrates Watchmaking Art with its
Grand public Exhibition “KunstWerkUhr”**

Fantastic turnout in Munich, on 17-27 October 2013

Record breaking 22,000 visitors from all over Germany

1,800 VIP guests and 200 press members attended

Major attraction in live artisan and watchmaker demonstrations

The Patek Philippe Grand Exhibition “KunstWerkUhr” was recently held at the Kunsthalle der HypoVereinsbank, a famous art gallery in Munich, from the 17th to 27th October 2013. More than twice as many visitors attended as had been anticipated, including VIP and press visitors. “The positive feedback we received from visitors was extremely rewarding”, said Yannick Michot, Director of Deutsche Patek Philippe.

The Patek Philippe Grand Exhibition “KunstWerkUhr” displayed 474 exhibits, for the very first time in Europe, on more than 1,200 sqm, during 11 days. The exhibition was based on three major pillars: The museum, the workshops and fine artisanship – all designed to give visitors a chance to experience the company’s universe and its history from its very origin in 1839.

The workshops’ section featured the entire current collection, as well as all grand complication models, including the exceptional Star Caliber 2000 – the third most complicated timepiece ever crafted. The museum section was a true reproduction of the Patek Philippe Museum in Geneva, displaying 88 exhibits, including some of the most antique portable watches dating back to the 16th century and coming from the South of Germany.

The major attraction of this exhibition was the display and live demonstrations of watchmakers and artisans who came specially from the Geneva workshops: gemsetters, engravers, enamel painters and engine-turning experts showcased their ancient skills in front of enthusiastic visitors.

Munich is a city that thrives in cultural, artistic and technical events and this exhibition was no exception in raising passionate interest amongst fair visitors. The Patek Philippe “Watch Art Grand Exhibition” already met with great success in January 2012 in Dubai and will continue to travel the world after Munich this year: it will be taking place in London in 2015.



“We came to Munich because this city prizes the values on which the Patek Philippe success story is based: tradition and innovation, appreciation of sublime artisanship, love of art and culture,” said Thierry Stern, the company's president and fourth-generation member of the owning family.

