

Press release

Patek Philippe, Geneva
June 2023

Patek Philippe has inaugurated the grand exhibition “Watch Art” Tokyo 2023

For the sixth of its grand exhibitions across the world, Patek Philippe has chosen one of its leading markets: Japan. From 10 to 25 June 2023, the public and devotees may immerse themselves in the world of the last remaining independent family-owned Genevan watch manufacture. Here they will discover a decor of more than 2,500 square meters transporting them to the atmosphere of the streets of Geneva and the lakeside and taking them behind the scenes of Patek Philippe itself. The largest exhibition ever organized by the manufacture, this event is accompanied by the launch of six limited editions and a rich collection of pieces showcasing the rare handcrafts.

As heir to the great Genevan tradition, Patek Philippe has always placed particular importance on sharing its love of fine watchmaking, notably through exhibitions. In the years from 1970 to 1980, at the peak of the quartz crisis, the manufacture played a major role in the strong rebound of the mechanical watch, with traveling exhibitions on themes such as “The Creative Hand” and “The Watch as a Work of Art”. Eleven years ago, Patek Philippe went a step further by launching a new concept of grand exhibitions open to the public, offering free admission and encouraging closer acquaintance with its creations, heritage, philosophy and breadth of expertise. In the course of the five editions organized to date these events have increased in size and scope, welcoming a total of some 165, 000 visitors. After Dubai in 2012, Munich in 2013, London in 2015, New York in 2017 and Singapore in 2019, Patek Philippe chose Tokyo for its sixth grand exhibition. Historically, Japan represents a key market for the brand – a market of connoisseurs, treasuring rare handcrafts and able to appreciate all the technical excellence and painstaking workmanship contained in a timepiece. Japanese customers, born into a culture that unites respect for tradition with avant-garde spirit, are also perfectly placed to understand the “tradition of innovation” that has guided Patek Philippe since 1839.

An exceptional decor

Open from Saturday 10 to Sunday 25 June 2023, the grand exhibition “Watch Art” Tokyo 2023 is held, as were the previous exhibitions, in a place emblematic of the host city. It takes over the Sumitomo Sankaku Hiroba, located among the soaring towers of the Nishi-Shinjuku business district. This lively quarter is just a few paces from Shinjuku Station, Japan’s busiest railway station, which serves about 3.5 million passengers a day. The Sankaku Hiroba (“triangular plaza”) event space, inaugurated in 2020, nestles at the foot of the triangular Shinjuku Sumitomo skyscraper. It takes the form of a vast hall measuring some 3,200 square meters, covered by a massive glass roof rising to 25 meters at its highest point without internal supporting columns. In this area bathed in natural light, Patek Philippe has created a decor of more than 2,500 square meters – the largest ever conceived for a grand exhibition –conjuring up the streets of Geneva and that city’s lakeside setting, including the famous Flower Clock. The exhibition, divided into several themed areas, invites the visitor on a voyage of discovery through the Patek Philippe universe, including all the brand’s most renowned Geneva sites – the historic headquarters in the rue du Rhône, the manufacture at Plan-les-Ouates and the Patek



Philippe Museum – as if he or she had magically stepped over the 10,000 kilometers separating Geneva from Tokyo.

The entire current collection and Rare Handcrafts collection

The grand exhibition “Watch Art” Tokyo 2023 brings together more than 500 timepieces and objects illustrating a wealth of different types of expertise. In particular, visitors may admire the manufacture’s entire current collection, with its lavish choice of watch families and models for men and for women, spanning every watchmaking segment from the style icons to the most technically complex mechanisms.

The rare handcrafts (including miniature painting on enamel, cloisonné enamel, hand engraving, micro wood marquetry, hand-executed guilloché work and gemsetting) meticulously preserved by Patek Philippe, are also on show, with a splendid array of 40 one-of-a-kind pieces and limited editions (dome clocks, table clocks, pocket watches and wristwatches) inspired by Japanese culture, with its rich artistic repertoire and ancestral skills, along with demonstrations by artisans before the visitor’s eyes.

The jewels of the Patek Philippe Museum

The exhibition also presents a selection of some 190 pieces belonging to the Patek Philippe Museum in Geneva and exceptionally allowed to travel for the Tokyo event. Those from the “Antique Collection” (sixteenth to early nineteenth century) include some of the oldest watches in the world and numerous technical and aesthetic masterpieces illustrating the entire history of horology. The pieces from the “Patek Philippe Collection”, tracing the manufacture’s rich heritage, feature the first known perpetual calendar wristwatch, launched by Patek Philippe in 1925 (No. P-72), the World Time wristwatch 1415 HU of 1948 (No. P-1026) and a pocket watch with minute repeater and 30-day power reserve of 1918 that had belonged to James Ward Packard (No. P-1703). A new section entitled “Historical Owners” invites visitors to admire a pendant watch presented to Queen Victoria at the Great Exhibition in London in 1851 (No. P-24) and other timepieces belonging to famous patrons.

An exceptional reunion of horological masterpieces

One room presents the vast collection of movements designed and built entirely by Patek Philippe, with a new area devoted to the steps involved in producing the parts and another dedicated to research and development. A generous place is accorded to the complicated watches, one of the manufacture’s strongholds, with –for the first time in a grand exhibition –a section exclusive to the super-complications (such as the Calibre 89 and the Star Caliber 2000) and a space entitled “Master of Sound” showcasing the chiming watches, including the most complex of all, the Patek Philippe Grandmaster Chime with 20 complications, and the Sky Moon Tourbillon Reference 6002R-001. Visitors also have the chance to meet Patek Philippe master watchmakers, as they carry out demonstrations on a variety of movements. In addition, the public and devotees may view exceptional pieces lent by their Japanese owners for this event.

A fine array of limited editions

Similarly to its predecessors, the Tokyo 2023 grand exhibition is accompanied by the launch of several limited editions in every segment of the Patek Philippe collection. Featuring among these six new



introductions are two technical pieces making their global debut: a new self-winding Quadruple Complication (Reference 5308P-010) and the first World Time watch equipped with a date display synchronized with local time (Reference 5330G-010). The choice is completed by an exclusive version of the World Time Minute Repeater (Reference 5531R-014), a refined reinterpretation of the ladies' Moon Phase model (Reference 7121/200G-010) and two new elegantly understated Calatrava models (References 6127G-010 and 7127G-010).

patek.com/watchart2023





About Patek Philippe

For over 180 years without interruption, Patek Philippe has been working to preserve Geneva's proud heritage in watchmaking artistry. As the last independent, family-owned manufacture, it enjoys total creative freedom in the development and production of timepieces that specialists consider to be the finest in the world – in line with the ambitions and expectations of the company's founders Antoine Norbert de Patek (1839) and Jean Adrien Philippe (1845). Thanks to its exceptional know-how, Patek Philippe can look back on a tradition of innovation crowned by over 100 patents.

Patek Philippe has always strived for perfection and created timepieces of unexcelled quality and dependability. Precious watches characterized by exclusivity and rarity constitute a unique legacy that is handed down from one generation to the next. Independence, tradition, innovation, quality and fine workmanship, rarity, value, aesthetics, service, emotion, and heritage: these are the ten values upheld by the Genevan manufacture.

In 2009, Patek Philippe launched its proprietary seal of quality for mechanical timepieces. This Patek Philippe Seal by far surpasses all previous quality standards and embraces the entire know-how as well as all prerequisites that are essential for the production, the precision, and the maintenance of an exceptional timepiece. The Patek Philippe Seal applies to the entire completed watch. It is also the sole hallmark in the watch industry that guarantees the upkeep of all watches during their entire lifetime regardless of the date when they were produced.

The manufacture has been owned by the Stern family since 1932 and is now managed by Thierry Stern. Thierry Stern was appointed President in 2009 and is actively committed to preserving the leading position of Patek Philippe in watchmaking technology and material research with the aim of constantly optimizing quality and dependability.

Patek Philippe and Japan

Many Japanese people have been fascinated by Patek Philippe watches since the earliest decades of the manufacture's activity –corresponding to the end of the Edo period and the Meiji Restoration. Indeed a number of Japanese names can already be found in the customer registers dating from that period.

In 1873, the famous Iwakura delegation, led by ambassador extraordinary and plenipotentiary Tomomi Iwakura, visited Patek Philippe's Geneva headquarters with Antoine Norbert de Patek himself, founder of the manufacture, acting as their guide. This was reported in detail over three pages of the official journal "Beiou-Kairan Jikki". Subsequently, the Japanese dignitaries wishing to acquire Patek Philippe watches endeavored to do so by purchasing direct in Europe or through the intermediary of European trading companies active in Japan. The official importation of Patek Philippe timepieces into Japan began in the late 1950s and the Japanese subsidiary PP Japan Inc. was established in 2003.

The Stern family, owners of Patek Philippe for four generations (since 1932), also realized long ago that Japan represented fertile cultural ground, as the Japanese people's deep appreciation of fine craftsmanship is in perfect harmony with the Patek Philippe spirit. Henri Stern, grandfather of the current president Thierry Stern, visited the Japanese market on several occasions between the end of the 1950s and the 1970s, followed by Philippe Stern from the 1960s to the 2000s. Today, Thierry Stern



also makes frequent trips to Japan to meet many of the brand's devotees and talk with them about the excellence of Patek Philippe watches.





Key facts

- **Sixth edition** of the Patek Philippe Grand Exhibition (*after Dubai in 2012, Munich in 2013, London in 2015, New York in 2017 and Singapore in 2019*)
- Open from **Saturday 10 to Sunday 25 June 2023** at the Sumitomo Sankaku Hiroba, in Tokyo
- The largest decor ever designed for a Grand Exhibition: more than **2,500 m²**
- More than **400 timepieces** and **100 objects**
- **Six limited editions** for the Japanese market

Themed areas and rooms:

- The “Jardin anglais” (English Garden) in Geneva (*with view of the lake and the Flower Clock*)
- Theater Kiosk
- Historic building, Current Collection Room, **148 pieces**
- Historic building, Napoleon Room **4 pieces**
- Patek Philippe Museum Room **166 pieces**
 - **82 pieces** from the Antique Collection + **84 pieces** from the Patek Philippe Collection
- Historical Owners Room **14 pieces**
- Japanese collectors on loan timepieces room **10 pieces**
- Rare Handcrafts Room **40 pieces**
- Artisans Room: wood marquetry, *guilloché* work, *cloisonné* enamel, miniature painting on enamel
- Manufacture Room:
 - Production phases area
 - Movements area: **36 movements** in revolving display cabinets + **64 movements** displayed in an interactive showcase
- Research and Development Area – Advanced Research **8 pieces**
- Supercomplications Room **3 pieces** - Grandmaster Chime immersive experience
- “Master of Sound” Room **17 pieces**
- Watchmakers Room
- Bookstore, mini-mapping of “The Encounter Between A. N. de Patek and J. A. Philippe”