

GREUBEL FORSEY WINS THE “AIGUILLE D’OR” FOR ITS DOUBLE TOURBILLON 30° ÉDITION HISTORIQUE



For its 10th anniversary, the Geneva Watchmaking Grand Prix (GPHG) awarded 11 prizes saluting creativity, dynamism and skills within the watch industry. Tradition, innovation, sophisticated complications and fine craftsmanship were duly appreciated by a jury of collectors, journalists and watchmaking experts, who gathered in the Grand Théâtre de Genève specially for this event.

Champagne, feathers and kabuki enlivened the evening of Thursday November 18th, as 1500 watchmaking devotees celebrated the 10th anniversary of the Geneva Watchmaking Grand Prix.

Amid a festive atmosphere, part Moulin Rouge and part Crazy Horse, Greubel Forsey was awarded the “Aiguille d’Or” Grand Prix award for its *Double Tourbillon 30° Édition Historique*. In his acceptance speech, Stephen Forsey said: "I am honoured this evening to receive the “Aiguille d’Or” on the occasion of the 10th anniversary of the Geneva Watchmaking Grand Prix. It is both a reward and a symbol for a young independent brand such as ours, created in 2004. I wish to thank all the people who have believed in, developed and supported this project, and in particular our 65-strong staff, as well as collectors, retailers, and the members of the GPHG jury." He also paid tribute to the Académie Horlogère des Créateurs Indépendants (AHCI) which had helped nurture the brand debut, and was rewarded by this year's Special Jury Prize.

Some of the most influential figures in the watch industry and the great names in watch distribution had come from around the globe to present the statuettes rewarding the laureates in each category. Mrs Elena Ivanova, representing the Mercury company, presented the “Complicated Watch Prize”, and Mr. Abdul Hamied Sediqqi the “Design & Concept Watch Prize”. Mr. John Simonian came on stage to hand over the “Best Men’s Watch” award, while “La Petite Aiguille” prize was presented by Mr. Michael Tay. Laurent Picciotto, founder and owner of the Chronopassion specialist boutique in Paris, provided entertaining summaries of the technical characteristics of the nominated timepieces.

For Jean-Christophe Babin, CEO of TAG Heuer, winner with the *Carrera Calibre 1887 Chronograph* of "La Petite Aiguille" -new prize to a watch whose price on the market is less than CHF 5000- : "Watchmakers' mission is to create dreams, and this prize rewards those who seek to bring the dream within reach for as many people as possible."

The audience listened in respectful silence to the emotional “in memoriam” tributes paid by Metin Arditi to Nicolas Hayek and by Franco Cologni to Luigi Macaluso, saluting the passion, commitment and outstanding careers of these two leading lights in the watchmaking world.

LAUREATES OF THE GPHG 2010

Ladies' Watch Prize : Van Cleef & Arpels, *Le Pont des Amoureux*

Men's Watch Prize : Laurent Ferrier, *Galet Classic Tourbillon Double Spiral*

Design & Concept Watch Prize : MB&F, *Horological Machine N° 4 Thunderbolt*

Jewellery Watch Prize : Chopard, *High Jewellery Owl Watch*

Complicated Watch Prize : F.P.Journe, *Chronomètre à Résonance*

Sports Watch Prize : Seiko, *Spring Drive Spacewalk Commemorative Edition*

"La Petite Aiguille" (Small Hand) prize : TAG Heuer, *CARRERA Calibre 1887 Chronograph 41mm Public*

On the occasion of this 10th anniversary, the jury awarded "La Petite Aiguille" prize to the best watch retailing at under 5,000 CHF.

Public Prize : Vacheron Constantin , *Historique Ultra-fine 1955*

The "Public Prize" is awarded by visitors to the Geneva exhibition and internet users who selected their favourite watch on the www.gphg.org or www.worldtempus.org websites.

Best Watchmaker Prize : Jean-François Mojon

A reward for the creative watchmaker whose work has had the greatest impact on the watchmaking world in a given year.

Special Jury Prize : AHCI (Académie Horlogère des Créateurs Indépendants)

The jury is free to award this prize to a timepiece, a brand, a personality, an innovation, or any major player in the watch industry.

The "Aiguille d'Or" Grand Prix Award : Greubel Forsey , *Double Tourbillon 30° Edition Historique*

VIEW THE 2010 GENEVA WATCHMAKING GRAND PRIX PRIZE-GIVING CEREMONY

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Relive the highlights and download pictures of the 2010 Geneva Watchmaking Grand Prix award ceremony on www.gphg.org and www.worldtempus.com from 2 pm local time on Friday November 19th.



Grand Théâtre mis en lumière par Gerry Hofstetter

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PARISIAN EXHIBITION AT THE SALON BELLES MONTRES FROM NOVEMBER 26TH TO 28TH 2010

All the prize-winning and nominated watches in this 2010 edition will be part of a temporary exhibition displayed on a dedicated GPHG booth at the Salon Belles Montres held in the Carrousel du Louvre, Paris.

10 YEARS OF REWARDS...

The Geneva Watchmaking Grand Prix, under the patronage of the city and State of Geneva, annually salutes watchmaking creativity, skill and expertise.

- 2001 The "Aiguille d'Or" Grand Prix awarded to : Vacheron Constantin, *Lady Kalla*
- 2002 The "Aiguille d'Or" Grand Prix awarded to : Patek Philippe, *Ciel Lune*
- 2003 The "Aiguille d'Or" Grand Prix awarded to : Patek Philippe, *10 jours Tourbillon*
- 2004 The "Aiguille d'Or" Grand Prix awarded to : François-Paul Journe, *Tourbillon souverain à seconde morte*
- 2005 The "Aiguille d'Or" Grand Prix awarded to : Vacheron Constantin, *Tour de l'Ile*
- 2006 The "Aiguille d'Or" Grand Prix awarded to : François-Paul Journe, *Sonnerie souveraine*
- 2007 The "Aiguille d'Or" Grand Prix awarded to : Richard Mille, *RM012*
- 2008 The "Aiguille d'Or" Grand Prix awarded to : François-Paul Journe, *Centigraphe Souverain*
- 2009 The "Aiguille d'Or" Grand Prix awarded to : A. Lange & Söhne, *Lange Zeitwerk*
- 2010 The "Aiguille d'Or" Grand Prix awarded to : Greubel Forsey, *Double Tourbillon 30° Edition Historique*



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