

# WATCHES AND CULTURE PRESENTS “TIME DESIGN”

## A JOURNEY INTO WRISTWATCH DESIGN

After previewing at Watches and Wonders Geneva, the “Time Design” exhibition, curated by Watches and Culture, will go on view at Pont de la Machine in Geneva from April 14 to May 8, 2022. In seven themes, visitors embark on a journey to the heart of watch design through the twentieth century to the present day, and beyond.

The watch’s modes of expression have always emphasised aesthetic considerations and attention to detail. “Time Design” reveals the many creative facets of watch design in a journey through time. After a brief evocation of pocket watches, this immersive exhibition trains the spotlight on the wristwatch and its multiple stylistic iterations, from form watches to tool watches and contemporary executions. Presented in showcases, imagined by students at ECAL/University of Art and Design Lausanne, some one hundred objects illustrate the inventiveness and diversity of watch design.

Watches and Culture, the cultural division of the Fondation de la Haute Horlogerie and curator of the exhibition, has crafted seven inspirational worlds to illustrate the fabulous creativity of “time design”.

### **The beauty of early watches**

Worn as a chatelaine, a brooch or a pendant, the jewellery watches of centuries past, like pocket watches, are wonders of the imagination, beautifully brought to life by the decorative arts.

### **The many faces of the wristwatch**

The wristwatch, an innovation of the early twentieth century, combines functional considerations with an inventiveness inspired by the latest fashions as well as technical advancement, in an array of forms, materials and dimensions.

### **Imaginative adverts for creative watches**

Advertising for watches can be as innovative as the watches themselves, as illustrated by more than one hundred advertisements, from the 1940s to 2000, that students at ECAL/University of Art and Design Lausanne have selected from the archives of *Europastar* magazine.



## **Gérald Genta (1931-2011), a designer for the modern age**

Trained as a jeweller and a goldsmith, Gérald Genta spent a lifetime exploring the wristwatch in all its forms. His creative genius produced multiple icons, among them the SAS Polerouter™, the Royal Oak™, the Nautilus™, the Ingénieur™, the Bulgari-Bulgari™ and the Gefica Safari™. The watch industry owes him several of its biggest successes; thanks to him, watch design has received the recognition it deserves. Gérald Genta showed how the wristwatch, both its aesthetics and its ergonomics, could become a subject for study. A man of his era, the remarkable singularity of his work transcends time. The exhibition presents his sketches, paintings, and several exceptional timepieces which he designed.

## **Contemporary watchmaking, a laboratory for new ideas**

Over the past two decades, watches have set out in new directions. Breaking with the classical canon, they adopt unreservedly futuristic intonations or return to the grand tradition of the decorative crafts, becoming a work of art for the wrist.

## **The future of time?**

The year is 2122. Our perception of time has changed. Students in watch design at HEAD - GENÈVE/Haute École d'Art et Design have imagined the objects that will keep track of time, a century from now. Five projects, represented by five models, explore time as a concept to be mastered.

## **Augmented reality: from symbol to watch**

Six iconic watches, represented by six objects symbolic of their design, are presented in an augmented reality experience.

After previewing at Watches and Wonders Geneva, "Time Design" opens to the public from April 14 to May 8, 2022 at Pont de la Machine in Geneva. An opportunity to discover (or rediscover) the extraordinary creativity and diversity of watch design.

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## **"Time Design"**

Pont de la Machine, 1204 Geneva – April 14 - May 8, 2022

Open: Tuesday-Sunday 12pm - 7pm, Thursday 12pm - 9pm

Free entrance

#timedesign  
#watchescltr  
#geneva  
#geraldgenta

For more information, please contact:

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Link to the Media Center: <https://www.hautehorlogerie.org/en/watches-and-culture/media-center/>

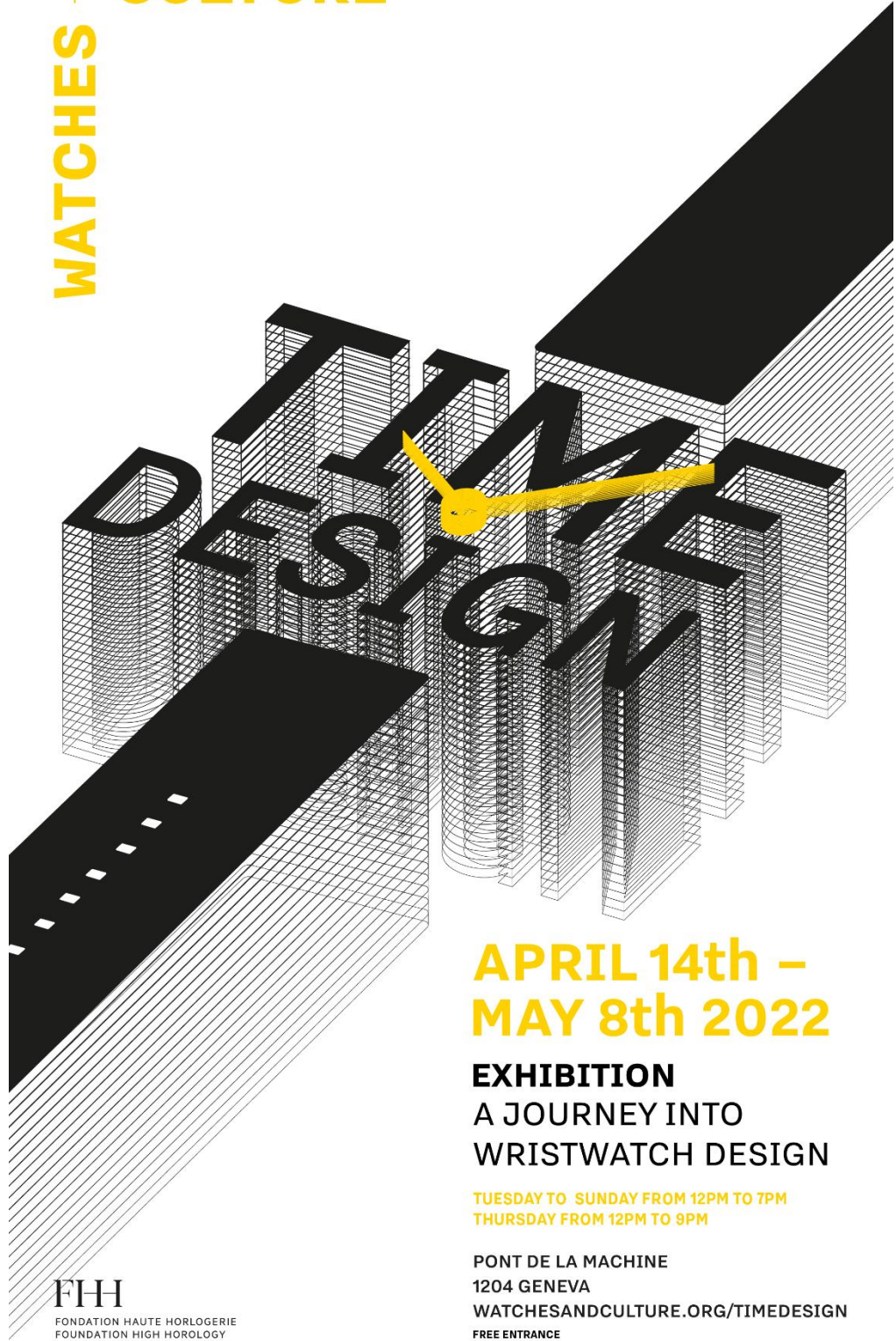
## FONDATION DE LA HAUTE HORLOGERIE

The Fondation de la Haute Horlogerie is a private, non-profit foundation set up in 2005.

Its purpose is to promote watchmaking excellence to audiences worldwide. The Foundation's activity is shared between two divisions:

- **Watches and Wonders** organises large-scale events and gatherings for professionals and the general public.
- **Watches and Culture** engages the widest possible audience with the culture of watchmaking and promotes the artistic and cultural value of the watch as a demonstration of excellence.





**APRIL 14th –  
MAY 8th 2022**

**EXHIBITION  
A JOURNEY INTO  
WRISTWATCH DESIGN**

**TUESDAY TO SUNDAY FROM 12PM TO 7PM  
THURSDAY FROM 12PM TO 9PM**

**PONT DE LA MACHINE  
1204 GENEVA  
WATCHESANDCULTURE.ORG/TIMEDESIGN  
FREE ENTRANCE**

**FHH**  
FONDATION HAUTE HORLOGERIE  
FOUNDATION HIGH HOROLOGY