

IAM WATCH CH

WHERE MAKERS
AND ENTHUSIASTS
GATHER

THE HOUR GLASS



IAMWATCH 2024 PRIVATE VIEW & VERNISSAGE DRAW COLLECTORS AND CONNOISSEURS FROM AROUND THE GLOBE

SINGAPORE, 18 OCTOBER 2024: The Private View and Vernissage of IAMWATCH 2024 brought together collectors, connoisseurs, and enthusiasts from around the globe for an engaging and dynamic celebration of artisanal watchmaking. Hosted in The Singapore EDITION Hotel, the event offered an inviting and open format that encouraged direct interaction between enthusiasts, collectors and watchmakers, tastemakers, and industry leaders.. Attendees were able to explore a wide array of creations while engaging in insightful conversations with the makers themselves. As the evening unfolded, the energy and excitement continued to build, with hundreds of guests sharing their passion for horology in an environment designed to foster connection and appreciation for the craft.

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The open layout of the event facilitated seamless interaction, allowing attendees to discover the craftsmanship and ingenuity of the showcased creations up close. The vibrant atmosphere reached new heights as several notable brands chose IAMWATCH 2024 as the perfect platform to debut their latest watches. Among the exciting releases were:

MB&F EDDY JACQUET

MB&F continues its collaboration with master engraver Eddy Jaquet in the latest series of Legacy Machine Split Escapement watches. These eight unique pieces feature intricate engravings that bring to life scenes from literary classics, including *Moby Dick* and *Robinson Crusoe*. The detailed engravings reflect Jaquet's artistic interpretation of these timeless stories, set against the backdrop of MB&F's innovative mechanical design. Each stainless steel case showcases MB&F's dedication to blending art with the technical expertise for which the brand is known .

URWERK UR-150 SCORPION

URWERK's UR-150 Scorpion introduces a fresh take on the brand's signature satellite hours complication. The new design features a retrograde minutes hand that sweeps across a 240-degree arc before resetting, resembling the swift sting of a scorpion's tail. Housed in a



titanium case, the UR-150 balances cutting-edge mechanics with a bold, dynamic design. Available in two versions—Titan and Dark—the model embodies URWERK’s forward-thinking approach to horology while maintaining an unmistakable visual appeal.

ULYSSE NARDIN FREAK ONE NAVY BLUE

The Ulysse Nardin Freak ONE Navy Blue is the latest addition to the groundbreaking Freak collection, featuring a striking new deep blue dial. Encased in a 44mm titanium case with a bezel made of Carbonium®, this model continues to challenge traditional watchmaking conventions. The vivid blue dial, combined with the signature flying carousel, displays the minutes, while a rotating disc indicates the hours. Powered by the UN-240 Manufacture movement, it offers a 90-hour power reserve and is paired with a recycled rubber strap, further emphasising Ulysse Nardin’s innovative spirit. This latest edition brings a fresh, bold look to the Freak line while staying true to its avant-garde origins.

KRAYON ANYWHERE ARBOREA

The Krayon Anywhere Arborea, inspired by Henri Rousseau’s “The Virgin Forest at Sunset,” blends artistic mastery with technical ingenuity. Limited to just 15 pieces, this watch features Krayon’s unique ephemeris complication, which allows wearers to track sunrise and sunset times from any location in the world. The hand-painted dial captures the serene transition of day into night, highlighting the beauty of nature alongside the technical prowess of the movement within. The Anywhere Arborea embodies the harmony between art, time, and place .

IAMWATCH 2024 PUBLIC DAYS

The face-to-face nature of IAMWATCH 2024 created a space for meaningful interactions between makers, collectors, and enthusiasts. Guests were seen engaging with the artisans in a relaxed, convivial setting, exchanging ideas and building connections around their shared passion for watchmaking. The combination of accessible conversation and hands-on exploration of the creators’ work made the event a unique experience for all involved.

As IAMWATCH 2024 transitions into its Public Days, excitement continues to build. Public Day 1, on 18 October, will kick-off a diverse lineup of activities including GTGs, masterclasses, lectures, and conversations, allowing even more opportunities for guests to engage with the makers and immerse themselves in the world of horology.

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With the success of the Private View and Vernissage setting a strong foundation, IAMWATCH 2024 is poised to continue as a gathering point for those passionate about the artistry and innovation shaping the future of watchmaking. For more information visit [IAMWATCH.com](https://iamwatch.com)

FOR PRESS MATERIALS, VISIT [HTTPS://TINYURL.COM/IAMWATCH17OCT](https://tinyurl.com/iamwatch17oct)

ABOUT IAMWATCH 2024

In 2004, The Hour Glass launched what is considered one of the watch world's first enthusiast-facing watch expositions "Tempus – The Great Watchscapade". It was a much-celebrated event that enriched both its exhibitors as well as the audience it served. Two decades later, we are excited to reveal a new community engagement platform - "IAMWATCH 2024".

IAMWATCH 2024 combines the pioneering spirit of Tempus and the curatorial focus of The Persistence of Memory, an Online Viewing Room launched by The Hour Glass in 2021 to survey the last 50 years of artisanal independent watchmaking. The 4-day programme is designed for the Pan-Asian watch-collecting community, fostering face-to-face interactions in a relaxed, casual setting. It brings together over 40 watchmakers, industry leaders, and influential voices for curated lectures, masterclasses and



conversations. Every moment is an opportunity to share stories, discover new perspectives, and deepen the collective love for the art of watchmaking.

IAMWATCH 2024 opens by-invitation with a Private View on Thursday, 17 OCT 2024 from 3.00 p.m. – 5.00 p.m. and a Vernissage from 5.00 p.m. – 8.00 p.m. Admission is free and open to the public from Friday, 18 OCT - Sunday, 20 OCT 2024, between 11.00 a.m. – 8.00 p.m. This event is e-ticketed, and all guests are requested to pre-register at <https://iamwatch.com>.

IAMWATCH 2024 will be held at the newly opened - The Singapore EDITION hotel, the first in Southeast Asia. Nestled in the upper end of Orchard Road and located a short walk from the Botanic Gardens, the hotel's meticulous design blends sophistication with an abundance of tropical fauna. A nod to Singapore's status as the world's city in a garden.

The dress code for IAMWATCH 2024 is 'Double-wristed, Resort Casual'; guests are encouraged to wear watches on both wrists.

PARTICIPATING FRIENDS

Alain Silberstein, Alcée Montfort, Alex Ghotbi, Anton Suhanov, Arnaud Nicolas, Aurel Bacs, Benoît Mintiens, Cédric Johner, David Rooney, Eléonor Picciotto, Emmanuel Esposito, Felix Baumgartner, Florian Bédard, Franc Vila, Gaël Petermann, Gautier Massonneau, Hughes Low, Jean Arnault, Kari Voutilainen, Ken Koshiyama, Konstantin Chaykin, Lee Yuen-Rapati, Manuel Emch, Mark Kauzlarich, Masaki Saito, Matthieu Haverlan, Max Quintavalle, Maximilian Büsser, Patrick Pruniaux, Philippe Lebru, Pierre Biver, Pierre Jacques, Raúl Pagès, Rémi Maillat, Rémy Cools, Rexhep Rexhepi, Robert Bray, Sam Hines, Sean Li, SJX, Stepan Sarpaneva, Sylvain Pinaud, Théo Auffret, Tiffany To, Wei Koh

ABOUT THE HOUR GLASS

At The Hour Glass, our mission is to advance watch culture. Known for our thoughtfully curated selection of brands, a passion for designing immersive retail experiences and our team of knowledgeable specialists, we strive to become the primary port of call for all watch enthusiasts and collectors alike. We eagerly look forward to assisting you on your collecting journey across our network of over 65 boutiques.

For media inquiries, please contact:

Brenda Tan
Senior Manager, Engagement Marketing
Brenda.tan@thehourglass.com

Joelyn Ho
Assistant Manager, Engagement Marketing
Joelyn.ho@thehourglass.com