

IAM WATCH CH

WHERE MAKERS
AND ENTHUSIASTS
GATHER

THE HOUR GLASS

17-20 OCT 2024

SINGAPORE

WWW.IAMWATCH.COM

Singapore, 22 JULY 2024 - The Hour Glass introduces IAMWATCH, an intimately scaled 4-day programme in tropical Singapore in a relaxed and casual setting.

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 and the audience it served. Two decades later, we are excited to reveal a new community engagement platform: "IAMWATCH".

Dedicated to the Pan-Asian watch-collecting community, IAMWATCH advocates face-to-face engagements between enthusiasts and collectors with watchmakers and industry luminaries where the primary objective is the shared transmission of passion, knowledge and stories. *"The story of time stretches back over two millennia and the evolution of the portable watch, over the last 500 years. There is so much history to forage through and at IAMWATCH, our desire is to lay a foundation of knowledge about the developmental path of the horological science and the watchmaking arts"*, said Michael Tay, Group Managing Director of The Hour Glass. *"Our hope is that all delegates leave IAMWATCH enriched by the human connections they have made, educated by the lectures and plenary sessions we have proposed and, motivated to continue down this joyous path of watch collecting into the future."* IAMWATCH offers a curated presentation of more than 40 of our friends, a series of fireside chats, horological lectures plus many other community activations.

IAMWATCH 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 we request for all guests to pre-register. Registration for the event is now open at <https://iamwatch.com>.

IAMWATCH 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 is '**Double-wristed, Resort casual**'; delegates are encouraged to wear watches on both wrists.

PARTICIPATING FRIENDS

Alain Silberstein, Alcée Montfort, Alex Ghotbi, Arnaud Nicholas, Anton Suhanov, 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 Koshimaya, 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

THE HOUR GLASS

At The Hour Glass, our mission is to advance watch culture. Known for our thoughtfully curated selection of brands, passion for designing immersive retail experiences, and staffed by a knowledgeable team of watch 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 more information, please contact:

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