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IAMWATCH 2024 ANNOUNCES GTGs, LECTURES, MASTERCLASSES & CONVERSATIONS SCHEDULE FOR UPCOMING 4-DAY PROGRAMME IN TROPICAL SINGAPORE

SINGAPORE, 18 SEPTEMBER 2024 — Following the unveiling of IAMWATCH 2024, The Hour Glass is pleased to announce the GTGs, lectures, masterclasses and conversations schedule for the 4-day programme in Singapore. Each session has been designed for the Pan-Asian watch-collecting community, fostering face-to-face interactions within the relaxed, casual setting. Join us as we dive into the human qualities that drive the watch industry - passion, patience and perseverance.

“We are pleased to welcome the watch community to IAMWATCH 2024,” said Mr Michael Tay, Group Managing Director of The Hour Glass. *“The IAMWATCH 2024 platform is not just about showcasing artisanal watchmaking; it’s an opportunity for meaningful engagement and discourse. We have curated a series of GTGs, insightful lectures by writer David Rooney on the evolution of timekeeping and designer Lee Yuen-Rapati on watch typography; masterclasses by Jean-Claude Biver and Maximilian Büsser, and conversations with watchmakers, designers and tastemakers. IAMWATCH 2024*

will be an unparalleled opportunity for collectors and enthusiasts to explore today's horological landscape."

Set against the vibrant backdrop of Singapore, IAMWATCH 2024 promises to be a gathering like no other - an opportunity for makers and enthusiasts to immerse themselves in four days of discovery, inspiration, and connection. Every conversation and every encounter will contribute to the rich tapestry of stories that make the world of horology so captivating.

THE LECTURES, MASTERCLASSES & CONVERSATIONS SCHEDULE COMMENCES ON **PUBLIC DAY 1 – FRIDAY 18 OCT 2024.**

- **BREAKFAST GTG:** Join us for a GTG with Urwerk and Akrivia.
- **MARKETS, MORALITY, & MANUFACTURE (PART I):** Author of About Time David Rooney speaks on Amsterdam's first stock exchange clock, modern financial timekeeping, the link between time and commerce, and how clocks and watches influenced manufacturing from the 18th century to Henry Ford.
- **BLINK AND YOU'LL MISS IT:** Designer and renowned illustrator Lee Yuen-Rapati explains how to design a watch and makes a case for a wider appreciation of typography on watches. What role does type play, and why is it important?
- **MASTERCLASS ON WATCHMAKING ENTREPRENEURSHIP:** Explore the mind of a watch industry visionary. MB&F Founder and Creative Director Maximilian Büsler shares his incredible journey in the watch industry and the entrepreneurial lessons he learnt along the way.
- **MASTERCLASS ON WATCHMAKING ENTREPRENEURSHIP:** The undisputed marketing legend of the watch industry. Jean-Claude Biver shares insights on leadership, brand building and passion learned from his career at Blancpain, Omega, Hublot and BIVER.
- **EVENING GTG:** Join us for a GTG with the Managing Director of Ulysse Nardin.
- **'KEEPER OF TIME' FILM SCREENING:** 'Keeper of Time' features the stories of four artisanal watchmakers - Philippe Dufour, Roger W. Smith, François-Paul Journe, and Maximilian Büsler, along with interviews from leading scholars in the fields of theoretical physics and philosophy.

OVER THE WEEKEND, ON **PUBLIC DAY 2 – SATURDAY 19 OCT 2024**, ATTENDEES CAN ALSO ENGAGE IN THE FOLLOWING LECTURES, MASTERCLASSES & CONVERSATIONS:

- **BREAKFAST GTG:** Join us for a GTG with Maximilian Büsler.
- **TOWERS & POWER (PART II):** Author of About Time David Rooney explores ancient timekeeping, from Roman playwrights to Gothic Italy's water clocks and clocktowers worldwide, culminating in modern reactions against the control clocks exert over us.
- **GEEK TO GOAT:** The art and science of collecting artisanal watches. Join Alexandre Ghotbi, Firmin Li, Michael Tay and Tiffany To as they discuss the emergence of artisanal watchmaking, the shifting landscape and the logic behind their collecting preferences.
- **FUTURE MAKERS:** Balancing ambition and tradition. Gaël Petermann, Jean Arnault, Rémy Cools and Theo Auffret discuss the importance of ambition in realising one's vision and explores the need to be challenged.
- **COMEBACK KINGS:** Lessons in resilience. Alain Silberstein, Franc Vila, Manuel Emch and Raul Pages share life lessons in watch entrepreneurship. Why self-reflection is invaluable within an industry built on reinvention.
- **REINVENTING THE WHEEL:** What makes an icon? And how do icons differ from hype? Benoît Mintiens, Gautier Massonneau, Lee Yuen-Rapati and Mark Kauzlarich dive deep into contemporary watch design and explore how modern makers are developing unique design languages within a crowded market.

- **'KEEPER OF TIME' FILM SCREENING:** 'Keeper of Time' features the stories of four artisanal watchmakers - Philippe Dufour, Roger W. Smith, François-Paul Journe, and Maximilian Büsser, along with interviews from leading scholars in the fields of theoretical physics and philosophy.

THE PROGRAMME CULMINATES ON **PUBLIC DAY 3 – SUNDAY 20 OCT 2024.**

- **BREAKFAST GTG:** Join us for a GTG with Anton Suhanov, Florian Bédard, Gaël Petermann, Rémy Cools and Theo Auffret.
- **HORIZONS (PART III):** Author of About Time David Rooney looks at timekeepers' role in extending our horizons, from medieval automata to modern space clocks, and their impact on our survival, encouraging long-term thinking and optimism for the future.
- **HOW TO BUILD A MILLION DOLLAR WATCH COLLECTION:** Aurel Bacs, Jean-Claude Biver, Sam Hines and Wei Koh explore the changing state of the watch market in 2024 and beyond, what shifts might we expect in brick-and-mortar retailing, e-commerce and auction house activities, as consumer behaviour, technology, and market forces continue to evolve.
- **INDIE SPIRIT:** Felix Baumgartner, Kari Voutilainen, Rexhep Rexhepi and SJX discuss the nature of authenticity in the watch industry and the balance between saviours and profiteers. Are we witnessing the demise of authenticity or the demise of authentic watchmaking?
- **THE NEW NORMAL:** Jean Arnault, Matthieu Haverlan, Manuel Emch, and Wei Koh ponder the future of the watch industry from 2025 to 2035. How will the business landscape shift within the next decade, and what will be the key external opportunities and threats faced by the industry?

FOR MORE INFORMATION ON THE VENUE AND SESSION TIMINGS VISIT

[HTTPS://IAMWATCH.COM/PROGRAMME](https://iamwatch.com/programme)

FOR PRESS MATERIALS ON THE PARTICIPATING FRIENDS, VISIT [HTTPS://TINYURL.COM/IAMWATCH](https://tinyurl.com/iamwatch)

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 Kaularich, 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.

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