

Munich, 29 January 2025  
PRESS RELEASE

## INHORGENTA and Fondation Haute Horlogerie: Discover the Art of Watchmaking at the FHH Cultural Space

INHORGENTA and the Fondation Haute Horlogerie (FHH) are making a bold statement in support of watch craftsmanship. Together, they are unveiling the FHH Cultural Space at INHORGENTA MUNICH 2025 – a special platform dedicated to celebrating the craftsmanship, artistry, and cultural heritage of watchmaking.

“With the FHH Cultural Space, we are introducing a unique cultural dimension to INHORGENTA. The combination of workshops, talks, and the “Watches and Talents” exhibition promises an extraordinary experience for visitors,” says Stefanie Mändlein, Exhibition Director of INHORGENTA.

“At the Fondation Haute Horlogerie, we are dedicated to showcasing the artistry and cultural heritage of watchmaking. The FHH Cultural Space at INHORGENTA offers a unique opportunity for audiences to immerse themselves in the beauty, precision, and innovation that define this exceptional craft.” explains Aurélie Streit, Vice President of the Fondation Haute Horlogerie.

### Highlights of the FHH Cultural Space

#### “Watches and Talents” Exhibition

The exhibition “Watches and Talents” shines a spotlight on eight exceptional artisans, including Andreas Albert, Bastien Chevalier, Philippe Dufour, Thierry Faivre, Ismaël Jaggi, Justine Jouanneau, Anita Porchet, and Isabelle Villa. It offers a fascinating glimpse into rare watchmaking professions, ranging from miniature painting and dial design to the crafting of watch movements.

#### Watch Talks – Insights into the Future of Watchmaking

Captivating talks and inspiring panel discussions will shed light on current trends and key challenges in the industry. Renowned experts and influential thought leaders, such as Manuel Emch (Kollokium, Louis Erard), Andrea Furlan (Furlan Marri), Rolf Studer (ORIS), Scott Wempe (Wempe) as well as influencers like Nicolas Amsellem, Justin Hast, and Marc-Henri Ngandu will share valuable insights and visionary perspectives. Topics such as the success

story of ORIS, the rise of independent brands, and the expectations of Gen Z will provide compelling inspiration for the future of watchmaking craftsmanship.

Watchmaking Workshops – Experience the art of watchmaking

Visitors can experience the intricate craft of watchmaking by disassembling and reassembling a UNITAS 6497-1 movement under expert guidance, gaining insight into the precision and skill behind every timepiece.

Note: Participation is limited. Please register by Wednesday, 19 February 2025:

[inhorgenta.press@messe-muenchen.de](mailto:inhorgenta.press@messe-muenchen.de)

Horology HUB – Explore the World of Watchmaking

The Horology HUB invites visitors on an immersive journey through the history, art, and foundations of watchmaking as we know it today. Divided into three distinct universes, this labyrinthine trail of explanatory and visual panels highlights the key milestones of watchmaking, visionary personalities, and the fascinating technical complications that have shaped the industry.

ORIS presents cultural highlights in the FHH Cultural Space

The FHH offers partner brands exclusive activations in its “Cultural Space,” enabling them to join its cultural mission. ORIS, a partner brand of the FHH, responded to the call with great sincerity. Independence? Innovative solutions? Sustainability? Making people smile? So many subjects close to the heart of ORIS! Discover watchmaking culture with ORIS during the 4 days of INHORGENTA.

### Program Overview at the FHH Cultural Space

Friday, 21 February:

- 10:00 AM: INHORGENTA press conference with Aurélie Streit, Vice President of FHH
- 1:00 PM: "How to Attract the New Generation of Customers: GEN Z" Panelists: Nicolas Amsellem, Maxime Couturier, Justin Hast, Lorenzo Maillard, and Marc-Henri Ngandu. Host: Clio Godrèche
- 2:00 PM: Official opening of the FHH Cultural Space
- 3:00 PM: Watchmaking Workshop (Press)
- 4:30 PM: Watchmaking Workshop Top Buyers (Retailers)

Saturday, 22 February:

- 11:30 AM: "Success Story" – Rolf Studer (ORIS), Moderator: Suzanne Wong
- 2:00 PM: "The Transformation of the Watch Industry" - Panelists: Manuel Emch (Kollokium/Louis Erard), Andrea Furlan (Furlan Marri), Scott Wempe (Wempe), Moderator: Elizabeth Doerr
- 2:00 PM: Watchmaking Workshop (Talents)

Sunday, 23 February:

- 1:00 PM: Watchmaking Workshop (Top-Buyer)

Visit the FHH Cultural Space

Don't miss the FHH Cultural Space, located in Hall A1.333 at INHORGENTA MUNICH from 21 to 24 February 2025. Discover inspiring workshops, captivating discussions, and an exclusive journey into the artistry and innovation of watchmaking.

For further information, please contact:

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Fondation Haute Horlogerie : [julien.baudet@hautehorologie.org](mailto:julien.baudet@hautehorologie.org)

#### About Fondation Haute Horlogerie

Founded in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group, the Fondation Haute Horlogerie (FHH) has since focused its mission on the international influence of watchmaking culture and positions the watch as an object of art and culture. The Fondation Haute Horlogerie (FHH) serves as a neutral reference in watchmaking, supported by three pillars. “Watches and Culture” brings watchmaking culture to life through original content, events, and international meetings for both the public and professionals. The “FHH Academy” offers training and certification for current professionals and future enthusiasts, with courses available in over 20 countries, both in-person and online. The “FHH Forum” is an industry-driven platform for discussion and debate, connecting leaders to shape the future of watchmaking. Around forty watch brands actively support FHH's mission to preserve and promote watchmaking culture and heritage.

#### About INHORGENTA

INHORGENTA, Europe’s leading platform for jewelry, watches and gemstones is the order and communications platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive framework program and special events, comprising the INHORGENTA AWARD and the TRENDFACTORY, the trade fair offers an in-depth overview of international trends and developments. In 2024, the trade fair celebrated its 50th anniversary attracting more than 1,300 brands from 37 countries and around 25,000 visitors from 90 countries. The next INHORGENTA MUNICH will be held from 21 to 24 February 2025.

#### About Messe München

As one of the world’s leading trade fair organizers, Messe München presents the world of tomorrow at its about 90 trade fairs worldwide. These include twelve of the world’s leading trade fairs such as bauma, BAU, IFAT and electronica. Messe München’s portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.