

The FHH expands its programming during the 2024 Geneva Watch Days

For immediate release

Geneva, 19 August 2024 – For the second consecutive year, the Fondation Haute Horlogerie is teaming up with the Geneva Watch Days, with an expanded presence and diverse programming across the four-day event, from 29 August to 2 September 2024. This reflects the establishment of an official partnership aimed at crystallising a common goal: the promotion of watchmaking.

Ever since the Fondation Haute Horlogerie refocused its mission on its cultural activities in early 2023, the organisation has been relentlessly increasing its presence and visibility across the international horological calendar, beginning with its initial foray into the 2023 edition of the Geneva Watch Days. For the 2024 edition, the FHH's involvement has only grown with it becoming an official partner of the now unmissable four-day event, and an expanded programme of FHH-branded activations:

Thursday August 29th, 2024 – GWD Pavilion

12.15 FHH Watch Review by Gianfranco Ritschel
13.30 Guided tours by FHH
14.30 Guided tours and craftsmanship demonstration by FHH

Friday 30 August, 2024 – GWD Pavilion

12.00 FHH Watch Review by Gianfranco Ritschel
13.30 Guided tours by FHH
14.30 Guided tours and craftsmanship demonstration by FHH

Saturday 31 August – GWD Pavilion

11.00 FHH Quiz Brunch makes its return
13.30 Guided tours by FHH
14.30 Guided tours and craftsmanship demonstration by FHH

Sunday 1st September – GWD Pavilion

11.00 FHH Conference: "Man & Machine" by Pascal Ravessoud
13.30 Guided tours by FHH
14.30 Guided tours by FHH

Monday September 2nd – GWD Pavilion

13.30 Guided Tours by FHH
14.30 Guided Tours by FHH

"Always on" activities

In addition to the above daily activities, the Geneva Watch Days will hold a dedicated space in its Cultural Centre for amateurs and experts alike wishing to learn more about the FHH's activities.

The FHH's annual cultural exhibition held in its Pont de la Machine headquarters, entitled "Watches and Talents", which has been extremely well received by over 7'500 locals and tourists since its inauguration in early June, will extend its opening hours such that it will continue to be open to the public until 2 September 2024, coinciding with the end of the fair. For more information or to sign up to the FHH's activities scheduled during the Geneva Watch Days, please visit [the dedicated page on the FHH website.](#)

About the 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.

Point of reference and neutrality for all subjects relating to watchmaking, it relies for this on three complementary pillars intended for a wide audience, made up of industry professionals, individuals, insiders and of amateurs.

The first, Watches and Culture by FHH, created in 2021, aims to bring watchmaking culture to life through the creation of original content, events and international meetings, intended jointly for the public and professionals.

As for the FHH Academy, it trains and certifies watchmaking knowledge for today's professionals and tomorrow's aficionados. Consisting of a rich and fun offering made up of training courses and certifications, its content is available in class or online in more than 20 countries, making watchmaking knowledge available to all.

Finally, the FHH Forum, a discussion and debate platform designed by the industry for the industry, informs, questions and connects the leaders of the sector with the aim of shaping the ecosystem of the future.

A circle of around forty watch brands is actively committed to the culture and heritage of watchmaking and offers unwavering support to the Foundation since its creation. Visionaries and the avant-garde actively encourage and support the missions and activities of the FHH.

Media Contact

Meera Anand
Senior Communications Consultant – Fondation Haute Horlogerie
E: meera.anand@hautehorlogerie.org
M: +41 79 420 7789