



AMERICA'S PREMIER LUXURY WATCH SHOW

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TIMECRAFTERS – AMERICA'S PREMIER LUXURY WATCH SHOW – WILL PRESENT THE BEST OF THE 2016 COLLECTIONS AT ITS 4TH ANNUAL WATCH SHOW MAY 12-15, 2016, PARK AVENUE ARMORY, NYC

(New York, NY) February 2, 2016 — [TimeCrafters](#) will present the country's largest watchmaker exhibition for connoisseurs, collectors and anyone curious about the world's finest timepieces at the historic Park Avenue Armory in Manhattan May 12-15, 2016 (tickets \$30 per person). For three consecutive days, visitors will be able to see and learn about the watch industry's newest models and most complicated timepieces, presented during the Salon de la Haute Horlogerie (SIHH) in Geneva last month and during BaselWorld in March. There will be three panel discussions per day, talks, seminars and five watchmaking workshops (\$400 per person) with master watchmakers from Fondation de la Haute Horlogerie.

This year's new slogan "Every Watch Has a Story, What's Yours?" will feature personal and unusual watch stories from collectors and celebrities. A Watch Concierge will be available to answer watch related questions and Christie's Auction House will provide free valuations of vintage watches. Opera Gallery, an international art gallery with locations in major cities worldwide, will curate a special art exhibit at the venue devoted to the topic of time. A VIP preview reception and an invitation-only Collector's Night are also planned.

Among the watch companies participating are A. Lange & Söhne, Audemars Piguet, Frederique Constant, Hublot, Parmigiani Fleurier, Richard Mille, Roger Dubuis, TAG Heuer, Tiffany & Co., Urwerk, Vacheron Constantin, Zenith.

Vacheron Constantin will showcase the world's most complex watch with 57 complications that took three watchmakers eight years to manufacture. TAG Heuer will showcase 100 years of watchmaking innovation plus its limited edition Carrera Heuer 01 Indy 500 watch with a customized Indy racecar. Hublot will set up a Ferrari F1 simulator with a full immersion driving experience for attendees.

"Our objective is to educate new comers to the watch world, while attracting watch enthusiasts and passionate collectors with a range of ultra complex timepieces," explained Isabelle Boudringhin, co-founder of TimeCrafters. "TimeCrafters is the only luxury watch show for consumers in the US that showcases the highest quality of craftsmanship from the watch industry's most iconic brands and brings watch enthusiasts together to share and learn about the industry," added Boudringhin.

TimeCrafters was founded in 2011 to give US watch enthusiasts and collectors an opportunity to learn about the craftsmanship of the best timepieces through the only large-scale public watch event in the US. The show opens to the public Friday, May 13 through Sunday, May 15, 11:00am to 6:00pm daily.