

JEWELRY

## Patek Philippe recreates Geneva brand site visits in New York exhibit

July 7, 2017



*Patek Philippe's Napoleon Room takes inspiration from its salon and includes views of Lake Geneva. Image credit: Patek Philippe*

By STAFF REPORTS

Swiss watchmaker Patek Philippe is opening up centuries of timekeeping history to a New York audience.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

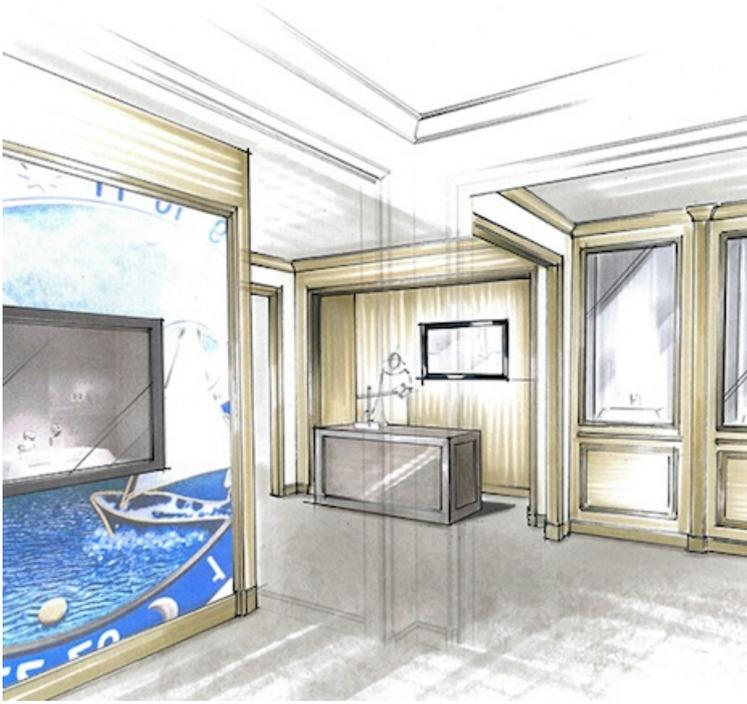
For 11 days, "The Art of Watches, Grand Exhibition New York 2017" will be staged at restaurant Cipriani's 42nd Street location, offering a chance for visitors to experience the brand's 178-year watchmaking heritage. For those who cannot manage a trip to Geneva, the exhibit is designed to closely replicate the experience of touring its headquarters, salon and museum.

Geneva in New York

Due to the exhibit's scale, Patek Philippe had to build a two-story structure to accommodate the 13,000-square-foot display. This is the first time this size space has been constructed within the restaurant.

The exhibit is split into 10 themed rooms, including spaces that delve into the watchmaker's U.S. history, current collections and grand complications. A theater room will show a film about the brand, while a museum room will present both early watches and some of Patek Philippe's earliest creations.

Along with archival pieces such as wristwatches and pocket watches, fashioned as early as the 1530s, the exhibit will also have artisans on hand to demonstrate watchmaking.



*Rendering of Patek Philippe's Rare Handcrafts Gallery, which will have artisans showcasing their skills. Image credit: Patek Philippe*

A Patek Philippe cafe will allow visitors to relax after their tour.

Open to the public for free, the exhibit will run from July 13-23 from 10 a.m. to 7 p.m.

"We are tremendously proud to have been allowed this rare opportunity to educate the public not only about Patek Philippe, but also the historical significance of timekeeping through the ages," said Larry Pettinelli, Patek Philippe U.S. president, in a statement. "New York was a logical choice for the U.S. Grand Exhibition, as this was one of the first landing spots for Patek and Philippe in the 1800's when they began to explore the new world."

Patek Philippe has previously looked to expand the understanding of its brand through online content.

Lifestyle publication Robb Report delved into readers' passion points with the introduction of an online broadcast series presented in real time.

Robb Report's first-ever live Master Class concentrated on fine watchmaking, a core pillar of the publication's coverage and a topic of interest among countless discerning readers. Robb Report's first in the Master Class series was held on Aug. 30, 2016 at 3 p.m. ET, with Swiss watchmaker Patek Philippe participating in the hour-long discussion ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.