

JEWELRY

Cartier's annual prize for next-gen watchmakers now accepting entries

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Vocational students of all skill levels can apply. Image credit: Richemont

By LUXURY DAILY NEWS SERVICE

French jewelry maison Cartier is launching the latest edition of an annual program.

Now in its 30th outing, applications for the 2024 Cartier Prize for Watchmaking Talents of Tomorrow are open to up-and-coming talents in Switzerland, France and Germany, with more entrants allowed than ever. This year's theme is "Magic of the Senses," with clock movement characterizing the motif.

"Cartier has always considered that it had an obligation to foster vocations and to nurture talent in order to pass on and promote its watchmaking vision and its commitment to the excellence of the expertise it embodies," said Karim Drici, manufacturing director at [Cartier](#), in a statement.

"Created thirty years ago, the Prize is an outstanding demonstration of this undertaking, and an excellent means of standing alongside the men and women who wish to enter this compelling profession, and who will form the next generation of watchmakers."

Up next

For the first time, first and second-year watchmaking learners can apply for the prize, with microtechnology students allowed in as well traditionally, only third and fourth-year vocational scholars could take part.

Applications can be made on the Cartier Watchmaking Institute's [website](#). Opened May 4, registration will remain open until August 30, 2024.

The process includes creating a one-minute introductory video where the applicant discusses their project and shares a bit about themselves.



The prize began life 30 years ago, now it welcomes a group of young talents likely born after its inception. Image credit: Richemont

Following a review process, 12 finalists 6 technicians and 6 apprentices will be selected in October 2024 by a jury of five accomplished executives, experts and creatives in the field. Two months of mentorship and work on their respective designs then ensue, with presentations of the final work coming immediately after.

Two winners will be named at a ceremony in January 2025, being offered a traineeship from the maison for their efforts. The three runner-ups in each category will receive a Cartier watch and a chance to tour the company's manufacturing sites in France and Switzerland.

Cartier has been active in awarding the next generation of artisans and craftspeople, naming its 2024 Cartier Women's Initiative fellows just weeks ago ([see story](#)).

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