



Press release no. 4

## IEG: VO'CLOCK PRIVÉ, THE CONTEMPORARY WATCH LOUNGE, IS RETURNING TO VICENZA

- From 8<sup>th</sup> to 10<sup>th</sup> September, in the foyer of Vicenza Expo Centre, the second edition of the event open to the public of collectors and enthusiasts
- About twenty events including talks with luxury brands, meet-ups, seminars, courses and 18 watchmaking excellences among top brands and master watchmakers
- The Italian watch market in 2022 was worth 2 billion euros (+9% more than in 2021), and growing despite a drop in production

[www.vicenzaoro.com/it/vo-clock](http://www.vicenzaoro.com/it/vo-clock)

*Vicenza (Italy), 8-10 September 2023* – Mechanisms and complications, design, style and innovation. The appointment with the contemporary watch industry, its iconic pieces, historical brands and new independent makers is in Vicenza for **VO'Clock Privé, Italian Exhibition Group's** elegant lounge entirely dedicated to **watchmaking culture**.

**From 8<sup>th</sup> to 10<sup>th</sup> September**, in conjunction with the Vicenzaoro show (8<sup>th</sup> to 12<sup>th</sup> September), Europe's leading gold and jewellery exhibition, **VO'Clock Privé** with its unique format, held **in the foyer on the first floor of Vicenza Expo Centre**, is the **b2c event open, free of charge but on prior registration, to the public** of timepiece enthusiasts, experts and collectors. A reserved and exclusive context where the sector's protagonists can meet, discover and admire the latest ideas and most sought-after pieces presented by the **very best in watchmaking**. Watch enthusiasts can handle the products and interact directly with watch manufacturers, top brands and independent master watchmakers.

After the success of **VO Vintage** for vintage watches with four editions now behind it, **VO'Clock Privé** consolidates its second edition in a major event that focuses increasingly on watch enthusiasts and collector communities. In fact, it acts as a **unique sharing and learning platform**, promoting knowledge of the fascinating world of watch hands through debate and exchange between amateurs, experts and sector professionals.

Some **twenty talks with luxury brands** have been scheduled, including **meet-ups with master watchmakers, seminars and courses**. Not to be missed are the **Tudor** events in conversation with Ander Ugarte, Head of Design; the **Zenith** and **Hublot** talks; the talk on **Bulgari** watchmaking with Andrea Granalli, High End Watches WW Sales Director Bulgari Time SA, and the numerous appointments with opinion leaders, collectors and watchmaking personalities such as **Beppe Ambrosini** and **Bruno Bergamaschi** (aka Giorgione). Also much-awaited is the event entitled "Italian watchmaking and its future" conducted by **Ugo Pancani**, teacher at the FHH in Geneva, with **Sandro Fratini, Auro Montanari, Marco Mantovani** and other special guests.

VO'Clock Privé is about sharing **experiences**. These include technical sessions with **Zenith's Watch Clinic** which take watch lovers into the famous brand's universe under the guidance of expert watchmakers ready to unveil the secrets of haute horlogerie.

Great attention is being paid to the **educational programme** which provides the tools and preparation needed to fully understand the secrets and aspects of watchmaking, an art that is also a science. The most eagerly-awaited appointments include official courses by the authoritative **Fondation de la Haute Horlogerie** in

**Geneva** - featuring the **Watch Essential Course**, open to enthusiasts of all levels who would like to have a solid and complete basic knowledge, also useful for embarking on a career in haute horlogerie, and a new in-depth course on one of the most fascinating complications: the **Tourbillon**.

The first floor of Vicenza Expo Centres showcases **18 watchmaking excellencies** including top brands and master watchmakers. The prestigious **Académie Horlogère des Créateurs Indépendants (AHCI)** is presenting an extraordinary selection of 8 master watchmakers: **Andersen Genève, Ludovic Ballouard, Sinclair Harding, Vincent Calabrese, Stefan Kudoke, Matthias Naeschke, Meccaniche Orologi Milano** and the applicant **Marc&Darnò**. Visitors to VO'Clock Privé are taken on a journey into haute horlogerie through the mechanical and artistic marvels of **Luca Soprana, Romeo Ferraris** and **A.Favre & Fils**, as well as emerging high creative content brands such as **Kross Studio**.

Opportunities for enthusiasts to meet and physically handle the most interesting watchmaking proposals are multiplied with the participation of many other brands, including **Norqain, Speake Marin, Eberhard** and **Frederique Constant**. Additional timepiece models presented by top official dealers of major brands, with the timepieces most sought-after by the public and connoisseurs, complete the offer.

The contemporary watchmaking lounge provides the chance to delve into the fascinating world of wristwatches in Hall 8.1 at Vicenza Expo Centre in maximum security thanks to the systems put in place by IEG, which manages all the national jewellery exhibitions as well as several of the sector's other events abroad.

#### PRESS CONTACT IEG

head of media relation & corporate communication: Elisabetta Vitali; press office manager: Marco Forcellini; international press office coordinator: Silvia Giorgi; [media@iegexpo.it](mailto:media@iegexpo.it)

Trade press office coordinator Jewellery & Fashion Division: Michela Moneta



#### FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date