



# THE HOUR GLASS

Contemporary Horological Art

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## THE HOUR GLASS TO TRANSFORM SINGAPORE INTO ASIA'S MECCA OF TIME: **TEMPUS – THE TEMPLE OF TIME**

*World-Class Watch Show Returns to Present Even More Timekeeping Marvels, Live Artesian Demonstrations, Watchmaking Workshops and Talks by Renowned Industry Leaders:*

- *More than SGD\$150 million worth of watches on display by world's most respected watchmaking houses*
- *Over 60 brand and trade exhibitors to be gathered at **TEMPUS***
- *Top industry leaders, global watch collectors and international journalists expected to attend*
- *Five-day event to bring spectacular first-in-Asia activities right to consumers*
- *Global launch of numerous World Premieres, including Richard Mille's seven-year-long project estimated to retail for over SGD\$4 million*
- *Partnership with Canon to introduce National Photohorology Competition; presided over by internationally-acclaimed Singaporean fashion photographer John Clang*
- *Event supported by industry's top trade organizations including the "Fondation de la Haute Horlogerie", members of the "Academie Horlogere des Createurs Independants" and "Time Aeon"*

SINGAPORE, 4th May 2007: The Hour Glass has set the clock ticking with the return of its world-class, award-winning watch show – "**TEMPUS – The Temple of Time**". Set to take centre stage in the world's horological calendar from 5<sup>th</sup> – 9<sup>th</sup> **September 2007 at the Raffles City Convention Centre in Singapore**, the multi-million-dollar event aims to further entrench Singapore as the Asian Capital of Horology.

The iconic watchfest first rocked the watch world with the inaugural launch of **TEMPUS – The Great Watchscapade** in 2004. Unique in its content, the soul of **TEMPUS** lies in its role in creating a melting pot of ideas, people and product. Altogether, this content is slated to inject new sentiment to both watch enthusiasts and the public alike, invigorating their senses with the passion for this age-old craft of watchmaking.

**TEMPUS** is the largest-scale exemplification of The Hour Glass' commitment to the global development and promotion of the art of fine watchmaking and contemporary watch culture. **TEMPUS** was conceived with a mission of empowering consumers through education, advocating a highly tactile and interactive approach towards watch retailing; hence, creating a culture that is inclusive and inspirational.

Said Michael Tay, Executive Director of The Hour Glass, the brainchild of this watch extravaganza and mastermind in setting the pulse of **TEMPUS**: *"As the watch industry's leading cultural retail enterprise, The Hour Glass promises to bring captivatingly fresh exhibits to open the exciting world of **TEMPUS – The Temple of Time**. We promise that this event will be even more star-studded and multi-dimensional in its approach. Not only are we going to seriously expand watch consciousness amongst our visitors but also wish to broaden their perspectives of contemporary Swiss mechanical art."*

Mr. S. Iswaran, Minister of State for Trade and Industry, Singapore, will be the guest-of-honour officiating the opening of the five-day mega watch festival.

## **EXPECT MULTIPLE WORLD-FIRSTS**

### **➤ Highest Number of Luxury Marques Gathered**

Fifty-five renowned brands will join hands to mark the biggest congregation of fine luxury brands in Asia. They include Audemars Piguet, Breguet, Cartier, Glashutte Original, Harry Winston, Hublot, IWC, Jaeger-LeCoultre, Omega, Patek Philippe and Officine Panerai.

Independently owned brands such as the highly bejewelled Delaneau and Geneva Grand Prix d'Horlogerie 2006 "Favourite Watch for Complications" award-winner H. Moser & Cie, will make their debut appearances in Asia.

## BRAND PARTICIPANTS

Alain Silberstein	Chopard	Fortis	IWC	Omega	Roger Smith
Antiquorum	Corum	François Junod	Jaeger-LeCoultre	Orbita	Romain Gauthier
Anonimo	Daniel Roth	Gerald Genta	Jaquet Droz	Officine Panerai	Sinn
Audemars Piguet	Delaneau	Glajz Collection Privee	Kari Voutilainen	Patek Philippe	Tag Heuer
Breguet	DeBethune	Glashutte Original	Longines	Philip Stein	Ulysse Nardin
Breitling	Erwin Sattler	Glycine	Maurice Lacroix	Philippe Dufour	Urwerk
Buben & Zorweg	Federation Horlogerie Suisse	H.Moser & Cie	MB&F	Piaget	Vianney Halter
Bulgari	Ferrari	Harry Winston	McGonigle	Reuge	Volker Vyskocil
Carl F. Bucherer	Foundation de la Haute Horlogerie	Hublot	Montblanc	Richard Mille	
Cartier					

### **A Feast of Captivating Activities**

**TEMPUS – The Temple of Time** will introduce new infusions of time that will excite watch enthusiasts and general consumers alike.

### **A Celebration of Swiss Mechanical Art – Aural and Visual Indulgence**

#### **Automatons by François Junod**

François Junod, one of the world’s few living artisans producing automata art will premiere his first exhibition in Southeast Asia. See moving mechanical ‘robots’ that present poetry of complex mechanisms!

#### **Reuge- a dynasty dedicated to the magical wonders of mechanical music**

Reuge the world’s largest manufacturer of luxurious mechanical music boxes, singing birds and musical pocket and wrist watches will premiere their first exhibition at **TEMPUS**. Reuge is currently the only manufacturer of large musical movements worldwide, some of which can be compared to the *grandes complications* in watch-making.

### **Antiquorum ONLY WATCH 2007**

The world's largest specialist watch auctioneer, Antiquorum, partners The Hour Glass to showcase 34 one-of-a-kind masterpieces. **TEMPUS – The Temple of Time** will be the only Southeast Asian stop of this worldwide tour. Antiquorum will be auctioning all 34 watches for a Monaco-based charity, raising funds for the research on Duchenne muscular dystrophy, as well as raising awareness of the serious genetic disease that affects one out of every 3,500 boys born. Admire the rare luxury watches commissioned by His Serene Highness Prince Albert Monaco II of Monaco come September at **TEMPUS!**

### **Unveiling of The Hour Glass Museum of Contemporary Horological Art (MOCHA)**

The inaugural horological cultural temple MOCHA, first announced by The Hour Glass in September 2006, is one of the three principal initiatives driving The Hour Glass Foundation of Contemporary Horological Art (FOCHA). An institution aimed at promoting globally the art and culture of contemporary watch collecting and appreciation, MOCHA aspires to be likened to what the Museum of Modern Art in New York represents in the modern and contemporary art world. Featuring specialist contemporary timepieces created in the last three decades, and with an argumentative theme “**Form over function or function over form**”, MOCHA presents an intellectually rewarding and stimulating learning platform for visitors to exchange and discuss ideas, as well as to gain invaluable insights into exquisite mechanised works of art.

### **Torsion Clocks – A Retrospective**

Witness a fine selection of torsion pendulum clocks acquired over the last 30 years by Singaporean torsion clock collector and restorer C.W. Mun. His collection of 400-day clocks well known among the international 400-day clock collecting fraternity consists of many century-old, extremely rare and historic pieces, including those that have never been seen even in major clock museums.

### **CEO Forums & Plenary Sessions – Insights from Industry Insiders**

Talks and discussion forums will be conducted by industry stalwarts. From the watch connoisseurs to enthusiasts and novice collectors, there will be talks for everyone. From talks on “How and What to Buy for your first watch” to a tête-à-tête with Osvaldo Patrizzi, founder of the world's premiere auction house Antiquorum, and other engaging seminars on topical industry developments.

### **Technical Artistry and Hands-on Sessions – Watchmaking is not as simple as it seems**

Highlights include: a live demonstration of miniature high-fire enameling by Delaneau; gem-setting classes by Harry Winston; Jaeger-LeCoultre watchmaking Masterclass; German watch workshops by Glashutte Original; and a seminar titled “ The most magnificent gems in the world” by Chopard.

### **TEMPUS Photohorology Competition – The Interpretation of Time through Lenses**

Celebrating the art of horology, The Hour Glass and Canon together presents the **TEMPUS** Photohorology Competition. The nation-wide photography competition aims to capture a series of works on the interpretation of time through the lenses of avid and aspiring photographers.

Internationally acclaimed Singapore-born fashion photographer, John Clang, will be on the panel of judges. There will be two themes in the competition, “*The Watch*” and “*Conceptualizing Time*”. The competition is **open to the public from 15<sup>th</sup> May – 31<sup>st</sup> July 2007**.

Masterpieces of winners and finalists will be showcased at **TEMPUS** in September. Winners will also be announced then. For more details, log on to [www.thehourglass.com](http://www.thehourglass.com)

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Released by Vibes Communications on behalf of The Hour Glass Limited. For more information, please visit [www.thehourglass.com](http://www.thehourglass.com) contact:

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## NOTE TO EDITORS:

### About **TEMPUS** 2004 – The Great Watchscapade

The Hour Glass, a premiere specialist watch retailer in the Asia Pacific Region, proudly presented **TEMPUS – The Great Watchscapade**, a five-day watch exhibition cum conference held from 25<sup>th</sup> – 29<sup>th</sup> August at the Raffles City Convention Centre, Singapore, in celebration of its 25<sup>th</sup> Anniversary.

**TEMPUS** incorporated five full days of educational and interactive activities related to the world of high watchmaking, open free to the public. It also included a series of exclusive events for invited guests. **TEMPUS** was conceptualised with the consumer in mind, giving them an accessible platform to learn more about the watch industry and the unique facets of each brand represented. With the exhibition and seminars conducted during **TEMPUS**, consumers walked away with insights to make more informed choices when purchasing or investing in a timepiece.

With over 50,000 visitors from all over the region attending the inaugural event, **TEMPUS** was a resounding success. Visitors witnessed 35 internationally renowned watch brands namely Audemars Piguet, Breguet, Breitling, Bvlgari, Cartier, Christies, Chopard, Corum, Daniel Roth, De Bethune, Gerald Genta, Girard Perregaux, Glashutte Original, Glycine, Harry Winston, Hublot, IWC, Jaeger-LeCoultre, Jaquet Droz, Maurice Lacroix, Montblanc, Officine Panerai, Omega, Patek Philippe, Piaget, Sinn, Tag Heuer, and Ulysse Nardin, together with several independent watchmakers and craftsmen such as Philippe Dufour, Vianney Halter, Kees Engelbarts, Thomas Prescher, Roger Smith, Volker Vyskocil and Urwerk, who exhibited for the first time in Asia.

In 2005, **TEMPUS – The Great Watchscapade** won the “Best Retail Event of the Year” by The Singapore Retailers Association

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## NOTE TO EDITORS:

### About **TEMPUS** Photohorology Competition

#### The Interpretation of Time through Lenses

Celebrating the art of horology. The Hour Glass, will bring back the much-awaited 2<sup>nd</sup> edition of **TEMPUS**, the watch festival which was first launched back in 2004. The five-day watch festival which wowed visitors with the vast collection of time pieces, exclusive global launches, artisans and interactive events sets to be driven to new heights with a string of inaugural activities that, which promises a more holistic view of the horological world.

One such new activity is the collaboration between The Hour Glass, Canon and Revolution. This competition not only allows enthusiasts to share their works but also gives them an opportunity to capture time through their lenses. There will be two categories in the competition – **“The Watch”** and **“Conceptualising Time”**. This competition is open to all Singapore residents.

A product-focused segment, **“The Watch”**, gives room for the photographer’s personal interpretation of the watch, by capturing the sexiest angles of the timekeeper.

The second segment, **“Conceptualising Time”**, gives room for free form, and challenges the creativity of the photographer via the interpretation of time through his lenses.

Internationally acclaimed Singapore-born fashion photographer, John Clang, will lead the panel of judges, for this competition. Clang, himself a watch enthusiast, has been based in New York since, 1999. This famous photographer boasts, amongst his recent credentials, famous campaigns for Hermes, Motorola and IBM. Said Clang, *“I am delighted to be invited by The Hour Glass to lead the panel of judges in the TEMPUS Photohorology Competition. A watch enthusiast myself, I was a visitor at the inaugural TEMPUS and this time round, I am thrilled to be part of the development of TEMPUS - The Temple of Time.”*

The nation-wide photography competition is open to the public from **15<sup>th</sup> May – 31<sup>st</sup> July 2007**. Masterpieces of winners and finalists will be showcased at **TEMPUS** in September. Winners stand to win Canon cameras, SINN watches and have their photos published in global watch magazine, Revolution. The list of winners will also be announced at **TEMPUS**. For more details and to download the entry form, please log on to [www.thehourglass.com](http://www.thehourglass.com) from **9<sup>th</sup> May 2007** onwards.

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## ABOUT THE HOUR GLASS

The Hour Glass is Asia's most geographically-diversified, multi-brand, specialist watch retailer and most recently, voted by Wallpaper magazine's 2007 annual watch guide as Asia's premier specialist watch retailer, as well as occupying a spot amongst the world's top 5. From a one-boutique operation in 1979, The Hour Glass Group has developed a regional network of 23 boutiques, strategically located in prime shopping belts in Australia, Hong Kong, Japan, Malaysia, Singapore and Thailand.

The Hour Glass brand of hospitality, attentiveness and in-depth knowledge of sophisticated mechanical timepieces has ensured that its clients are provided with a delightful shopping experience that is both modern and unique. Through a continuous programme of market research, The Hour Glass' exquisite collection of brands has been specifically selected to meet the aspirations and lifestyle requirements of its regional clientele base.

In 2001, The Hour Glass was awarded the People Developer Award, certified by The Singapore Productivity and Standards Board, in recognition of its efforts towards implementing a comprehensive system for staff development. The Hour Glass is the first watch retailer to be awarded this certification of national quality. The Hour Glass was again honoured in 2002 as one of the top 14 winners of the inaugural Singapore Brand Awards by International Enterprise Singapore, naming it as one of Singapore's premier brands. In September 2006, the company won the Securities Investors' Association's Investors' Choice Award for "Most Transparent Company Award 2006"; this prestigious award is endorsed and supported by the Singapore Stock Exchange, Standard & Poor, PricewaterhouseCoopers, The Business Times and the Asian Corporate Governance Association. This was subsequently followed by an award by the Brand Laureate for brand excellence in the fine timepieces category by the prestigious Asia Pacific Brands Foundation in January 2007. The Hour Glass is also an active member of the internationally- recognized Fondation de la Haute Horlogerie (FHH) as well as a staunch supporter of the Academie Horlogere des Createurs Independants (AHCI) and Time Aeon, which are watch guilds aimed at preserving the traditional art of watchmaking.

In May 2002, The Hour Glass opened its first multi-brand boutique in Ginza, Tokyo's most prestigious shopping district, and continued its regional growth in 2003 where The Hour Glass expanded its Thai and Malaysian operations, opening a 2,000-sq-ft flagship store in Gaysorn Plaza, Bangkok, as well as a third Malaysian boutique at 1 Utama in Kuala Lumpur. More recently, The Hour Glass was appointed the sole agent and distributor for Montblanc in Australia and opened its first franchised boutique in Sydney in March 2004, followed by two others in Melbourne and one in Brisbane.



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To celebrate its 25<sup>th</sup> anniversary in 2004, The Hour Glass presented **TEMPUS – The Great Watchscapade**. **TEMPUS** was a five-day exhibition cum conference, the first and only event of its kind and scale in the world featuring a collection of watches valued at \$120 million coupled with over 150 hours of seminars and workshops aimed at enhancing the watch culture in Singapore. Over 50,000 visitors attended this watchfest. In 2005, **TEMPUS – The Great Watchscapade** won the “Best Retail Event of the Year” by The Singapore Retailers Association. Due to overwhelming demand, The Hour Glass will be bringing back **TEMPUS – The Temple of Time** to be held from 5<sup>th</sup>-to 9<sup>th</sup> September 2007.

The Hour Glass has sold over SGD\$ 6.5 billion (CHF 5.2BN) worth of watches in its 28-year history.

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## **BOUTIQUE LOCATIONS**

### ***SINGAPORE***

Takashimaya Shopping Centre  
391 Orchard Road, #01-02 Ngee Ann City, Singapore 238872  
Tel 65-6734 2420, Fax 65-6734 6269

Tang Plaza  
320 Orchard Road Ground floor, Tang Plaza Singapore 238865  
Tel 65-6235 7198, Fax 65-6734 6319

Raffles Hotel Arcade  
328 North Bridge Road, #01-13/14, Singapore 188719  
Tel 65-6334 3241, Fax 65-6337 3997

Millenia Walk  
9 Raffles Boulevard, #01-27, Singapore 039596  
Tel 65-6339 4870, Fax 65-6339 9034

Lucky Plaza  
304 Orchard Road, #01-36A, Singapore 238863  
Tel 65-6733 1262, Fax 65-6738 3622

Peninsula Plaza  
111 North Bridge Road, #01-01/02, Singapore 179098  
Tel 65-6337 8309, Fax 65-6337 3356

### ***MALAYSIA***

Suria KLCC. Kuala Lumpur City Centre  
Lot G25B Ground Floor, 50088 Kuala Lumpur  
Tel 60-3-2164 6388, Fax 60-3-21642388

LOT 10 Shopping Centre  
Lot G1 Ground Floor, 50 Jalan Sultan Ismail, 50250 Kuala Lumpur  
Tel 60-3-2144 1620, Fax 60-3-21457211

1 Utama Shopping Centre  
Lot G302 Ground Floor, Lebuhraya Bandar Utama,  
47800 Petaling Jaya, Selangor Darul Ehsan  
Tel 60-3-7727 6690, Fax 60-3-7727 6669

### ***THAILAND***

Gaysorn  
2nd Floor Unit 2F-03, 999 Ploenchit Road, Pathumwan,  
Bangkok 10330  
Tel 66-2-656-1212, Fax 66-2-656-1213

### ***HONGKONG***

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