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Svend Andersen , Marc Jenni , Kazes Jean and Antoine Preziuso present their latest collections and works of art in the exhibition space. "It's a real honor to welcome these prestigious watchmakers. AHCI participating in the Working Group is part of the logic and continuity of our mission: to promote the art of the time in Geneva and beyond its borders ", cites Florence NoÃ«l , Director of the Exhibition.

AHCI was awarded the Grand Prix d'Horlogerie de Geneve 2010 when its members were awarded the special jury prize for outstanding contribution to the beautiful watch.

Here are some notes on the four members who will participate in AHCI GTE 2012:

Antoine Preziuso - The Art of Fine Timepieces

A pioneer of adventure Geneva Time Exhibition, Antoine Preziuso back to the fair with a very special work of art called the GTS - Grand Tourbillon Sport. While many brands want to conquer space, Antoine Preziuso keep both feet on the ground and feeds his passion for racing, reinterpreting its tourbillon movement in a box designed in house, made ??of a sleek new material, "ChromeCobalt".

Svend Andersen - Contemporary Art

Svend Andersen is sometimes called the "Watchmaker of the Impossible" because it can leave your mouth open the whole world with amazing creations and inventions. To remember the exploits of the "clock bottle" - created in 1969, "1884" a clock "hours of the world" which tells the fascinating story of the inventor of the 24 time zones, or HebraÃ¯ka, a wristwatch with the Jewish calendar, which has created with Alain Silberstein Svend ... A true exploits of mechanics. It is an extraordinary artist.

Marc Jenni - A Unique Experience Winding

Marc Jenni has never wanted to become a watchmaker. Well, fortunately for all lovers of watches, he began an apprenticeship at the age of sixteen and has started his career in New York at Tiffany & Co. In 2008, he was ready to open his own company. For its first participation in the GTE, Marc Jenni Prologue will present his creations, with a black ring that rotates around the entire box, and JJJ, reminding the wearer of the planets associated with days of the week.

Jean Kazes - Sculptural Clockmaker

Since 1972, Jean Kazes has made a name with its carved clocks and watches. These pieces illustrate the purity of both movements - simple or complicated (perpetual calendars, astronomical representations, universal hours, ringing in step ...). These works of art are a symbol of the delicate balance struck between in-depth mastery of a watchmaker and contemporary design.

After driving for iPhone arrives in your pocket, but full of useful information, even the Swiss Exhibitors Guide Baselworld , the World Watch. For years it has been an indispensable tool for fans and for professionals: free and full of exclusive news on products, has always been a guarantee not to miss anything.

The iPad application of Baselworld 2011 will be activated on 23 March, but a preview is already available from March 10. Before it is operational, the owners of the Apple tablet will have the opportunity to discover 115 new products. The contents, which allow you to know any information about the Swiss brands, will be available for consultation at any time in French, English, German, Italian and Spanish.

Will be an infinity of information at your fingertips: floor plans, a list of exhibitors with booth and position images, specifications of 175 new objects.

The application of the Swiss Exhibitors Guide contains a staggering 384 pages horizontal scroll, zoom in and see. By directing your iPad vertically you can see the models by category or brand, or search all Swiss brand name, building or area.

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