



PRESS RELEASE

2009 Gaïa Prize

The Jury for the 2009 Gaïa Prize has nominated

Mr Robert Greubel and Mr Stephen Forsey

co-founders of the brand Greubel Forsey SA
two exceptional inventors, originators of major innovations

as winners in the Entrepreneurship category,

and

Mr Beat Haldimann

founder of the company, Haldimann Horology, manufacture of high quality watches, combining traditional Swiss watchmaking craftsmanship with a remarkable creative spirit

as winner in the craftsmanship-creation category

The Prizes will be awarded on the 17th September 2009 at 19.00 at the Musée international d'horlogerie

The Gaïa Prize enjoys the support of the Banque Julius Baer & Cie SA

The ceremony will be entertained by the Neues Zürcher Orchester

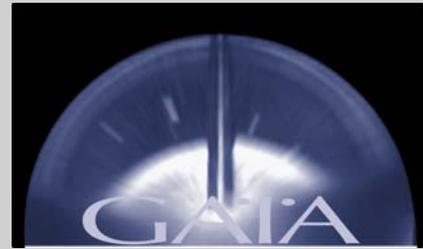
Appendices : Presentation of the prizewinners
 Members of the 2009 Jury
 The Gaïa Prize
 The Prize Regulations

**Musée international d'horlogerie
La Chaux-de-Fonds**

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A PRIZE SIMILAR TO NONE...THE GAÏA PRIZE

The Gaïa Prize was created in 1993 by the Musée international d'horlogerie with an aim to honour prominent figures who have contributed and who contribute to the reputation of watchmaking – through its history, its technology and its industry. The only one of its kind, this Prize has the particularity of honouring the best of the best. By awarding this Prize, the Musée international d'horlogerie, a worldwide recognised institution and leading museum of La Chaux-de-Fonds, a town whose economic and social history is closely linked to watchmaking, wished to express its appreciation to the spiritual heirs of the watchmaking culture which impregnates the collections of the museum, as well as the town.

A distinction rather than a Prize, therefore a spontaneous application is not possible ; applications presented by third parties allow the members of the Jury, prominent figures from Switzerland and abroad from various fields - cultural, journalistic, scientific or economic - to assess each contribution on a neutral basis and to choose a winner, or several whenever certain applications are thought to be complementary to each other. The independence of the Jury is guaranteed by its President, the Curator of the Musée international d'horlogerie.

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Beat Haldimann

Craftsmanship – creation

Here is the homage which Beat Haldimann pays to his master in the preface of his published work in 2005: « When I close my eyes I can see myself in the wonderful workshop where I spent my apprenticeship years, learning how to restore antique and new masterpieces. From this alliance of art, technology and hands was born my desire to construct such works myself.»

Beat Haldimann has accomplished this wish, his watches resembling works of art. His most recent model, created in 2008, the **H8 wristwatch**, is more than a watch, a true sculpture.

Beat Haldimann was born in 1964 in Oberdiessbach, in the Emmenthal. After school he went in for and completed his training as a watchmaker-repairer, following his inner voice, in spite of the crisis affecting the watchmaking industry at that time in the 1980s.

In 1991 he set up his own company Haldimann Horology in Thun.

The free Haldimann clock escapement was created in 2000.

In 2002 he invented the **H1 Flying Central Tourbillon** which was presented at the World Watch and Jewellery Fair in Basle. The same year he was recognised as one of the twenty most distinguished watchmakers in the world, not only by the jury of the German magazine Chronos but also by that of the American magazine Watch Time.

In 2005 he presented the **H2 Resonance Model**, a wristwatch with central tourbillon and two resonant balances.

Beat Haldimann has also developed regulators, namely the model **H 101 Resonance Classic** with double pendulum.

Haldimann Horology carries out creations for customers worldwide. They manufacture high quality watches combining traditional Swiss watchmaking art with a spirit of innovation. They also deal in the restoration of antique clocks.

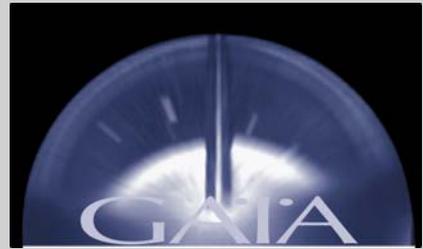
The jury of the Gaïa Prize acknowledges the creativity and the spirit of enterprise of this winner.

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JURY GAÏA 2009

▪ ***Representatives from the Educational Field:***

Nadège Sougy, professeure assistante d'histoire moderne contemporaine, Institut d'histoire, Université de Neuchâtel

Gaetano Mileti, directeur-adjoint laboratoire Temps-Fréquence, faculté des sciences de l'Université de Neuchâtel

Corrado Lafranchi, professeur filière ingénieur-designer, Haute Ecole Arc Ingénierie, Le Locle

Jean-Pierre Brügger, directeur général du CIFOM – Centre Interrégional de Formation Professionnelle des Montagnes neuchâteloises

Marc Pfister, directeur Ecole d'arts appliqués - CIFOM, La Chaux-de-Fonds

▪ ***Representative from the Banque Julius Baer, sponsor :***

Denis Pury, Managing Director Senior Advisor Head of Entrepreneurs/ Executives Suisse Romande, Banque Julius Baer

▪ ***Representative from Economic Environment:***

Patrick König, directeur Joaillerie Embassy, Lucerne-St.Moritz

▪ ***Representative from Watchmaking Experts:***

Jean-Claude Sabrier, expert près la Cour d'appel de Paris, Louviers/France

▪ ***Representative from Cultural Environment:***

Gérard Triponez, président du comité du Musée d'horlogerie du Locle, Château des Monts

▪ ***Representatives from the Musée international d'horlogerie :***

Jean-René Bannwart, président de la commission

Nicole Bosshart, directrice adjointe

Ludwig Oechslin, président du jury, conservateur

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REGULATIONS

Distinction GAIA du Musée international d'horlogerie
La Chaux-de-Fonds

Preliminary

Gaïa, mythical personification of the Earth, universal mother, gives her name to the objet d'art which rewards the winners.

1. Every year, on Thursday before the change of equinox, the Musée international d'horlogerie awards the Gaïa Prize to give credit to activities, work or studies connected with time, such as history-research, craftsmanship, spirit of enterprise. Considering the numerous sectors represented, the jury gives itself the right to award the prize in one or several of these disciplines.
2. The nomination of the winner by the jury is irrevocable.
3. The candidates are chosen regardless of nationality.
4. Through the press and the professional newspapers, the general public is requested to propose candidates; the application propositions must be duly founded. The members of the jury are not allowed to make additional propositions.
5. The jury, presided over by the curator of the Musée international d'horlogerie, comprises prominent figures from Switzerland or abroad. Amongst them there is an expert panel from the University of Neuchâtel, the High School of Design Haute Ecole arc, the Formation Center of the Montagnes Neuchâteloises, authoritative figures in cultural, journalistic, scientific and economic circles as well as representatives of our major sponsor.

The jury can debate legitimacy if five members at least are present. The president of the Jury, who is the curator of the Musée international d'horlogerie, has no vote unless he has to cut short. In this case, he has a casting vote.

6. The members of the Jury are requested by the above mentioned personalities (see point 5) and the curator of the Musée international d'horlogerie to act for a period of one year and a half. On request of the president of the jury, one or another mandate can be renewed.
7. In case of legal dispute or doubt with regard to the interpretation or application of the present regulations, the matter is settled by the chairman of the jury.

Regulations brought up to date the 14th of May 2007

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HISTORY OF A PRIZE

In 1993, the curator and management of the International Watchmaking Museum decided to create, in tribute to one of the first "patrons" of the Watchmaking Museum, Maurice Ditisheim, Chairman of the Board of the Inspection Bureau for precious metal pieces, a distinction intended to reward individuals whose activities, work and studies in the field of time have promoted watchmaking and its art well beyond national borders. ...The Gaïa Prize was born.

It is symbolised by a translucent sphere representing Gaïa, the Universal mother of Greek mythology, personification of the Earth and wife of Uranus, the Sky. The work of art was created by Valérie Salvisberg, following a competition sent to the School of Art of the town of La Chaux-de-Fonds.

Awarded to individuals in the industry, craftsmen and historians, researchers and scientists, it symbolises the International Watchmaking Museum's recognition for the indisputable contribution that these prizewinners have made to watchmaking, its history and culture, the museum's fields of speciality.

The prizewinners are nominated by a jury comprising mainly individuals from higher technical and academic training environments, and chaired by the curator of the International watchmaking museum.

The first 12 editions of the Gaïa Prize were supported by the Inspection Bureau for precious metal pieces.

Since 2007, the Bank Julius Baer & Cie SA has actively supported the Gaïa Prize, boosting its development and raising its profile.

Traditionally, the Prize is awarded on the Thursday before the autumn equinox at the International Watchmaking Museum.

The forthcoming awards will be held on:

- Thursday 16 September 2010
- Thursday 15 September 2011
- Thursday 20 September 2012

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THE AWARD CATEGORIES

Craftsmanship – Creation

It is without any doubt the desire to honour the bold, creative watchmakers that in some cases work in relative anonymity, with their names unobtrusively associated with big businesses, which urged the prize's founders to see them honoured in the first instance.

Ten years ago, the work of these profound, inventive and determined individuals was not as well recognised by the general public, not specialising or passionate about watchmaking, as it is today. We like to think that the Gaia Prize has made a modest contribution to revealing the work of some of its ingenious craftsmen.

History – Research

The individuals honoured for their contribution to watchmaking history, techniques or more generally time measurement, by way of their writings or museum activities, come from a very wide variety of training backgrounds. Watchmakers, sales personnel or university students, their passion, learning and culture have led them to carry out research, historical studies or other work that has enabled them to contribute to the dissemination of watchmaking culture. This prize is also related to a wish to recognise historians and researchers who have at times worked unseen on the development of knowledge.

Entrepreneurship

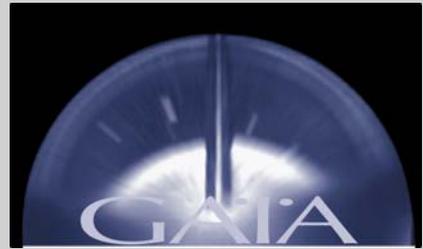
What would watchmaking be without the entrepreneurship that has enabled this art to take root and grow over the centuries. It evolved from craftsmanship to industry, with all the implications from production to product distribution. Over the past centuries, ingenious watchmakers have been able to instil this will to promote their works, and it is now only right to recognise and honour the men and women who have now pursued the same goals, ensuring that the quality of their products is recognised here and worldwide, and above all that new research is still constantly undertaken to improve timekeepers.

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Lauréats 1993 - 2009

ANNEE	NOM	DOMAINE
1993	Jean-Claude Nicolet † Henry Louis Belmont † André Margot	Artisanat-création Histoire-recherches Esprit d'entreprise
1994	François-Paul Journe François Mercier Anton Bally	Artisanat-création Histoire-recherches Esprit d'entreprise
1995	Michel Parmigiani Ludwig Oechslin Antoine Simonin	Artisanat-création Histoire-recherches Esprit d'entreprise
1996	Vincent Calabrese Jean-Luc Mayaud † Günter Blümlein	Artisanat-création Histoire-recherches Esprit d'entreprise
1997	Richard Daners Jean-Claude Sabrier Jean-Pierre Musy	Artisanat-création Histoire-recherches Esprit d'entreprise
1998	Philippe Dufour Yves Droz et Joseph Flores Luigi Macaluso	Artisanat-création Histoire-recherches Esprit d'entreprise
1999	Derek Pratt Estelle Fallet Gabriel Feuvrier	Artisanat-création Histoire-recherches Esprit d'entreprise
2000	René Bannwart † Kathleen Pritschard Simone Bédât	Artisanat-création Histoire-recherches Esprit d'entreprise
2001	George Daniels Catherine Cardinal Rolf Schnyder	Artisanat-création Histoire-recherches Esprit d'entreprise
2003	Anthony G. Randall	Artisanat-création
2004	André Beyner	Esprit d'entreprise
2006	John H. Leopold † Luigi Pippa	Histoire-recherches Artisanat-création
2007	Paul Gerber	Artisanat-création
2008	Nicolas G. Hayek	Esprit d'entreprise
2009	Robert Greubel et Stephen Forsey Beat Haldimann	Esprit d'entreprise Artisanat-création

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