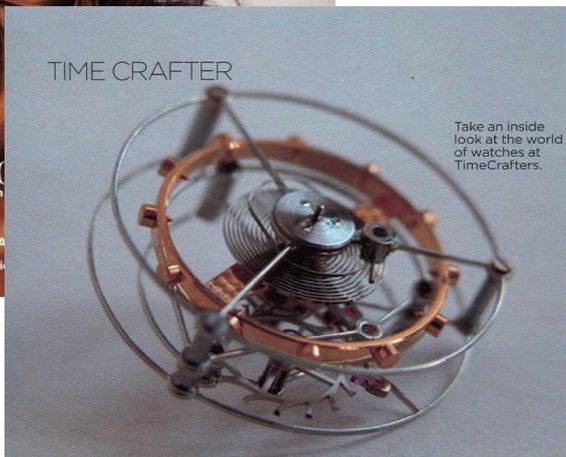




Gotham  
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TIME CRAFTER

Take an inside look at the world of watches at TimeCrafters.

**in time**

THIS MONTH, NEW YORK'S HISTORIC PARK AVENUE ARMORY HOSTS THE ONLY STATESIDE OPEN-TO-THE-PUBLIC LUXURY WATCH EXHIBITION. BY ROBERTA NAAS

Those who love timepieces, covet art, or possess a keen interest in things mechanical and beautiful can experience them firsthand during the two-day TimeCrafters event on September 14 and 15. With more than 20 top brands exhibiting at the museum-like show, visitors will have the opportunity to see the newest innovations and talk to watchmakers, designers, and executives, many of whom travel from Switzerland expressly for this event. "This year's TimeCrafters show will surprise and delight timepiece aficionados and collectors," says Isabelle Boudringhin, general manager of Editions Temps International. "New Yorkers have the opportunity to see some of the best watch brands in the world on display, many of which are offering one-of-a-kind experiences and exhibits."

Girard-Perregaux, for instance, is bringing in world-famous watchmaker Dominique Loiseau, creator of one of the most complicated automatic watches in the world, with eight patents on the movement, to talk with consumers about his work and demonstrate the fine art of haute horology. TAG Heuer is presenting the never-before-seen (by the American public) Mikrotourbillon5, and Breguet is bringing in Queen of Naples watches, inspired by this historic figure, as well as some ultra complications.

The event will also feature interactive exhibits on the history of timepieces, as well as demonstrations by master-class watchmakers, gem setters, enamellers, engravers, and other artisans. Additionally, the Federation of the Swiss Watch Industry FH will present an interactive exhibition titled Think Time—Think Swiss Excellence, which will provide insight into the multifaceted nature of the Swiss watchmaking industry, both past and present.



LEFT: Girard-Perregaux Laureato Tourbillon. TOP RIGHT: The Keith Haring Swatch designs Blanc Sur Noir, Modele Avec Personnages, Mille Pates, and Serpent.



**pop shop**

SWATCH GROUP BRINGS THE BLUM COLLECTION, INCLUDING RARE KEITH HARING WATCHES, TO NYC.

IF YOU ARE OLD ENOUGH TO HAVE ENJOYED 80S STYLE, chances are you wore a Swatch watch (or several) with graphics by famed artists like Keith Haring. You can relive those glory days at the TimeCrafters Show, which features a special exhibition of Swatch watches, including pieces by painters such as Mimmo Paladino, Alfred Hofkunst, Sam Francis, and, of course, New York Pop artist Keith Haring, whose instantly recognizable figures stole hearts and graced wrists worldwide.

During his brief 10-year career, Haring designed several watches for Swatch, with bold designs and bursts of color that reflected the vitality of New York City's street life. One of his most famous was the Serpent, created in 1985, which depicts the cyclical nature of time with a snake eating its own tail. Just 9,999 units were made, and while it sold, like every other Swatch watch of the time, for \$35, today it is valued at about \$1,000.

The Serpent appears at TimeCrafters as part of The Blum Collection, one of the most complete collections of Swatch watches in the world. More than 290 items from its 4,363-piece collection will be on display, including prototypes, hybrids, and variations that never made it to market. The Blum Collection was assembled by Swiss businessman Peter Blum and his wife, Linda, passionate collectors since the brand's early days. *TimeCrafters takes place September 14 through 15 at the Park Avenue Armory, 643 Park Ave.; timecrafters.com.* **G**