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### The Jewel on the River Isar: Watch and Jewelry Venue Munich

Every year inhorgenta europe, Europe's largest trade fair for watches, jewelry, gemstones, pearls, and technology, attracts interested visitors to the Bavarian capital – though Munich has a lot more industry-related attractions to offer in addition to this event.

Thanks to its scheduling early in the year inhorgenta europe has been recognized as a leading industry event: close to 1,200 exhibitors from more than 40 countries present their latest collections, brands, and trends for the new season. Yet industry experts should not miss discovering what else the Bavarian capital has to offer. After all, Munich is ranked as one of Europe's leading jewelry and watch metropolises. This exalted position has many reasons. For one, there is the city's great economic strength, attracting renowned jewelry designers and international luxury brands from all over the world. There is hardly any famous brand that does not consider Munich the perfect venue for an attractive and representative flagship store.

Another reason for Munich's special jewelry and watch competence: Munich's schools such as the Akademie für Gestaltung (Academy for Design) or the Akademie der Bildenden Künste (Academy of Fine Arts) have a very good reputation throughout the world. Instructors include prominent personalities such as the Swiss Professor Otto Künzli, who has taught the class "Schmuck und Gerät" (Jewelry and Artifacts) since 1991 at the Academy of Fine Arts. Many of the young talents, who found their way to Munich due to the positive academic reputation of the city, remain after their graduation and become an intricate part of Munich's designer jewelry scene.

Furthermore, the rich cultural scene and in particular the multi-faceted selection of museums provides further reasons for the city's increasing success: fascinating glimpses into Munich's world of jewelry can be found at the "Neue Sammlung" of the Pinakothek der Moderne, at the special exhibitions at Munich's Arts & Crafts Exposition, or the annual exhibitions with works by the jewelry students of the Academy of Fine Arts. In addition, internationally known galleries such as "Biro" or "Isabella Hund" present modern jewelry of the highest quality. Jürgen Eickhoff, founder of the renowned gallery "Spektrum", Germany's oldest jewelry gallery, enlightens us on the significance of the customers who gather in the jewelry venue Munich: "In addition to the locals, the conferences, expositions, and festival attract many interested people to Munich, all combining into the basis for a solid customer base."

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“Without a doubt, Munich is Germany’s leading city in the sector of modern jewelry and also distinguishes itself on a global level,” emphasizes Dr. Monika Fahn, General Manager of Bayerischer Kunstgewerbeverein (Bavarian Arts & Crafts Association). She adds that the city to this day is and has been for centuries a very fertile location for innovative jewelry designers, who can be found next to long-established and traditional names such as former Court Jeweler P. Rath and Jeweler Hemmerle, providing a lively mixture of jewelry styles and businesses throughout the city.

In addition, journalists soon discovered the high quality of watches and jewelry. Susanne Stefanski, fashion editor for the women’s magazine Madame, published in Munich, praises the wide range of selection: “You will find traditional and rather conservative-minded jewelers next to fashion- and trend-oriented jewelers here. Young, creative, design-oriented goldsmiths work right next to estate jewelry sellers and fashion stores, carrying a few super-trendy jewelry labels.” Sani Gulic, a stylist who always looks for inspiration and is an expert on the international scene, agrees: “Compared to other metropolitan cities Munich offers a very individualistic and distinct selection. Everywhere you look, you will find small, sophisticated goldsmiths who set great store by their own personal style and individual work.”

Munich also has a lot to offer for the watch industry. Traditional specialty retailers such as Uhrenhaus Huber, founded in 1856, are just as much part of the city as the factory of popular watch brand Chronoswiss, or Uhren Eder, a family business specializing in antique watches, working in the city for more than six generations.

Needless to say, there are many reasons it is worth taking a closer look at Munich, a true jewel in the watch and jewelry business, when you are at the next inhorgenta europe.

inhorgenta europe 2010 will be held from February 19<sup>th</sup> to 22<sup>nd</sup>, 2010.

For more information, please go to [www.inhorgenta.com](http://www.inhorgenta.com)

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