

Set your watch for a visit to the Temple of Time

THE Hour Glass is preparing for a re-run of its watch festival, Tempus — The Temple of Time.

September's five-day event, expected to cost more than \$2.5 million, is aiming at developing what the company describes as a contemporary watch culture, making Singapore the Asian capital of horology.

The inaugural Tempus — The Great Watchscapade in 2004 was hailed as one of the biggest watch events in the world. This year's follow-up is expected to attract connoisseurs and enthusiasts who will be offered the first chance to see innovative new watches.

Tempus — The Temple of Time will feature exhibits from Antiquorum's Only Watch 2007 — Singapore being the only South-east Asian stop — and the world's first Museum of Contemporary Horological Art.

There will be CEO forums with industry specialists such as Thierry Stern from Patek Philippe, and visitors will be able to take a behind-the-scenes look at the world of watch-making with demonstrations by master artisans.

The Hour Glass will also showcase the Tempus All-Black commemorative collection from seven watch-making houses.

Michael Tay, executive director at The Hour Glass, said the company believes the festival will "propel the movement of contemporary horological art forward, sparking a new revolution in global watch culture and consciousness".

The event is supported by the Singapore Tourism Board and watch trade organisations. Tempus — The Temple of Time runs from Sept 5-9 at Raffles City Convention Centre.