



TIMELY FORTUNES

Singapore's aim to be the centre of horology in Asia takes one step forward with watch conventions and exhibitions that get larger with each successive showing.

By Kannan Chandran

Do it once, and it is a novelty. Twice, and it becomes almost a chore. For Michael Tay, Executive Director of The Hour Glass, organising Tempus: The Temple of Time, was not a decision that was made without some hand wringing and head clutching — on the part of his staff.

The inaugural exhibition-and-conference event in 2004, billed The Great Watchscapade, was an elaborate celebration of The Hour Glass' 25th anniversary. The five-day event featured a collection of watches valued at S\$120 million, and

attracted 50,000 visitors. It was presented with the best Retail Event of the Year award by the Singapore Retailers Association, whose President is The Hour Glass' omnipresent Vice-Chairman, Dr Jannie Tay.

Michael Tay admits: "After we did the first one, we swore never to do it again." But since the debut effort in 2004 proved such a hit, it was hard to resist the temptation to snare more firsts in the horological industry.

More watches and events that discuss what makes them tick will be on the schedule of this year's Tempus event, which

runs from September 5-9 at the Raffles City Convention Centre.

The aim is grand — to continue pushing Singapore as the Asian capital of horology, and again the Singapore Tourism Board has understandably thrown its weight behind the endeavour, promoting the event internationally. There are plans to get more overseas tourists for this year's event with tours designed for aficionados from outside Singapore.

The sequel builds upon the achievements of the first Tempus, to make watch collecting and appreciation an accessible