

Press release

9th FHH Forum

The Age of Meaning

This November 7th in Lausanne, the Fondation de la Haute Horlogerie is hosting its 9th FHH Forum on "The Age of Meaning". Artists, entrepreneurs, authors, economists and politicians will gather to debate the challenges and questions that are shaping tomorrow.

Geneva, November 2, 2017 – An audience of three hundred will attend the 9th FHH Forum. Away from the industry's everyday business, this annual gathering examines the questions we cannot fail to ask when considering the fast-forward world in which we live. The Forum looks to fill in the blanks and to define the forces that are already influencing our future. Debating this year's theme, "The Age of Meaning", politicians, academics, entrepreneurs, economists, artists and authors have been invited to the IMD campus in Lausanne, this November 7th.

In this bigger, better, faster, more competitive world, the urge to find meaning is more and more compelling. Multiple phenomena show that beyond simply economic value, we are attracted to things for their emotional significance. Millennials are shaking up consumption patterns by valuing experience over ownership. In the battle between "medium" and "content", the latter has taken on strategic importance. Yet content is nothing more than a vehicle for the meaning we all need.

Giving their insight into this question, Bill Emmott, former editor-in-chief of *The Economist*, and Professor Arturo Bris will present their views on the state of the world and on the changing game of global competition. They will be followed by the philosopher André Comte-Sponville and by Patrick Chappatte, editorial cartoonist for *The New York Times* and *Le Temps*. Next to take the stage, philanthropy advisor Karin Jestin will explain how we can give meaning to money. "Business romantic" Tim Leberecht will then talk about how to build a human company in the age of machines.

The day will end with digital humanities researcher Frédéric Kaplan, who will speak about the virtual life of cities, and Claude Barras, director of *Courgette*, winner of two Césars and nominated at the 2017 Oscars.

Fondation de la Haute Horlogerie

The Fondation de la Haute Horlogerie was established in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group. The FHH has set itself the objective to promote Fine Watchmaking in Switzerland and worldwide. This ambition takes shape through activities relating to the Foundation's missions:

Inform on latest developments, the history and professions of watchmaking; train and recognise professional knowledge; organise events for the industry and the public at large. Partner-brands support the FHH through a financial contribution and assist with implementing its projects.

41 partner-brands

A. Lange & Söhne, Audemars Piguet, Armin Strom, Bovet, Bulgari, Cartier, Chanel, Chopard, Christophe Claret, Chronométrie Ferdinand Berthoud, De Bethune, DeWitt, F.P. Journe, Girard-Perregaux, Greubel Forsey, Grönefeld, Hautlence, Hermès, H. Moser & Cie, HYT, IWC, Jaeger-LeCoultre, Kari Voutilainen, Laurent Ferrier, Louis Vuitton, MB&F, Montblanc, Officine Panerai, Parmigiani Fleurier, Piaget, Ressence, Richard Mille, Roger Dubuis, Romain Gauthier, RJ-Romain Jerome, Speake-Marin, Tag Heuer, Ulysse Nardin, Urwerk, Vacheron Constantin, Van Cleef & Arpels

As of November 8, 2017, summaries of all the addresses will be online at www.FHHForum.org

9th FHH Forum
"The Age of Meaning"
IMD, Lausanne
November 7, 2017
www.Fhhforum.org

Presse contact

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