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## Press Release



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Start of submission and ticket sales

## **INHORGENTA AWARD 2024: Honoring the best of the jewelry and watch industry in a new location with a great show**

- **New AWARD Gala location with visionary architecture**
- **New category: Luxury Watch of the Year**
- **Application process is open: It is possible to submit applications for the INHORGENTA AWARD until January 31, 2024**
- **Jury features prominent new jurors, Stephen Webster and Zurab Zazashvili**

**INHORGENTA, Europe's leading trade fair for jewelry, watches and gemstones, announces the start of submissions and ticket sales for the INHORGENTA AWARD 2024. The award ceremony will take place on Saturday, February 17, 2024 as part of INHORGENTA (February 16 to 19, 2024) at the Showpalast Munich.**

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## **Visionary show palace as a new highlight location**

To mark the 50<sup>th</sup> anniversary of INHORGENTA, the INHORGENTA AWARD will be celebrated in a new location, the Showpalast Munich. Designed by renowned architecture firm Graft, the Showpalast lives up to its name. As one of the largest stages in Europe, it's the perfect place for the award ceremony.

## **New category: Luxury Watch of the Year**

The AWARD Gala, featuring the who's who of the industry, will take place on Saturday, February 17, 2024 and promises to be a spectacular experience. Prizes will be awarded in a total of nine different categories, including the new category, "Luxury Watch of the Year", which is for mechanical wristwatches with a retail price of €5,000 or more. A top-class international jury will award prizes to the best pieces of jewelry, watches, gemstones, individual concepts, designers and newcomers of the year.

This year's jury will be joined by London-based jewelry designer Stephen Webster and Zurab Zazashvili, founder of [swisswatches-magazine.com](http://swisswatches-magazine.com).

Applications can be submitted immediately via the online portal. The closing date for registrations is January 31, 2024.

The participation fee is €399 for exhibitors and €499 for non-exhibitors. Participation in the "Design Newcomer of the Year" category is free of charge. The official shipping partner ParcelBroker provides free and insured shipping to and from the jury meeting for all categories worldwide.

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## **An evening in a class of its own**

The glamorous evening will be hosted by the well-known TV presenter duo Rebecca Mir and Christian Düren. Five hundred guests, including industry experts, jewelers, brand representatives, celebrities and media representatives, are expected to attend the event. At the AWARD Gala, the winners of each category will be announced from three nominees each. In addition, a top-class musical program will be offered, accompanied by a three-course menu from Käfer Feinkost.

The gala tickets from €295 per person and advantage packages are available now.

**Further information on the award and INHORGENTA:** [www.inhorgenta.com](http://www.inhorgenta.com)

## **About INHORGENTA**

INHORGENTA, Europe's leading platform for jewelry, watches and gemstones is the order and communications platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the INHORGENTA AWARD and the TRENDFACTORY MUNICH, the trade fair offers an in-depth overview of international trends and developments. In 2023, the trade fair brought 802 exhibitors from 38 countries and around 24,000 visitors from 90 countries to Munich. The next INHORGENTA MUNICH will be held from February 16 to 19, 2024.

## **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade fairs for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia, and South America, and with around 70 offices worldwide for more than 100 countries, Messe München has a global presence.