

GENEVA

World-first: watch assembled at 30,000 ft on Swiss Airlines flight from Geneva and New York



London, 27 October 2023: For the first time in history, a watch has been assembled at an altitude of over 30,000 ft, thanks to the unique collaboration between [Geneva Tourism](#) and **Swiss International Airlines (SWISS)**.

The stunt took place at a special workstation set up in business class on board a SWISS flight from Geneva to New York, where a master watchmaker from Geneva worked to assemble the delicate timepiece. Considered the birthplace of fine watchmaking, this unique achievement sees Geneva's intricate artform now extended into airspace.

Steeped in rich history, the origins of watchmaking can be traced back to mid-16th century Geneva where European Protestants found refuge to flee religious persecution, welcomed by Jean Calvin. During this period of history, jewellery was banned so local goldsmiths had to turn to watchmaking to keep their livelihood alive, and to this day, Geneva remains the leader in horology and watchmaking.

Explore the the best of luxury watchmaking in the city with Geneva Tourism's [City Pass](#), which can be purchased for 24, 48 or 72 hours, and grants visitors access to over 60 of the city's activities and museums on a free-of-charge or discounted basis, including the Velo Taxi Clock Tour, the fine watchmaking walking tour, as well as entry to the Patek Philippe Museum and the Geneva Ethnographic Museum.

To learn more about Geneva watchmaking visit: <https://www.geneve.com/>

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