



Press release

André Kudelski and Richard Orlinski to attend EPHJ-EPMT-SMT trade show

Less than two months before it opens, the EPHJ-EPMT-SMT trade show announces the once-in-a-lifetime participation of two personalities whose appearance is always eagerly awaited: André Kudelski, Chairman of Innosuisse and the Kudelski Group, and Richard Orlinski, the world's biggest-selling French contemporary artist, who recently designed a number of watches for a famous Swiss watchmaking brand.

Geneva, 18 April 2018. The organisers of the EPHJ-EPMT-SMT trade show are very keen to get the ideas that are shaping our technological future talked about, and this year they have secured a big coup with, as a kick-off event, a conference-debate by André Kudelski devoted to Switzerland's truly innovative capabilities.

Managing Director of the Kudelski Group, which employs almost 4,700 people in 33 countries, André Kudelski will be stepping up mainly in his capacity as Chairman of Innosuisse. He was appointed to this post by the Federal Council. The intention behind the creation of this Swiss agency was to encourage innovation and back the competitiveness of Swiss SMEs by freeing up major resources to that end. What is the true situation? Is Switzerland truly providing itself with the means to turn innovative ideas into reality? Hear the response on 12 June at 4.30 p.m. at Palexpo Geneva.

A further star guest at the international high-precision trade show: Richard Orlinski, one of contemporary art's most en-vogue artists. The sculptor has a particular trademark: outdoor exhibitions in unusual places. From the peak of the slopes of Courcheval to the plateaus of TV studios, this French artist is taking art where it does not exist, even if it means overturning artistic conventions!

Richard Orlinski demolishes received ideas and enjoys exploring different artistic fields: sculpture, design, music, live entertainment and so on. At a round table devoted to new trends in watchmaking design, the French artist will talk about his most recent collaboration with a famous Swiss watchmaking company for which, inspired by his graphic universe, he has just created a limited-edition collection. Be there on 13 June at 3.30 p.m.

EPHJ-EPMT-SMT trade show, 12-15 June 2018, Geneva - Palexpo.

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