



The International Festival
of Independent Watch Brands
AuroChronos
29th – 30th September 2018
Lodz, Poland.

Press Release
Lodz, 01/08/2018

**Independent Watch Brands from around the world return to Lodz, Poland.
AuroChronos Festival 2018. It's time for Łódź!**

The second edition of the International Festival of Independent Watch Brands AuroChronos 2018 will take place in Lodz in the last weekend of September (29th - 30th). For two days, visitors will be able to see, try on and purchase unique men's and women's watches from around the world. Most of them are exceptional and original watches made in short series and sometimes completely unavailable on the Polish market. The special guest of the Festival, Theodor Diehl – Company Spokesman & Horologist of Richard Mille Watches; Author of "Kari Voutilainen: Horlogerie d'Art" will give two lectures at the AuroChronos Festival 2018. In addition, during the Festival, International Jury will select unique watches and the winners will receive AuroChronos Awards in interesting categories such as "Independent Men's Watch", "Independent Women's Watch", "Discovery of the Year" and "Premiere of the Year".

It is the only such initiative in Poland and one of few in the world!

The International Festival of Independent Watch Brands AuroChronos is the only such initiative in Poland and one of few in the world. The festival is unique as it has an original and clear profile of exhibitors and focuses exclusively on independent creators and watch companies. The festival is organized by two enthusiasts from outside the industry. They invited unique watch companies, experts and lecturers from Poland, Europe and Asia to visit Expo-Łódź. Paweł Zalewski, one of the organizers, emphasizes: "It is extremely difficult to create a new brand from scratch or to bring those that no longer exist back to life and people who succeed in that deserve the utmost respect. All watches are amazing and we want to especially appreciate those companies that are run by a single-person, niche companies, those that have been saved by enthusiasts or bigger ones that for years have been in the hands of one family". Maciej Mazurkiewicz, the originator and the second organizer, adds: "The festival aims to show the general public what independent watch companies are. Their watches are unusual and often surprise with the originality of ideas and with exceptional high quality. Direct contact with the creators is an additional feature that increases their value. It is also a way to promote my city. *My dream is that once a year, for two days, Lodz will become the watchmaking capital of the world and foreign visitors will appreciate the city, Poland and our hospitality*". Visitors will be able to see not only watches of Polish brands but also European and Asian companies. Some of them are large firms with an established position on the Polish market, others are completely unknown or unavailable in the domestic distribution. **It will be the only opportunity to see them live in one place. Everyone, regardless of their wealth will be able to find something for themselves.**

The original idea, commitment and enthusiasm of Maciej Mazurkiewicz - a doctor specializing in oncology and Paweł Zalewski - a trainer and translator, made the first edition in 2017 a great success. The festival was visited by over 750 guests and the satisfaction of exhibitors and visitors has allowed for the development and preparation of the second edition. The AuroChronos Festival 2018 will host over thirty exhibitors from Poland, Belgium, the Netherlands, Germany, Switzerland, Italy, as well as Hong Kong and Taiwan.



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The Festival includes also presentations, lectures and workshops that aim to popularize the fashion for independent watches and watchmaking.

The creators of the Festival invite visitors to a series of interesting lectures by outstanding experts. The invitation to Lodz was accepted, among others, by Kalle Slaap - a well-known Dutch watchmaker, populariser of microbrands and founder of the watchmaker's school, Tomasz Miler - entrepreneur and influencer, creator of Miler Menswear, Miler Spirits and Manumi (classic suits, strong spirits and men's leather accessories). The Special Guest of the Festival will be Theodor Diehl. A spokesman and watchmaker of Richard Mille Watches, author of the book "Kari Voutilainen: Horlogerie d'Art" and specialist in independent watchmaking with over 25 years of experience in the industry who will give two lectures at the AuroChronos Festival.

AuroChronos is also a place open to people who, for example, are just thinking about purchasing their first watch and want to learn something more about watches before making a decision. It is a platform for exchanging experiences and opinions on watches and trends. Organizers also promise attractions aimed at younger visitors, so the event will be family-friendly.

The honorary patronage over the Festival was taken by: Łódź Regional Development Agency, whose President will take part in the discussion panel "The Future of Polish Watch Brands. Direction: Premium Class" and the Łódź Tourist Organization. The main partner of the Festival is the largest Bank in Poland - PKO Bank Polski.

Media partners: Logo Magazine, Radio Eska, Korpo Voice, Ferment - New Journal on Wine, Zaznaj Łodzi, Life in łódzkie, Łódź dla Was, Watches and Passion, Czasoholicy FB group, Szafirowe Szkiełko YT channel, Watchisthis?!, Watchpaper.com, Premium Mechanical Microbrands.

The AuroChronos Festival will take place at **Expo-Łódź at al. Politechniki 4 in Łódź, Poland September 29th** (Saturday) from 10:00 to 18:00 and **30th September** (Sunday) from 10:00 to 15:00. The festival is a ticketed event.

Paid entrance. Two-day tickets:

- Normal - **20 PLN**,
- Reduced - **10 PLN** (youth under 18), Family - **40 PLN** (2 adults + 2 children or Large Family Card members),
- Children up to 10 years of age - **FREE ADMISSION**.

Granted discounts (when purchasing tickets on site and through the on-line platform Bilety24):

- Clients of the main partner of the Festival **PKO Bank Polski - 50% discount**,
- Members of the "**Czasoholicy**" Facebook Group - **50% discount**,
- People who use the services of **Taxi 800 400 400** on the day of the Festival - **50% discount**,
- People with a Festival leaflet available at partner points - **25% discount**.

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Reviews of AuroChronos Festival 2017:

- **Krzysztof Garbacz** (Regional Director of Retail Banking in Lodz in PKO Bank Polski) **Poland**
"WE SUPPORT THE FESTIVAL THINKING OF ITS DEVELOPMENT"
- **Jonathan Kopp** (Journalist, founder of Watchisthis Magazine) **Switzerland**
AUROCHRONOS FESTIVAL IS IN THE TOP 5 (WATCH EVENTS)
"I have participated in a lot of watch events but honestly, Aurochronos is in the top 5. The crew was really cool and everything has been well organized. I am looking forward to attending the second edition."
- **Holke Dijkmann** (Founder of Dijkman Watches) **Holland**
I'M ALREADY LOOKING FORWARD TO THE NEXT FAIR
"It was a great adventure, we didn't know what to expect. There was a warm welcome and it was clear that this event was very good organized. I had a lot of interest in my watches and had answered many questions. It was clear that this event was different. I had a great time and I would also thank the organizers for the great event which they have organized. I'm already looking forward to the next fair."
- **Kalle Slaap** (Teacher in Watchmaking / Jury Member) **Holland**
DISCOVER THE FUTURE IN HOROLOGY HERE FIRST!
"A well organised Exposition of very promising microbrands. Discover the future in horology here first! "
- **Bogusław Kocerba** (Administrator of "Czasoholicy" FB group) **Poland**
A GREAT IDEA FOR PROMOTING CONTEMPORARY WATCHMAKING
"A great idea for promoting contemporary watchmaking and emerging Polish and foreign brands. It is the best proof that even with modest means you can create a noteworthy event."
- **Łukasz „Gondi” Grzędziela** (Administrator and co-founder of "Czasoholicy" FB group) **Poland**
A PIONEERING INITIATIVE (...) THAT OPENS THE WINDOW TO THE INEXHAUSTIBLE WORLD OF THE SO-CALLED MICROBRANDS
"Aurochronos Festival is a pioneering initiative on our domestic watch scene that opens the window to the inexhaustible world of the so-called microbrands. It gives Polish watch enthusiasts the opportunity to experience products that are hard to find on the market that dominated by popular brands ."
- **Brendan Horneman** (Founder of Kneijnsberg & van Eijk) **Holland**
OUTSTANDING ORGANISATION AND GREAT COOPERATION BETWEEN MANY EXCITING BRANDS
"The Aurochronos watch festival was a great experience for me. As a newly founded microbrand, the feedback and overwhelming positive reactions gave me extra motivation to develop my business even more. Outstanding organisation and great cooperation between many exciting brands. "
- **Eric Yeah** (Founder of Havaan Tuvali) **Taiwan**
I'M DEFINITELY MAKING THE AUROCHRONOS FESTIVAL MY ANNUAL TRIP TO POLAND
"The exhibition as well as the city is amazing, the hosts did a wonderful job putting everything together; and as an exhibitor, the reception of the crowd couldn't be better. Hopefully next year the scale of the exhibition will be bigger and attracts more micro brands to attend. But I'm definitely making the Aurochronos Festival my annual trip to Poland. "



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- **Filipe Silva** (Founder of CreaWatch, now Filipe Silva) **Switzerland**

A FABULOUS MOMENT FULL OF ENCOUNTERS AND ORGANIZATION AT THE TOP

"I am very happy and proud to have been able to participate in this first edition of Aurochronos. A fabulous moment full of encounters and organization at the top. Long live Aurochronos and a big thank you to the organizers. "

- **Steve CHAN** (Founder of Crafter Blue and Undive Watches Innovation) **Hong Kong**

I HAD WONDERFUL TIME IN POLAND WHERE I RECEIVED VERY WARM WELCOME

"Thanks for two enthusiastic men, Maciej and Paweł, I had great opportunity to join Aurochronos Festival in Lodz, Poland. I am amazed to meet many watchmakers from diverse cultures. And I had wonderful time in Poland where I received very warm welcome from local people. I can't wait for coming to the festival next year.

- **Sylwester Wasiak** (Administrator of forum „Czwarty Wymiar”) **Poland**

"I AM ALREADY WAITING FOR THE 2018 FESTIVAL HOPING THAT DIJKMAN WATCHES COMES AGAIN!"

- **Piotr Lipień** (Cofounder of Premium Watch Service) **Poland**

YOU DID A GREAT JOB - I HOPE TO SEE YOU NEXT YEAR

I would like to congratulate the organizers on the preparation of the whole event and thank them once again for the invitation to the festival. You did a great job - I hope to see you next year.

