

Under Embargo until September 1 2026, 8am EDT

**Swiss Institute Announces Third Edition of TimeForArt, the Only Benefit Watch Auction
Supporting Contemporary Art**

Auction to Return to Phillips New York on December 5th, 2026



Unique Chopard watch made exclusively for TimeForArt 2026.

New York non-profit Swiss Institute announces the third edition of TimeForArt, the first-ever and only benefit watch auction dedicated to supporting contemporary art. Following two acclaimed editions that galvanized the global watch and art communities, the auction returns in partnership with Phillips as part of The New York Watch Auction: XV on December 5th, 2026 at 3pm EST.

Since its inaugural edition in 2022, TimeForArt has established itself as a singular platform at the intersection of horology, contemporary art, and philanthropy – cementing and growing its position as a defining charitable initiative within the watch and art worlds.

Across its first two editions, TimeForArt has brought together exceptional timepieces from the world's foremost watchmakers while delivering significant philanthropic impact, raising \$2.4 million for Swiss Institute. With 100% of the proceeds from the watch auction, including Phillips' Buyer's Premium, benefiting Swiss Institute, TimeForArt directly supports today's most visionary artists through the organization's innovative exhibitions, public programs, education initiatives, and community engagement workshops in New York and beyond.

Swiss Institute

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Reopening Spring 2027

This year, with its most dynamic edition yet, TimeForArt reunites with Phillips and brings together 25 participating watch brands, spanning cutting-edge independent watchmakers and internationally acclaimed luxury brands. The one-of-a-kind timepieces curated for TimeForArt highlight the most artistic dimensions of contemporary watchmaking, foregrounding the creative heart of modern horology.

Guided by the spirit of artists for artists, the featured watches are unique, specially made for TimeForArt, and include collaborations with internationally renowned artisans, interventions by leading contemporary artists, and bespoke examples of groundbreaking craftsmanship – underscoring the enduring dialogue between artistic practice and watchmaking innovation.

Extending TimeForArt's vision to bridge the worlds of art and horology beyond the auction, Swiss Institute recently introduced the TimeForArt Club, an exclusive community for collectors, patrons, and aficionados. Offering privileged access to curated events, artist-led encounters, and intimate conversations, the TimeForArt Club cultivates meaningful connections among its members while providing vital support for Swiss Institute.

The 25 participating brands include:

ALTO	Jaquet Droz x Académie de Meuron
Anoma	L'Épée 1839
Atelier Wen	LEBOND
Baltic	Louis Erard x Monica Bonvicini
Bvlgari	Maurice de Mauriac x Carlton DeWoody
Chanel	Maurice Lacroix x Ficus Interfaith
Chopard	MING x Jason Anderson
Czapek x Guillaume Dénervaud	Perrelet x The Dial Artist
Dennison	Simon Brette x Anita Porchet
Felipe Pikullik	Toledano & Chan
Gerald Charles x Igor Mitoraj	UNIMATIC
Hermès	Universal Genève x Tamara de Lempicka Estate
	ZENITH USM

In the fall of 2026, highlights from the collection will be showcased globally at a series of preview events held in partnership with Phillips. The lots will be sold consecutively during a dedicated chapter as part of the upcoming New York watch auction at Phillips in Association with Bacs & Russo. Bidders will have the opportunity to bid in person during the live auction at 432 Park Avenue, bid over the phone with a Phillips specialist, or place bids in advance. The auction will also be livestreamed, allowing collectors to bid in real-time online.

"TimeForArt has established itself as a meaningful platform bringing together the worlds of contemporary art, watchmaking, and philanthropy. With each edition, we are inspired anew by the extraordinary creativity and generosity of the participating watchmakers, whose embrace of experimentation directly supports Swiss Institute's commitment to artists and the broader cultural community. We are delighted to collaborate once again with Phillips, whose expertise and deep engagement with watch collectors and the art world make them an exceptional partner in presenting these remarkable timepieces to a global audience." Stefanie Hessler, Director of Swiss Institute

"With its third edition, TimeForArt has evolved into a dynamic space for exchange between watchmaking and contemporary art. It has been incredibly rewarding to see participating watch brands approach the initiative with such curiosity, bringing their distinctive perspectives and creative languages to the project, while collectors from the art world deepen their engagement with watches. Each timepiece offers an opportunity to push boundaries and discover new forms of expression at the intersection of art, design, and watchmaking." Mojdeh Cutter, Director of Partnerships & TimeForArt, Swiss Institute

"Phillips is honored to have been entrusted once again to host the groundbreaking TimeForArt sale. Following the success of the inaugural edition two years ago, the importance of this philanthropic initiative has been made all the more clear by the wonderful generosity shown by this year's group of prestigious brands. Celebrating the intersection of art and horology, TimeForArt plays a vital role in Swiss Institute's important goals of supporting artists and furthering art education." Paul Boutros, Phillips' Deputy Chairman and Head of Watches, Americas

- ENDS -

Notes to Editors

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About Swiss Institute:

Swiss Institute (SI) is an entirely independent non-government affiliated non-profit art space in New York dedicated to promoting forward-thinking, and experimental art making. Since its founding by Swiss patrons in 1986, SI has come to be known for its innovative exhibitions, dedication to artists, and wide range of public programs. Open to all and always free of charge, SI annually produces six major exhibitions, dozens of public programs, education workshops, and community engagement initiatives that serve over 50,000 visitors each year. As a fully independent 501(c)3 non-profit organization primarily funded through private support, philanthropy is essential in implementing SI's mission.

TimeForArt Advisory Committee:

Eneuri Acosta, Brand & Luxury Expert; Pierre-Alexandre Aeschlimann, Andersen Genève, Horology Committee; Ini Archibong, Design by Ini; Olivier Audemars, Horology Committee; Niculin Jäger, Consulate General of Switzerland in New York; Paul Boutros, Phillips; Simon Castets, LUMA Arles; Adrian Cheng, K11; Austen Chu, Wristcheck; Ben Clymer, Hodinkee; Malaika Crawford, Hodinkee; Alexandra Cunningham Cameron, Cooper Hewitt; Manuel Emch, Louis Erard, Horology Committee; Nicholas Foulkes, Author, Journalist & Editor; Michael Friedman, Watch Expert & Historian; Eric Giroud, Watch Designer; Alexis Georgacopoulos, ECAL; Pierre Jacques, De Bethune, Horology Committee; Aldis Hodge, Horologist & Actor; Maja Hoffmann, Swiss Institute; Daniel Humm, Eleven Madison Park; Nazanin Lankarani, Independent Journalist; Brice Lechevalier, GMT; Raymond Loretan, Grand Prix d'Horlogerie de Genève; William Massena, Massena LAB; Carine Maillard, Grand Prix d'Horlogerie de Genève; Kathleen McGivney, RedBar Group; Vincent Perriard, ORIGYN, Horology Committee; Anita Porchet, Enamel Artist; Pascal Ravessoud, Fondation de la Haute Horlogerie; John Reardon, Collectability; Michèle Sandoz, Foundation for ICRC; Martino Stierli, MoMA; Arthur Touchot, Watch Expert & Author; Brynn Wallner, DIMEPIECE; Suzanne Wong, Journalist & Watch Specialist.

About Phillips:

Phillips: where the world's curious and bold connect with the art, design, and luxury that inspires them. As a leading global platform for buying and selling 20th and 21st century works, Phillips offers dedicated expertise in the areas of Modern and Contemporary Art, Design, Photographs, Editions, Watches, and Jewels. Auctions and exhibitions are primarily held in New York, London, Geneva, and Hong Kong, with representative offices based throughout Europe, the United States, and Asia. Phillips offers a regular selection of live and online auctions, along with items available for immediate purchase. Phillips also offers a range of services and advice on all aspects of collecting, including private sales and assistance with appraisals, valuations, and financial planning.