

MIDO®

SWISS WATCHES SINCE 1918

MIDO LAUNCHES GUGGENHEIM-INSPIRED LIMITED-EDITION TIMEPIECE AT NYC GALA

The special edition will be limited to just 500 pieces and highlights Mido's commitment to being Inspired by Architecture

FOR IMMEDIATE RELEASE

New York, NY (October 27, 2017) - Last night, Swiss watchmaker Mido celebrated the culmination of their #BeInspiredByArchitecture campaign with an exclusive gala held at the Guggenheim Museum in New York City. The gathering honored the launch of a new Mido Inspired by Architecture Limited Edition timepiece, featuring design elements inspired by Frank Lloyd Wright's famed architectural marvel.

Mido originally embarked on the three-month #BeInspiredByArchitecture interactive campaign in August 2016 in the hopes of finding the monument that would inspire its latest timepiece. Fans and architecture enthusiasts alike were given the chance to share, comment, and post about their favorite wonders of built heritage on social media. From Moscow to Mexico City to Beijing, Mido and its followers immersed themselves in the architectural riches of the greatest metropolises on the planet. Twelve cities and sixty iconic landmarks were considered before Mido's newest source of inspiration was selected – New York's Guggenheim Museum.



On the evening of October 27, guests from around the world were welcomed at the Solomon R. Guggenheim Museum for an invite-only cocktail reception and exclusive sit-down dinner. Private tours of the museum were also available, during which attendees admired the beauty of the building's spirals, rotunda and other design elements, while also enjoying Mido's watch collection.



During dinner, prior to the main course being served, Mido President Mr. Franz Linder took to the stage to welcome guests and unveil the highly anticipated Guggenheim-inspired timepiece, which is limited to 500 pieces only.

“The design of our new Guggenheim-inspired limited edition timepiece is based on some of the most iconic architectural elements of the museum,” said Mr. Franz Linder. “The beautiful profile of the case resembles Mr. Wright's iconic outer ring design, while the timepiece's dial is inspired by the stunning glass dome crowning the edifice.”

As part of the celebration Mr. Linder also introduced a surprise aerialist spectacle. The Grounded Aerial dancers, outfitted in black unitards, performed on a custom-designed structure in the atrium of the museum, which was clad in orange silks. The dramatic and dynamic accompaniment by the highly-acclaimed Voxare string quartet wowed spectators as they took in the show. Guests clapped as the last aerial dancer ascended to the top of the stage and orange lights raced along the museum's rings, highlighting their architectural beauty.

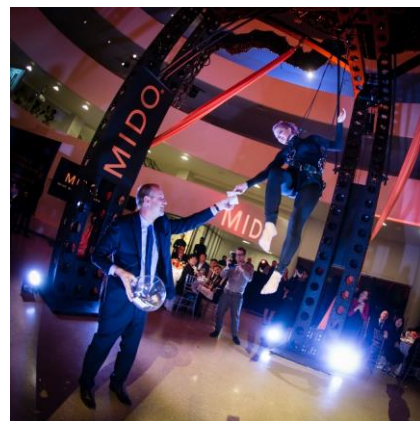


Ultimately, however, the star of the evening was Mido's new Inspired by Architecture Limited Edition timepiece, which was unveiled by the dancers at the end of the performance. The

watches had been hidden all along under frosted glass flower arrangements that served as center pieces on each table, adding yet another surprise element to the evening.

As the celebration came to a close, it was easy to see why the Guggenheim Museum and New York City are the perfect sources of inspiration. The watch not only resembles the physical design of the edifice, with its curvy lines and muted colors, but also the essence of the city, its high energy and dynamism, reminding us that time is a precious resource that must be savored.

The Solomon R. Guggenheim Museum beautifully exemplifies Mido's values of innovation, durability and timelessness. Classic yet also contemporary, this new Inspired By Architecture Limited Edition further strengthens Mido's binding relationship with architecture, while paying tribute to one of history's greatest design accomplishments.



ABOUT MIDO

Founded in Switzerland in 1918 by Georges Schaeren, Mido is currently based in the city of Le Locle, in the heart of the Swiss Jura mountains. The name Mido comes from the Spanish "Yo mido", meaning "I measure".

Mido's philosophy combines innovation, aesthetics and functionality. The brand shares these essential values with some iconic architectural glories from which it draws inspiration for its collections. Cutting-edge technology, automatic movements renowned for their excellence and high-quality materials are the three pillars on which Mido's unique expertise rests. In addition, the refined, understated designs of Mido timepieces endow them with a resolutely timeless quality. Beyond fashion and passing trends, Mido watches are thus distinguished by their durability.

For nearly a century, Mido has been a global benchmark in Swiss-made mechanical watches. Mido watches are available from 2,700 official retailers in 70 countries. The brand is part of the Swatch Group, the world leader in watchmaking.



INSPIRED BY ARCHITECTURE LIMITED EDITION TECHNICAL SPECIFICATIONS:

Movement	Automatic Mido Caliber 80 Si (ETA C07.811 base), COSC-certified chronometer, 11½", Ø25.60 mm, height: 5.22 mm, 25 jewels, 21,600 vph, ELINFLEX mainspring, silicon balance-spring, decorative disc with transferred Si logo on the balance bridge. Finely decorated chronometer movement with blued screws, oscillating weight decorated with Geneva stripes and Mido logo. Functions: HMSD. Adjusted on 5 different positions for high accuracy. Up to 80 hours of power reserve.
Case	Satin-finished and polished 316L stainless steel, Ø40 mm, 3 pieces, domed sapphire crystal with anti-reflective treatment on both sides, flange with "INSPIRED BY ARCHITECTURE" engraving, crown with black rubber insert, screwed transparent case back revealing the finely decorated chronometer movement, Limited Edition XXX/500 and serial number engraved on the case back, water-resistant up to a pressure of 5 bars (50 m / 165 ft).
Strap	Smooth black genuine calfskin, integrated into the case, 316L stainless steel pin buckle.
Dial	Eggshell-colored, grained, applied satin-finished and polished indexes, date at 3 o'clock.
Hands	Faceted diamond-cut hour and minute hands, flat diamond-cut seconds hand, green Super-LumiNova® for easy readability at night.