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# IWC SCHAFFHAUSEN BRINGS THE BIG PILOT EXHIBITION TO MIAMI BEACH

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Schaffhausen/Miami, 7<sup>th</sup> May 2022 – On the occasion of the inaugural Miami Grand Prix™, the successful IWC Big Pilot Exhibition will return to Miami and touch down at the FTX Off the Grid Festival in Miami Beach. Housed in specially converted shipping containers, the exhibition will offer visitors a look inside the Swiss luxury watchmaker's world, inviting the public to discover iconic timepieces from Schaffhausen, such as the Pilot's Watches.

As the first Formula One™ Grand Prix comes to Miami, the action doesn't stop at the Miami International Autodrome. From May 6 to May 8, the FTX Off the Grid festival will take place at 10<sup>th</sup> Street and the beachfront, directly on the sands of South Beach, just beyond the iconic, pastel-hued Art Deco buildings lining Ocean Drive. Blending the thrills of F1™ with the diverse culture of Miami Beach, the festival brings together the exciting world of motorsport with music, art, fashion, food – and watchmaking. IWC marks a strong presence at the event. The Swiss luxury watchmaker will not only be the official timekeeper of the festival but also bring its successful Big Pilot Exhibition to it.

Since its launch in 2021, the IWC Big Pilot Exhibition has visited more than 30 cities in 7 countries, including 8 cities across the United States. Housed in specially converted shipping containers, the exhibition brings the story of IWC to life in an unprecedented and surprising way. During the festival, guests will not only be able to learn more thanks to the knowledgeable staff on hand, but they will also have the opportunity to take a closer look and try some of IWC's newly released Pilot's Watches. On top of the exhibition space, IWC will also present the "Mojave Lounge", a luxurious lounge space offering a privileged view of the stage to watch the main concert performances taking place every night at the festival.

The IWC Big Pilot Exhibition will be open to the public Friday May 6 and Saturday May 7 from 12pm to 5.30pm. People interested in a guided visit of the exhibition can schedule an appointment via Simplybook (<https://www.iwc.com/us/en/specials/map-teaser.html>).

FTX Off the Grid will offer guests free access during the day and ticketed concert performances by night. Register for an exclusive NFT ticket and find more information on the line-up, activities, and schedule at [www.ftxoffthegrid.com](http://www.ftxoffthegrid.com)

## ABOUT FTX US

FTX US is a US-regulated cryptocurrency exchange, built from the ground up. Our mission is for FTX US to grow the digital currency ecosystem, offer US traders a platform that inspires their loyalty, and become the market-leading US cryptocurrency exchange by volume over the next two years. To learn more about FTX US, please visit: <https://ftx.us>

## IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

Images of the IWC Roadshow can be downloaded free of charge from [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

IWC Schaffhausen  
Public Relations department  
Email [press-iwc@iwc.com](mailto:press-iwc@iwc.com)  
Website [press.iwc.com](http://press.iwc.com)

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