

THE CARTIER PRIZE FOR WATCHMAKING TALENTS OF TOMORROW

28TH EDITION - 2025/2026

GENERAL TERMS AND CONDITIONS

Cartier has long been committed to preserving and passing on its watchmaking expertise.

As early as 1993, Cartier opened the doors of the Institut Horlogerie Cartier (IHC) in Switzerland. This pioneering institution has a dual purpose: to meet internal training needs in order to sustain watchmaking professions and to train the watchmakers of tomorrow.

In this context, the IHC launched a prize dedicated to apprentice watchmakers approximately thirty years ago. Created in 1995, the Cartier Prize for Watchmaking Talents of Tomorrow encourages and celebrates the talents of the next generation of watchmakers. This unique prize, both technical and creative, invites apprentice watchmakers and ES-level microtechnology technicians from Switzerland, France, Belgium and Germany each year to transform a movement based on a defined theme.

Applicants may come from watchmaking schools, corporate training centres, or companies providing apprenticeship training.

1. **Organiser**

The Cartier Prize for Watchmaking Talents of Tomorrow is organised by Manufactures Cartier Horlogerie, a branch of Richemont International SA, chemin des Alisiers 10, 2301 La Chaux-de-Fonds ("Cartier" or the Organiser).

2. **Concept and theme**

Participants selected by the jury will receive a watch movement, which they must transform according to a theme set by the organiser.

The theme for the 28th edition is: "Shifting the Balance: Reading and Perceiving Time Differently."

3. **Eligibility Criteria**

3.1 The "Cartier Prize for Watchmaking Talents of Tomorrow" is open to two categories of participants:

- Third- and fourth-year apprentice watchmakers under an apprenticeship contract during the 2025-26 academic year at a full-time school, training centre, or training company in Switzerland. It is also open to young people in a training programme deemed equivalent by Cartier, at its sole discretion, in France, Germany, or Belgium. Special cases will be considered.
- ES-level microtechnology technicians currently in training during the 2025-26 academic year at a full-time school, training centre, or training company in Switzerland. It is also open to young people in a training programme deemed equivalent by Cartier, at its sole discretion, in France, Germany, or Belgium. Special cases will be considered.

3.2 The Prize is open to participants in a training programme in Switzerland, France, Germany, or Belgium at the time of their application.

3.3 Candidates must be able to speak and write in one of the following three languages: French, English, or German.

3.4 Candidates from previous editions of the Prize may reapply, in either the apprentice or technician category, depending on their current training, provided they were not among the three winners of a previous edition.

Candidates who previously won in the apprentice category may only reapply in the technician category.

3.5 Cartier reserves the right to verify the eligibility of all participants.

3.6 Each candidate may submit only one application per edition of the Prize.

3.7 Cartier reserves the right to disqualify a participant for any reason whatsoever. Furthermore, if any applicable local law prohibits the awarding of a prize, the participant will not receive a prize, and Cartier may choose to reallocate it at its discretion.

4. Timeline

The provisional timeline for the 2025-26 edition of the Prize is as follows:

4.1 From 8 September to 31 October 2025: Candidates must register on the Submittable platform <https://apply.prixcartiertalentshorlogersdedemain.cartier.com/submit> where they will complete a special form and submit a description of their project including the elements listed in section 4.4. Once the participation request has been formally submitted, the candidate will receive an acknowledgement of receipt at the email address provided during registration.

Applicants will find information on the platform regarding the working base (watch movement) and photos of the base.

4.2 Each candidate must choose a mentor (trainer, designer, project manager, or any person involved in watchmaking) who will guide them throughout the project from the preparatory phase through to final design. Information about the mentor must be provided in the application form.

A mentor may support several candidates and must follow them for the full duration of the Cartier Prize.

4.3 Applications will be reviewed by the Organiser in accordance with these general terms and conditions. Incomplete applications will not be considered.

4.4 The candidate's project description must include:

- a short presentation video in which the candidate states their first and last name, their area of study, and a presentation of their project (maximum duration: one minute)
- a document explaining the origins of the project idea and describing how it works or the concept behind it (maximum 2,500 characters excluding spaces), in Arial 11, line spacing 1.15 (A4, single-sided)
- a document showing the design aesthetics of the project, in the form of sketches, realistic renderings, or any other format that represents the object's imagined design (A4, single-sided)

All presentations will be evaluated by a jury.

4.5 3 December 2025: Jury meeting at the Cartier Manufacture in La Chaux-de-Fonds. Selection of six candidates per category based on the submitted presentations. The twelve selected candidates will move on to the production phase.

Each registered candidate will be informed individually by email regarding the status of their application (selected / not selected).

4.6 8 December 2025: The working bases (watch movements) and related technical documents will be sent to the selected candidates.

4.7 Participants will have 80 hours between 5 January and 31 March 2026 to complete the production phase, allowing them to continue their academic classes or internships. Participants will be supported by their mentor, who will also be responsible for ensuring compliance with these regulations.

4.8 Candidates must send their object by post no later than March 31st at midnight (postmark serving as proof) to the following address:

*Cartier Horlogerie, c/o M. Sébastien Mathez,
Chemin des Alisiers 10,
2301 La Chaux-de-Fonds
Suisse*

They may also deliver it in person to the Cartier Horlogerie address mentioned above, up until 31 March 2026 at 3:00 p.m.

4.9 29 April 2026: Jury meeting at the Cartier Manufacture in La Chaux-de-Fonds. Each of the 12 finalists will appear in person to present and defend their project before the jury. At the end of the day, the jury will determine the final ranking for each category (1st, 2nd, and 3rd place).

4.10 An awards ceremony will be held in June 2026, in Switzerland. The final rankings in each category will be announced on this occasion.

Timeline summary

Between 8 September 2025 and 31 October 2025

Candidates register and submit their presentation on the Prize's registration platform.

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3 December 2025

The jury convenes, and six candidates per category are selected to develop their project.

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8 December 2025

The project bases are sent to the candidates.

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Between 5 January 2026 and 31 March 2026

Project development within a time limit of 80 hours.

Finished projects must be sent by post no later than 31 March 2026.

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29 April 2026

Candidates present their completed projects in person to the jury in La Chaux-de-Fonds.

—
June 2026 (exact date to be confirmed)

Awards ceremony and announcement of the winners' ranking.

5. First jury selection phase

5.1 The jury is composed of five members selected by Cartier.

5.2 The jury members will convene on 3 December 2025 at the Cartier Manufacture in La Chaux-de-Fonds to evaluate all submitted pitches.

5.3 The jury will assess the projects according to the following criteria:

CRITERIA	DESCRIPTION	POINTS
Project feasibility	<ul style="list-style-type: none"> ○ Can the project be realistically carried out in accordance with the rules? ○ Does it correspond with this year's theme? 	/10
Concept originality and idea (creative aspect)	<ul style="list-style-type: none"> ○ Is the concept unusual? ○ Is the idea innovative? 	/10
Concept originality and idea (technical aspect)	<ul style="list-style-type: none"> ○ Does the concept call on an unusual technique? ○ Is the proposed technique realistic and achievable? 	/10
Quality of the submission	<ul style="list-style-type: none"> ○ Are the documents well-presented and clear? ○ Does the file include enough elements to clearly explain the concept? 	/10
Motivation	<ul style="list-style-type: none"> ○ Has the candidate succeeded in convincing you and conveying their enthusiasm and passion? 	/10
Comments and evaluation:		Total: /50

5.4 At the end of the evaluation of the presentations, six projects per category will be selected to move on to the realisation phase.

6. Project realisation phase

6.1 A working base (movement) will be sent to each selected candidate, along with the documents relating to the realisation of the project. Each candidate will receive only one movement.

6.2 Cleaning and reassembling the movement is included within the allocated 80 hours of work.

- 6.3 Throughout the project, students must complete a digital logbook and regularly document the progress of their work. This should include explanations, photographs, videos, sketches, and written notes regarding their choices of techniques, solutions, and materials. The content of this logbook will also be one of the jury's criteria for determining the final ranking.
- 6.4 The creation that the candidate develops within the context of the Cartier Prize must be functional and robust enough to withstand handling by the jury and transportation by post. Cartier declines all responsibility if the piece is received in a damaged condition. Participants may also deliver their finished pieces directly to the Cartier Horlogerie Manufacture in La Chaux-de-Fonds.
- 6.5 Watchmaking techniques should be prioritised in both the construction and decoration of the piece. This aspect will receive particular attention during the quality assessment.
- 6.6 With regard to the use of hands (i.e. watch hands), if these are not made by the candidate, this must be clearly stated in the logbook.
- 6.7 Any components added to the movement must be photographed before assembly, and the images must be included in the logbook.
- 6.8 One of the guiding principles of the Cartier Prize is collaboration with professionals from other disciplines. Accordingly, and depending on their needs, candidates may receive a budget of up to CHF 500 to outsource certain tasks (such as purchasing components or paying for external services). The final detailed invoice must correspond with the nature and amount of work completed. This will be carefully considered during the assessment process. The final invoice must be submitted to Cartier for reimbursement.

7. Final jury selection

- 7.1 The jury will assess the submitted creations based on the criteria defined in section 7.4.
- 7.2 The jury will convene on 29 April 2026 at the Cartier Manufacture in La Chaux-de-Fonds to attend the candidate presentations and will deliberate the same day to determine the final ranking for each category.
- 7.3 For each evaluation criterion, participants may be awarded up to 10 points (see section 7.4).
- 7.4 The jury's evaluation criteria are:

CRITERIA	DESCRIPTION	POINTS
Consistency	<ul style="list-style-type: none"> ○ Is the object consistent with the original pitch and aligned with the theme? 	/10
Functionality	<ul style="list-style-type: none"> ○ Is the movement functional? ○ Are any additional mechanisms also operational? 	/10

Finishes	<ul style="list-style-type: none"> ○ Is the object well-crafted overall? ○ Has special attention been paid to detail? ○ Do you find the overall design appealing? 	/10
Communication	<ul style="list-style-type: none"> ○ Is the project logbook clear and complete? ○ Did the candidate convincingly present their work during the oral presentation? 	/10
Top pick	<ul style="list-style-type: none"> ○ Was there a particular detail, concept, or idea that stood out or impressed you? ○ Does the object go beyond your expectations? ○ Did the candidate's attitude move or inspire you? 	/10
Comments and evaluation:		Total: /50

7.5 In the event of a tie, a review will be made of all points relating to the following:

- Functionality
- Finishes and overall care
- Creativity and originality

The candidate scoring the highest number of points across these three specific criteria will be given priority.

8. Awards ceremony and announcement of results

8.1 The awards ceremony will take place in June 2026 in Switzerland, at a venue yet to be confirmed. Invitations will be sent to participants, training institution representatives, mentors, officials, and the press.

8.2 During the ceremony, the prize winners will give a brief public presentation of their work.

8.3 The creations of the twelve candidates will be showcased at the venue so that the public can view them.

8.4 Results will be communicated to all twelve candidates during the awards ceremony. Candidates will be asked to attend.

8.5 The top three works in each category will be awarded prizes based on the highest number of points achieved.

- The first-place winner in each category will receive a Cartier watch and be offered internship opportunities within the Cartier watchmaking Manufactures and Workshops.
- The second-place winner in each category will receive a Cartier watch.
- The third-place winner in each category will receive a Cartier watch.

All three winners in each category will also receive an immersive experience within the heritage of the Maison and its watchmaking Manufactures.

8.6 If any taxes or duties are payable on the prize, the winners will be responsible for making the necessary declarations to the relevant authorities and for payment of such taxes/duties.

8.7 The prize cannot be transferred or exchanged for cash or any other consideration. The prize is awarded entirely at Cartier's discretion, and no prize will be awarded if a participant has engaged in or benefited from irregular or fraudulent acts.

The prize cannot be contested, exchanged, or replaced.

9. Regulations

9.1 These participation rules apply to the Cartier Talents Watchmakers of Tomorrow Prize. To participate, applicants must read and accept these rules. Participation in the Cartier Talents Watchmakers of Tomorrow Prize inherently implies the participant's agreement to these rules.

9.2 Participants agree to respect third-party rights, especially intellectual property rights (trademarks, designs and models, copyrights). Cartier reserves the right to reject any work that does not comply with this provision.

9.3 Work submitted for the Cartier Talents Watchmakers of Tomorrow Prize will become the property of the candidates, who may keep their creations. However, the winner agrees not to use their work externally, nor to divulge it, sell it, offer it for sale, lend it, or enter into any agreement concerning the work with third parties. At Cartier's request, the winner also agrees to lend their creation to Cartier for use in internal or external events.

9.4 Should Cartier wish to exploit a candidate's work, the candidate agrees to assign to Cartier all intellectual property rights contained in the work, without limitation or reservation, for any use worldwide and for the duration of the protection period.

9.5 The candidate authorises Cartier to use their image captured in any recordings or photographs made in connection with the Cartier Prize for Watchmaking Talents of Tomorrow.

9.6 Participants agree to keep confidential all information received from Cartier within the scope of the Cartier Prize for Watchmaking Talents of Tomorrow.

9.7 Cartier reserves the right to cancel the Cartier Prize for Watchmaking Talents of Tomorrow and/or amend or supplement the rules at any time without notice.

9.8 In the event of any dispute relating to the rules, their application, the results, or the awarding of prizes, or any other dispute linked to the Cartier Prize for Watchmaking Talents of Tomorrow, Cartier's decision shall be final and binding, with no right of appeal.

9.9 Any other disputes shall be governed exclusively by Swiss law. All disputes relating to these rules shall fall under the exclusive jurisdiction of the courts of Neuchâtel.