

# Celebrating THE ARTISTRY BEHIND TIMEPIECES

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On 7 March 2018, SMA, in partnership with TAG Heuer, organised an exclusive SMA Watch Appreciation Night for SMA Members. Organised for the second year running, the event allowed SMA Members the opportunity to immerse themselves in the intricate details of valued timepieces and appreciate their history and value.

During the first edition of this event held in 2017, watch collector and horologist Dr Bernard Cheong shared with his medical colleagues about his love for the artistry and workmanship behind TAG Heuer's classic timepieces and its then newly launched Connected smartwatch. Dr Cheong, who is an SMA Member, even distributed signed posters that featured close-up shots of the mechanics and gears behind a watch.

This year, veteran watch journalist Mr Timmy Tan spoke at

great length about his personal relationship with watches over the ages, from his first TAG Heuer quartz watch that was gifted to him by his father, to the luxury brand's Tiger Woods golf watches that he purchased for his wife and mother. The managing editor of watch magazine *Timewerke* emphasised that beyond the price tag attached to luxury watches, it is important to appreciate the story behind each timepiece and ensure that one's watches are properly maintained.

SMA hopes that such networking sessions, organised in collaboration with external partners such as TAG Heuer, will be able to provide reprise from the daily grind of clinical work and increase opportunities to catch up with colleagues in a more casual setting. Look out for other networking sessions organised specially for you in the second half of 2018! ◀

*"This year's SMA Watch Appreciation Night made a welcome return for watch enthusiasts. Following last year's discussion with Dr Bernard Cheong, Mr Timmy Tan gave us a light-hearted look at his horological journey from childhood through his teens and subsequently into his adult years collecting some memorable timepieces. Let's hope this will be a yearly affair that all SMA watch geeks can look forward to."*

– Dr See Hock Chuan

#### Legend

1. SMA Members and guests listening intently to Mr Timmy Tan at TAG Heuer's Wisma Atria boutique

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