

Nkiru America Watches And Audi USA - The Art Of Horology Project Fundraiser

Nkiru America Watches has launched the Art of Horology Project, a non-profit created to teach children about the horology industry. Our first annual fundraiser will honor Danny Simmons the Interim Chair of NY State Council on the Arts.

Oct. 20, 2009 - [PRLog](#) -- NEW YORK, NY -- Nkiru America Watches, along with sponsor Audi USA, will be hosting their first annual fundraiser on the 5th of November, for The Art of Horology Project, a workshop designed to teach children and young adults the art, science and history of horology (the study of timekeeping) at the Gabarron Foundation, Carriage House for the Arts. Malik Yoba, actor and Steven Richardson, founder of Nkiru America Watches, will honor Danny Simmons, the Interim Chair of New York State Council on the Arts and Vice-Chairman of Rush Philanthropic Foundation, for his dedication to the art world, his philanthropic efforts, and for being a visionary.

Nkiru, Nigerian for looking ahead, is not only a relevant and highly appropriate name for a timepiece company; it is also a representation of Richardson's vision for the sustainability of his craft by exposing young people to the world of horology. The Project's mission is to foster widespread passion for the artistry of watchmaking among dedicated young adults through workshops. Currently, there are less than 5,000 trained timepiece technicians in the United States and the number continues to dwindle. However, following the mechanical timepiece boom started in the 1990's, the need for skilled craftsmen capable to design, build, repair and maintain these unique watches remains prevalent in today's market.

Nkiru, in collaboration with the Bedford-Stuyvesant YMCA, has developed an introductory level 10-week workshop. Our mentoring partnership will provide a meaningful educational, recreational and developmental opportunity regardless of the future career goals of our students. The class not only provides insight into the art form, it has relevance to many other careers. Encouraging a focus toward attention to creativity and skillfulness, which are necessary building blocks for everything from engineering and architecture to design and music. Statistically, 2009 has been a low performing year for students in math and science. Extracurricular workshops such as The Art of Horology can help students to excel in these programs.

The goal of this event is to raise funds for the initial establishment of these workshops for children and young adults throughout NYC. Eventually leading to Steven's pursuit toward his long-term goal of opening a horology school which will focus on every facet involved with the craft of fine watchmaking. Featured during this cocktail reception will be live music, a silent auction, a great company of watch enthusiasts and of course, beautiful timepieces.

WHAT: The Art of Horology Fundraiser

WHERE: The Carriage House for the Arts, East 38th Street, between Lexington and 3rd Avenue.

WHEN: Thursday, November 5th, 2009 Press & VIP Reception 5 p.m. – 6 p.m.

WHO: The Art of Horology Project, is organized and produced by Steven Richardson of Nkiru America Watches. During the reception, participants will be treated to live entertainment, cocktails, a silent auction, and a short Q&A session with Steven Richardson and Malik Yoba.

CONTACT: To sponsor, please contact Terry Alexander, at 347.581.4443 or talexander@nkiruwatches.com. For media inquiries and press registration, please contact Karen Isaacs,

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Blog: <http://theartofhorology.blogspot.com/>

Twitter: www.twitter.com/artofhorology

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The Art of Horology Project is dedicated to introducing the art, history and science of watchmaking to the digital generations. Nkiru, in collaboration with the Bedford-Stuyvesant YMCA, has developed a 10-week workshop to teach the horology program on an introductory level. Our mentoring partnership will provide a meaningful educational, recreational and developmental opportunity regardless of the future career goals of our students. Despite the preliminary success of our program, there is much more we could do with your help. Therefore, we are excited to announce the first annual fundraiser for the Art of Horology Project on November 5th, 2009 at the Gabarron Foundation Carriage House for the Arts. Hosted by Malik Yoba, a long time client of Nkiru America Watches, we will be honoring Danny Simmons, the Interim Chair of New York State Council on the Arts, for his continued support of the project.

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