



ROLEX AND CINEMA 2021

BACKGROUND INFORMATION

ROLEX IN FILMS

For decades, Rolex has been linked to the world of cinema: from appearances of its watches in iconic films to the brand's support for young filmmakers through its mentoring programme.

The Rolex in film story started spontaneously, as the first great actors who wore the brand's watches did so completely informally because they lend their power and their notion of success.

When Marlon Brando played his legendary role as Colonel Kurtz in *Apocalypse Now*, he was wearing a Rolex watch. In *The Color of Money*, Paul Newman sported one as he manipulated a pool cue as Fast Eddie Felson. And in *Titanic*, Bill Paxton, as treasure hunter Brock Lovett, was wearing a Rolex as he descended to the famous wreck in a submersible.

The appearance of these watches was not the result of product placement, as Rolex has never involved itself in this kind of marketing. Instead, the watches were the personal choice of directors using the brand to subtly portray fortitude in their characters – a sense of toughness and control, along with a sophisticated sense of style.

THE MAKING OF A MASTERPIECE

Rolex appreciates storytelling in film as it has its own great story to tell. The company's history is marked by more than a century of innovation. In 1926, the Rolex Oyster – a masterpiece of watchmaking as the world's first waterproof watch – in its own way changed the course of history. For the first time, people could pursue new active lifestyles and go to remote places like the tops of mountains with a reliable, precise, robust watch.

What does it take to make a masterpiece? For both filmmaking and watchmaking, a masterpiece is a work of outstanding artistry and skill that captures a moment in time, unleashing raw emotion and forever inspiring people to see the world with a new lens. It is nothing less than a force for change, one that does not lose its power. As a celebration of humanity's creativity, it stays relevant, no matter how many years have passed. But to achieve a masterpiece of timekeeping or a film classic demands more than just vision and a strong creative idea. It takes a team of technicians, engineers and artisans, each with a crucial role in a complex mechanism. In their pursuit of excellence, watchmakers and filmmakers instil precise detail at every level of their work in a seamless blend of art and science.



PARTNERS IN RECOGNIZING EXCELLENCE

In 2017, Rolex entered a formal partnership with the Academy of Motion Picture Arts and Sciences and also became Proud Sponsor of the Oscars®. The two organizations are united by a sense of history, the pursuit of excellence and a mission to preserve and celebrate the creation of extraordinary works – masterpieces. This long-term partnership promotes excellence in the film industry and the transmission of its heritage for future generations. It is manifested in many different ways.

The Oscars®

Every year, the finest actors, filmmakers and technicians are presented for judgement by their peers at the Oscars®, one of the most widely anticipated events in the world. The Academy Awards® have a key purpose – the recognition of excellence, which is supported by Rolex as Exclusive Watch of the Academy of Motion Picture Arts and Sciences.

The Rolex Greenroom

Union Station, a historic landmark in Los Angeles and one of the last great train stations in the United States, was the venue for the 93rd Oscars® Greenroom. Since 2016, Rolex has designed and hosted the Greenroom, where presenters and special guests mingle before participating in the Oscars®.

The Governors Awards

The Governors Awards presentation is an annual award ceremony hosted by the Academy of Motion Picture Arts and Sciences honouring life achievement in film. Rolex has been sponsor of the annual Governors Awards since 2018.

The Academy Museum of Motion Pictures

To assist in preserving film heritage for future generations, Rolex is a Founding Supporter of the new Academy Museum of Motion Pictures in Los Angeles that opened on 30 September 2021. Designed by Pritzker Prize-winning architect Renzo Piano, the museum and hub for film lovers has 50,000 square feet (about 4,650 square metres) of exhibition galleries and a 1,000-seat theatre, among other amenities. The first and largest institution in the United States devoted to the history, science and cultural impact of moviemaking, it will help people to understand the arts and the sciences that create movie magic. A designated Rolex Gallery features “Stories of Cinema”, with special installations that tell the many stories of movies – from their artists to their history. The legendary Cosmograph Daytona, owned by Paul Newman, is also on display in the museum.



ROLEX TESTIMONEES

James Cameron and Martin Scorsese – who are Rolex’s film Testimonees – have redefined the art of masterful storytelling. They both personify excellence in their craft and are committed to passing on their knowledge and wisdom to young filmmakers. As directors, they recognize the importance of capturing moments in time, with their works serving as an artistic interpretation of the world around us.

James Cameron

James Cameron is an acclaimed filmmaker and explorer. As director, writer and producer, he is responsible for some of the most memorable films of recent decades: *The Terminator* (1984), *Aliens* (1986), *The Abyss* (1989), *Terminator 2: Judgment Day* (1991), *True Lies* (1994), *Titanic* (1997) and *Avatar* (2009). Cameron’s films have blazed a trail for their artistic realization and advanced visual effects, setting numerous performance records in the United States and internationally. *Titanic* held the record for the highest grossing film for 12 years, only surpassed by *Avatar*, which maintained that record for another decade. His films have also earned numerous nominations and awards. Most notably, *Titanic* received 14 Academy Award® nominations and won 11 Oscars®, both records, including Cameron’s three Oscars® for Best Picture, Best Director and Best Editing. The Award-winning Canadian filmmaker delights in precision; attention to detail in films, he believes, helps to transport viewers into the world a movie presents. Cameron has worn a Rolex for several decades. The brand’s watches appear organically in his films, including in *Titanic*, for which he gave the late actor Bill Paxton a Rolex Submariner to wear during filming.

Martin Scorsese

Martin Scorsese is a towering figure in the history of cinema, a director as well as producer and screenwriter, whose career spans more than 50 years and an extensive body of work that includes some of the greatest films ever made. His lifelong passion for the cinema has helped raise our own awareness of the crucial need to preserve our cherished films. Scorsese grew up in New York’s Little Italy and made his first films in the late 1960s. He redefined our ideas of what was possible in movies with such classics as *Mean Streets* (1973), *Taxi Driver* (1976) and *Raging Bull* (1980). Scorsese’s unique combination of artistry, charisma and generosity continues to inspire filmmakers and audiences all over the world. Details play a crucial role in telling a story on screen and, in many of his most iconic films, Scorsese has chosen to feature Rolex watches, with a preference for the Oyster Perpetual Day-Date. Martin Scorsese has had a profound effect on the art form that became his vocation at an early age.



ROLEX MENTOR AND PROTÉGÉ ARTS INITIATIVE

The Rolex Mentor and Protégé Arts Initiative is a programme that was set up to make a contribution to global culture. The programme seeks out gifted young artists from all over the world and brings them together with artistic masters for a period of creative collaboration in a one-to-one mentoring relationship. In keeping with its tradition of supporting individual excellence, Rolex gives emerging artists time to learn, create and grow. Since 2002, Rolex has paired mentors and protégés in dance, film, literature, music, theatre, visual arts and architecture. The mentoring programme has evolved into an enriching dialogue between artists of different generations, cultures and disciplines, helping ensure that the world's artistic heritage is passed on to the next generation. Mentors in film have included directors Alfonso Cuarón, Stephen Frears, Alejandro G. Iñárritu, Mira Nair, Martin Scorsese, Zhang Yimou and film editor Walter Murch. The current mentor is director Spike Lee.

A LASTING LEGACY

Perpetual is inscribed on the dial of every Rolex Oyster. But more than a word on a dial, it is a philosophy encompassing the vision and values of the founder of Rolex, Hans Wilsdorf, and is the force that drives Rolex today. It represents the company's engagement with the world, from helping to protect the environment to deepening knowledge and its transfer, sports achievement and entrepreneurial spirit. It is why Rolex has developed a partnership with the Academy of Motion Picture Arts and Sciences. Forming long-term partnerships with individuals and organizations that recognize and uphold excellence is part of the company's ethos.

Over the decades, Hans Wilsdorf's legacy has also permitted Rolex to make a unique and lasting contribution to culture by assisting in the transmission of knowledge across generations. This takes many forms and is an important aspect of its relationship with the Academy of Motion Picture Arts and Sciences and the Academy Awards®.

FOR MORE INFORMATION

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