



## ROLEX & CINEMA

Rolex has always maintained close ties with the world of cinema. Its watches have played their own role on the wrists of legendary characters in numerous films, including multiple Oscar-winning masterpieces. And today, by its support of artistic and technical excellence in filmmaking, Rolex itself has become an acting participant in its own right.

Rolex encourages the preservation and transmission of the cinematic arts, promotes excellence and celebrates progress by accompanying living legends as well as budding talents through its Testimonees (Martin Scorsese and James Cameron), its partnership with the Academy of Motion Picture Arts and Sciences (the institution, the awards and the Academy Museum in Los Angeles) and the Rolex Mentor and Protégé Arts Initiative.

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### NOTE TO THE MEDIA | ROLEX HOSTS THE OSCARS® GREENROOM GENEVA, 24 MARCH 2022

The Greenroom is the antechamber of the Oscars®; a convivial space where nominees and presenters gather before and after stepping onto the stage. The Greenroom is an immersive experience for which Rolex develops an original decor each year. The 2022 edition of this space will celebrate the coming-together of cinema and the art of watchmaking.

The inspiration for this year's theme comes from Hollywood and its major studios. Decorative wall panels in an Art Deco style arrange elements from Rolex watches into mosaics to reproduce the skyline of cinema's home, Los Angeles. This ode to watchmaking prowess takes the form of decorative elements symbolizing recognizable landmarks from the film world – Hollywood, the Academy and the Academy Museum of Motion Pictures – and adorning them with some of Rolex's most distinguishable features and visual signatures: indexes, hands, fluted bezels.

To craft these landmark replicas, Rolex artisans from the design department sculpted then sheathed each one in leather. "The meticulous care that goes into the making of a Rolex watch, the attention we pay to the tiniest detail and our constant pursuit of excellence are all present in the Greenroom. They mirror the subtlety, the precision and the magic of film," comments Arnaud Boetsch, Communication & Image Director at Rolex.

Joining these various decorative elements are visuals from the latest Rolex campaign, which is a tribute to the filmmaker's art. The script for *The Path*, which will air during the 94th Oscars® ceremony, is displayed inside the Greenroom. The film is devised as a powerful metaphor for movement, progress and the creative process through motion picture extracts that illustrate the different paths a person can take. It is Rolex's tribute to cinematic masterpieces and to the values of excellence it shares with the world of film.



The script is accompanied by images taken from these films which are displayed across the Greenroom. “Each of these iconic scenes is a freeze-frame that pays tribute to cinema’s family,” says Arnaud Boetsch.

By hosting the nominees in the Greenroom, Rolex partakes in the intensely emotional moments which some of cinema’s greatest artists experience, before and after the Oscars® ceremony.

## ROLEX AND THE ACADEMY SUPPORT AND CELEBRATE CINEMA

### **ROLEX AND HOLLYWOOD**

In 2017 Rolex sealed its partnership with the film industry’s highest authority, the Academy of Motion Picture Arts and Sciences. The Academy’s missions are to promote excellence in film and preserve its legacy for future generations, to spark the imagination and to celebrate cinema’s universal values. This long-term partnership celebrates the convergence of the values shared by Rolex and the motion picture arts. Rolex became the Exclusive Watch of the Academy, Proud Sponsor of the Oscars® and Exclusive Sponsor of the Governors Awards.

Rolex is also a Founding Supporter of the Academy Museum of Motion Pictures which opened in Los Angeles in September 2021.

Rolex thus fosters the promotion and celebration of excellence, the perpetuation of knowledge, the conservation of the art and the rise of new talent.



## ABOUT ROLEX

### AN UNRIVALLED REPUTATION FOR QUALITY AND EXPERTISE

Rolex is an integrated and independent Swiss watch *manufacture*. Headquartered in Geneva, the brand is recognized the world over for its expertise and the quality of its products – symbols of excellence, elegance and prestige. The movements of its Oyster Perpetual and Cellini watches are certified by COSC, then tested in-house for their precision, performance and reliability. The Superlative Chronometer certification, symbolized by the green seal, confirms that each watch has successfully undergone tests conducted by Rolex in its own laboratories according to its own criteria. These are periodically validated by an independent external organization.

The word 'Perpetual' is inscribed on every Rolex Oyster watch. But more than just a word on a dial, it is a philosophy that embodies the company's vision and values. Hans Wilsdorf, the founder of the company, instilled a notion of perpetual excellence that would drive the company forward. This led Rolex to pioneer the development of the wristwatch and numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism, invented in 1931. In the course of its history, Rolex has registered over 500 patents. At its four sites in Switzerland, the brand designs, develops and produces the majority of its watch components, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Furthermore, the brand is actively involved in supporting the arts and culture, sport and exploration, as well as those who are devising solutions to preserve the planet.

TO FIND OUT MORE ABOUT ROLEX AND CINEMA, GO TO  
<https://www.rolex.com/world-of-rolex/rolex-and-cinema.html>

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