



NOTE TO THE MEDIA

ROLEX AND CINEMA 2020

ASSISTING IN THE RECOGNITION OF FILM EXCELLENCE AND THE TRANSMISSION OF KNOWLEDGE TO FUTURE GENERATIONS

For decades, Rolex has been linked to the world of cinema: from its watches appearing in iconic films to the brand's support for young filmmakers through its mentoring programme. More recently, Rolex has entered a partnership with the Academy of Motion Picture Arts and Sciences, and counts Academy Award winners Kathryn Bigelow, James Cameron, Alejandro G. Iñárritu and Martin Scorsese among its family of Testimonees.

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

The appearance of these watches was not the result of product placement. Rather, the watches were the personal choice of directors to subtly portray fortitude in their characters – a sense of toughness and control, along with a sense of sophistication and style. A Rolex watch makes a strong statement.

PERPETUAL EXCELLENCE

Rolex appreciates storytelling in film because it has its own great story to tell. The company's history is marked by more than a century of innovation. In 1926, Rolex produced the world's first waterproof watch, the Oyster, which, in its own way, changed the course of history. For the first time, people could go to remote places, such as mountain tops, with a reliable, precise, robust watch. The extraordinary level of innovation that Rolex has achieved – with more than 500 patents – was made possible by a quest for perpetual excellence. This is Rolex's ethos, instilled by the founder of the company, Hans Wilsdorf; this is the force that drives Rolex whether it is creating the finest timepieces or supporting outstanding achievement in sport and in the arts.

Rolex has been Exclusive Watch of the Academy of Motion Picture Arts and Sciences and Proud Sponsor of the Oscars® since 2017, as well as Sponsor of the Annual Governors Awards that have recognized life achievement in film since 2018.



Through these ties, the company supports excellence in filmmaking. For Rolex, the Academy is the perfect partner, given its mission is to inspire imagination and connect the world through the medium of motion pictures. In addition, since 2016, Rolex has designed and hosted the Greenroom, where presenters and special guests mingle before going on stage at the Oscars®. The Greenroom's theme and decor change annually. In 2020, the space depicted a polar landscape in all its ethereal beauty and fragility. Such fragility relates to Rolex's Perpetual Planet initiative in which the company joins forces with key individuals and organizations to promote exploration and conservation that preserve the planet.

To find out more about the Greenroom 2020, go to pressroom.rolex.com.

ASSISTING IN THE TRANSMISSION OF KNOWLEDGE

Over the decades, Rolex has made a unique and lasting contribution to culture by assisting in the transmission of knowledge across generations as part of the company's legacy.

Rolex is a Founding Supporter of the new Academy Museum of Motion Pictures due to open in Los Angeles in 2021. Designed by Pritzker Prize-winning architect Renzo Piano, the museum and hub for film lovers will have 50,000 square feet (about 4,650 square metres) of exhibition galleries and a 1,000-seat theatre, among other facilities.

Destined to be the world's pre-eminent film museum, it will help people understand the arts and the sciences that create movie magic. Rolex will host a gallery retracing the history of film where the brand has played a role. Through the museum, Rolex aspires to assist in the preservation of film history and the transmission of filmmaking knowledge to future generations.

Rolex is also associated with Kathryn Bigelow, James Cameron, Alejandro G. Iñárritu and Martin Scorsese. These four Testimonees have collectively won 57 Academy Awards®. They personify excellence in their craft and are committed to passing on their wisdom to young filmmakers.

Significantly, they recognize the importance of transmission because they were also mentored and inspired by others during the course of their careers. These experiences are captured in the Rolex film that was played during this year's Oscars® ceremony, in which these great filmmakers reveal the impact that mentors have had on their work.

To find out more about Rolex and Cinema, go to rolex.org/arts/cinema.



With the Rolex Mentor and Protégé Arts Initiative established in 2002, Rolex supports emerging filmmakers through mentorship, contributing to culture by helping to ensure the world's artistic heritage is passed on. Alejandro G. Iñárritu and Martin Scorsese have both mentored protégés within this programme, which identifies gifted young artists in a variety of disciplines from all over the world and brings them together with artistic masters for a period of creative collaboration. Other mentors in film have included Alfonso Cuarón, Stephen Frears, Mira Nair, Zhang Yimou and film editor Walter Murch.

ROLEX AND CINEMA

Exclusive Watch of the Academy of Motion Picture Arts and Sciences since 2017

Proud Sponsor of the Oscars® since 2017

Founding Supporter of the Academy Museum of Motion Pictures since 2017

Sponsor of the Annual Governors Awards since 2018

Host of the Greenroom since 2016

Rolex's film Testimonees:

Kathryn Bigelow, James Cameron, Alejandro G. Iñárritu, Martin Scorsese

ABOUT ROLEX

Rolex, a Swiss watch *manufacture* headquartered in Geneva, is recognized the world over for its expertise and the quality of its products. Its Oyster Perpetual and Cellini watches, all certified as Superlative Chronometers for their precision, performance and reliability, are symbols of excellence, elegance and prestige. The word "Perpetual" is inscribed on every Rolex Oyster. 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. Rolex has registered over 500 patents in the course of its history. A truly integrated and independent manufacturing company, Rolex designs, develops and produces in-house the essential components of its watches, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Furthermore, Rolex is actively involved in supporting the arts and culture, sport and exploration, as well as those who are devising solutions to preserve the planet.

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