

WATCHES AND JEWELRY

## Rolex, Lin-Manuel Miranda illustrate the power of a mentor in latest vignette

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*Rolex's new vignette shows the mentor and protg having various discussions and exchanging meaningful thoughts. Image credit: Rolex*

By KATIE TAMOLA

Swiss watchmaker Rolex is spotlighting a brand mentor, one of the most powerful driving forces in the music industry today.

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The vignette follows American actor, composer and filmmaker Lin-Manuel Miranda as he works with his protge, Argentinian filmmaker Agustina San Martn, as part of the Rolex Mentor and Protge Arts Initiative. Throughout the vignette, consumers are gifted a glimpse into the minds and processes of two gifted artists, learning what they are driven by while witnessing a palpable fervor for their craft.

"This vignette/content offers consumers an intimate look inside a mentor/mentee relationship," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

"Many people have mentors in their work life, but it's rare that you get a look inside someone else's mentorship process or conversations," he said. "In this case the conversation offers consumers a look inside what appears to be very organic conversations about the creative process and what a mentor can bring to the table when done correctly."

An effective mentor

The Rolex Mentor and Protge Arts Initiative began in 2002, a push from the Swiss watchmaker to help foster artistic insight and knowledge between veterans and the next generation of talent.

Since the program's inception, Rolex has matched up mentors and protgs in dance, film, literature, music, theater, visual arts, architecture and an open category for multifaceted areas of interest.

Collaborating with [@Lin\\_Manuel](#) Miranda, creator of the acclaimed musical Hamilton', on his film directorial debut was life-changing for Argentinian filmmaker Agustina San Martn, his protge in the [#RolexMentorProtege](#) Arts Initiative. More <https://t.co/ZcYf5Pnhnm> [#Perpetual](#) [pic.twitter.com/WhsX9T8RWj](https://pic.twitter.com/WhsX9T8RWj)

*Mr. Miranda and Ms. San Martn share a passion for craft*

The initiative identifies and fosters talent and passion across disparate fields, mirroring the intense passion and care for craft that Rolex embodies in its heritage, symbolized by the word "Perpetual."

Ms. San Martn is an open category protg for 2022, having met her mentor, Mr. Miranda, on the set of the film "Tick, tick...BOOM!" This film served as Mr. Miranda's directorial debut.

Rolex's new vignette is composed of individual interviews and footage of the mentor and protg having various discussions, and exchanging meaningful thoughts.

The video opens with Mr. Miranda recalling a modicum of apprehension when approached by Rolex to serve as a mentor. He speaks briefly about the role of mentors in his life, including his eighth grade English teacher who identified a drive for the arts within him from an early age.

The film follows the mentor and protg in various discussions, from coffee shop brainstorming to working on sets and visiting theaters.



*Lin-Manuel is one of several Rolex mentors looking to foster the next generation of talent. Image credit: Rolex*

The two discuss working with each other, both maintaining undeniable admiration for each other's work while gaining clearly established insights.

"One of the things that was so exciting about Agustina was that she makes everything art," Mr. Miranda says. "She manages to see a poetry in the everyday."

"He said, Don't over do it; sometimes the simplest things can be the most powerful," Ms. San Martn recalls in the film.

A respect between two artists is evident.

"This is the voice of someone who has been creating things way longer than I have," Ms. San Martn says.

The film concludes with the Argentinian filmmaker sharing how she has grown through Rolex's mentorship program, stating that she has learned to give her projects an adequate amount of space, which helps keep her intuition fresh and trust in herself strong.

Ending with shots of Ms. San Martn hard at work and engaged in discussions with colleagues, the parallels between the careful thoughtfulness behind Rolex and the great creators of the world are once again drawn.

"I find the interesting artists are always bringing different pieces of the world onto that stage or into that screen," Mr. Miranda says.

The last shot on scene one simple word that is crucial to Rolex's ethos: "Perpetual."

On Rolex's social media channels, consumers can find even more active mentor and protg pairings, including American film director Spike Lee paired with Native American filmmaker Kyle Bell and American artist Carrie Mae Weems, who advises Colombian visual artist Camila Rodriguez Triana.

Excellence recognizes excellence

Rolex unceasingly celebrates the great art in the world, from the heart inherent in its own offerings to the music and entertainment that permeate as far as the eye can see.

Last month, Rolex released a short film spotlighting the parallels between the brand and The Vienna Philharmonic, illustrating how both institutions hold a spirited heritage based on thoughtful craft and excellence. The short film tracks the iconic orchestra's New Year performance as images of Rolex are spliced in between, crafting a link between a luxury brand and the beauty of music ([see story](#)).

In March, Rolex celebrated cinema in the spirit of Hollywood's most esteemed event.

Rolex released a short film on the night of the 94th Academy Awards on March 27, honoring the magic of movies. The visual feat was an ode to the partnership between Rolex and the Oscars, celebrating six consecutive years of Rolex's sponsorship of the ceremony ([see story](#)).

Rolex continues to align itself with meaningful art and institutions that, like the watchmaker, are also built on excellence.

"Mr. Miranda is an effective ambassador for the brand, particularly in the role as a mentor," Mr. Pacheco said.

"His conversations with Ms. San Martin were relaxed and came from a genuine place of wanting to help another artist," he said. "He is effective in that he reflects the Rolex ethos and comes across as completely genuine, caring and wanting to mentor someone.

"This authenticity is what consumers are looking for in a brand."

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