

JEWELRY

Cartier reunites with Jake Gyllenhaal for surrealist 'Time Project' film series

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The actor sits on a bench in one of the campaign's 12 chapters. Image credit: Cartier

By MARYBETH CONNAUGHTON

French jewelry maison Cartier has released "Time Project," a series of maudlin and slightly surreal short films in which American actor Jake Gyllenhaal takes a solo turn.

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Throughout each of the 12 black-and-white vignettes, Mr. Gyllenhaal is seen performing a number of tactile activities quickly becoming relics of the analog world. With this project, Cartier appears to be reminding viewers of a not-too-distant past in which we were made to slow down, be patient, and take our time.

"The Maison explores its relationship with time through twelve short films: twelve powerful performances on the nature of time, embodied by actor Jake Gyllenhaal and directed by Slve Sundsb," said Cartier in a statement on its website.

"Take a moment to withdraw from the acceleration of time—rest and press the pause button for a minute. A minute where everything is possible: dreaming, doubting, laughing, crying, hesitating, contemplating or playing, a minute can hold all our feelings, emotions and decisions."

Time to himself

Director Slve Sundsb, Norwegian filmmaker and fashion photographer, has previously helmed campaigns for Chanel and Prada. This project is broken down into chapters, each with its own theme.

Chapter 1: "Time to Wait," sees the actor sitting on a wooden bench, his coat slung over the back with a paperback book by his side. He looks at his watch as if to ask when a scheduled bus will finally arrive.

Chapter 2: "Time to Doubt" seen through a low angle shot beneath a glass surface, Mr. Gyllenhaal plays a solo game of chess. He looks unsure of his choice of move and lonely for company.

The actor reads a letter in the third chapter of the film project.

In Chapter 3: "Time to Let Go," he reads a handwritten letter with a bemused smile on his face and a cradle landline telephone to his left. In Chapter 4, "Time to Travel" he is seen shifting restlessly on a mattress on the floor.

In "Time to Stay Silent" he takes an upsetting phone call on that cradle phone, held between his shoulder and his ear. He falls backward in slow motion onto that same mattress in "Time to Dream."

"Time to Focus" sees him determinedly coaxing a thread through the eye of a needle.

In "Time to Question," he enters through a door left ajar, and pats his front pockets in search of something. He leaves again through the door only to find that it is freestanding and leads to nowhere.

All of these activities, even those that imitate the outdoors, are clearly shot in a sparse studio with a blank Irving Penn-inspired background.

The films are silent except for an equally sparse and somber soundtrack.

Playing throughout is the song "Piece 3" by Australian musician Warren Ellis, who has seen success as a member of the band Nick Cave and the Bad Seeds.

"Time to Smile" shows Mr. Gyllenhaal bracing himself under a downpour but nonetheless happy to be there. In "Time to Take Risks," he plays cards with his own reflection in front of a simple vanity.

He obscures his reflection in that same mirror with the fog of his own breath in "Time to Breathe."

He claps and dances by himself in front of that standalone door in "Time to Play."

Cartier pins the campaign with the sentiment, "Time is not only what we measure, but also what we treasure."



The actor contemplates his next move in the "Time to Doubt" chapter of the film project. Image credit: Cartier

Just like old times

Mr. Gyllenhaal has enjoyed a relationship with the house of Cartier since March of 2018.

It was then he was introduced as the face of its Santos de Cartier timepiece, which was designed for Brazilian aviator Alberto Santos-Dumont more than a century ago ([see story](#)).

In Spring of last year he starred in a campaign for the watch called "make it fly" ([see story](#)).

He will return to big screens this Spring in United Artists Releasing's mystery/action film "The Covenant," directed by British filmmaker Guy Ritchie.

Until then Cartier hopes these shorts will give viewers pause.

"'Time Project' explores the potential, intimacy, and precious nature of time, and its relationship to Cartier's watchmaking creations," the brand said in a statement on social media.