

JEWELRY

Rolex lifts Perpetual Planet initiative with 'greenroom' installation at Oscars

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Rolex has been a sponsor of the Academy Awards since 2016. Image credit: Rolex

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Rolex** is taking a literal approach to this year's exclusive lounge space.

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For the 95th annual Oscars taking place on March 12 in Los Angeles, Rolex has transformed its annual immersive experience, located backstage and reserved for guests of the Academy Awards, so as to recreate the soothing depths of a rainforest. This "green" choice is more than cheeky: it acknowledges the work of those who strive to protect the natural world, which is a mission that Rolex advances with its own Perpetual Planet initiative.

Green dreams

The Rolex Perpetual Planet Initiative is held up by three pillars, all of which align with the brand's evolving concept of exploration, one that has come to be less about discovering the earth and more about sustaining and protecting it.

One such pillar is Mission Blue, a nonprofit organization founded by marine explorer Sylvia Earle dedicated to ocean conservation.

The National Geographic Society, the nonprofit organization dedicated to science and education founded in 1888. Rolex partnered with National Geographic in 1954, and continues to support the organization's scientific research initiatives executed in some of the most challenging environments throughout the world ([see story](#)).

The Rolex Awards for Enterprise recognize new and ongoing projects in the fields of science and health, the environment, technology and, of course, exploration, which benefit humanity and the planet.

To recreate the feeling of a forest inside the Rolex green room, the ceiling is hung with exotic leaves and on a far wall hangs a curtain made of bamboo. It is meant to provide a soothing atmosphere for those presenters and nominees who gather inside before or after appearing onstage.

Rolex has an established relationship with the Academy of Motion Pictures Arts and Sciences, the organization which presents the awards ceremony every year.

The brand has been an official sponsor of the ceremony since 2017 and has partnered with the Academy for the

Rolex Mentor and Protg Arts Initiative, which pairs young artists with established creatives for individualized mentorship.

Last year, the watchmaker released a short film on the night of the 94th annual awards called *The Path*, a series of vignettes from films both classic and contemporary ([see story](#)).

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