

JEWELRY

Rolex hails Hollywood for Perpetual Arts Initiative

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As a sponsor of the Oscars, the brand welcomed celebrities to the 96th Greenroom this past weekend. Image credit: Rolex

By EMILY IRIS DEGN

As the Oscars come to a close, Swiss watchmaker Rolex is shining the spotlight on movie magic.

Keeping the fanfare going, the brand is celebrating its ties to cinema across digital touchpoints, from publishing pictures of its sponsored spaces at the weekend awards ceremony to airing interviews with American filmmaker Martin Scorsese. The horological house is bringing attention to its longstanding relationship with Hollywood in a move that both draws upon the captivating nature of the industry and uplifts the Rolex Perpetual Arts Initiative.

"Movies touch our hearts and awaken our vision and change the way we see things," said Mr. Scorsese, in a statement.

"They take us to other places, they open doors and minds," he said. "Movies are the memories of our lifetime, we need to keep them alive."

At the Oscars

For the 2024 Oscars, held at the Dolby Theatre in Hollywood on March 10, Rolex created a communal space where nominees and presenters could congregate.

Called the "Greenroom," this activation is a tradition of the house. This year marks the eighth consecutive time that the label has brought the immersive space to life.



The space was fitted with screens for Hollywood figures to watch the ceremony before taking to the stage themselves. Image credit: Rolex

Celebrities took to the area this weekend before stepping onto the stage, lounging in the art deco-inspired seating and enjoying the original interior styling.

This time around, the design nodded to the vegetal world. From the namesake green hue to the on-site plants, nature was a point of focus.

Fan imagery was integrated throughout, paired with elements from the earth such as organic structures and chlorophyll.

Much like the 2023 edition ([see story](#)), the company's environmental efforts that are housed under the Perpetual Planet Initiative were tributed. All of the materials in the space, including fibers, glass and ceramics, were sourced sustainably.

Time was also a key theme, for obvious reasons. Multiple clocks were mounted throughout the Greenroom, with glass display cases showing off different watch models amidst jade and gold-gilded walls and shelving.

We are proud to host the [#RolexGreenroom](#), an oasis at the [#Oscars](#) for presenters, winners and performers. This year's Greenroom is a chromatic universe inspired by elements found on Rolex watches and in nature. More on <https://t.co/FvUTDogk1M> [#PerpetualArts](#) pic.twitter.com/aCss8SjpPq

ROLEX (@ROLEX) March 6, 2024

Complete with a slate ombr dial, the Oyster Perpetual Day-Date 40 in 18 ct. Everose gold was among the horological products being staged.

Known as a high-luxury item, the piece has only ever been crafted with precious metals. With its signature President bracelet, it is among the most recognizable offerings from Rolex.

The shapes of the timepieces were tied into the forms made by natural elements. This was the case with the fluting on watch bezels and the metal surfaces of dials, which gave off an illuminated shine.

The famed Oscars statuette was also stationed around the haven for starlets, directors and artists.



The Greenroom housed swaths of world-famous faces, each taking in Rolex's decor and brand codes. Image credit: Rolex

Telecast live in over 200 territories around the world, the 96th Oscars has a devoted audience, inclusive of the well-connected in Hollywood. By engaging with the event and playing a pivotal part in the programming, Rolex not only bolstered exposure for the brand, but affirmed its place at the culture-shaping table.

Part to play

As the Oscars honors the production process, technical prowess and overall excellence that it takes to make films, Rolex finds common ground with the occasion.

Quoting founder Hans Wilsdorf by stating it is “an ode to a work done handsomely,” the brand is taking to digital channels to share the part it played at the event. In social media posts, YouTube videos and dedicated pages on its website, Rolex finds a kinship between movie-making and its own craft the rollout of these narratives echoes past Oscar-season moves ([see story](#)).



Rolex has a longstanding partnership with the Academy of Motion Picture Arts and Sciences. Image credit: Rolex

Other brands in the high-end sector have presented similar tales. Last year, Italian automaker Lamborghini drew the same parallels, devoting a campaign to the artistry that it takes to make both its cars and the statuettes winners receive ([see story](#)).

To stand out among peers' cinematic activations, Rolex took to YouTube this week to showcase how its watches have literally played parts in movies.

On-screen, the company's creations can be seen on the wrists of heroes, complex characters, fathers and space explorers.

In a minute-long video called “Every hero needs an ally,” the house's standing as a Proud Sponsor of the Oscars and

longstanding partnership with the Academy of Motion Picture Arts and Sciences are advertised the maison is the latter organization's Exclusive Watch. The brand is also a Founding Supporting and Official Watch of the Academy Museum of Motion Pictures and the Exclusive Sponsor of the Governors Awards.

Rolex believes that every hero needs an ally

With these entities touting mission-driven work revolving around legacy preservation and driving inspiration, Rolex places these shared values at the heart of its collaborations with them and all partners affiliated with the Perpetual Arts Initiative ([see story](#)).

Continuing to highlight the art of cinema, the watchmaker's aforementioned interview with Mr. Scorsese is now live on YouTube.

The minute-long clip shows the famous director at events, working with actors, making films and being a leader in his space, all while donning a timepiece from the house. His voice serves as the narrator, sharing with consumers an inside look at his award-winning world as a Rolex Testimonee.

This year at the Oscars, the director's production, *Killers of the Flower Moon*, was nominated for multiple recognitions, including Best Picture, Best Actress in a Leading Role, Best Actor in a Supporting Role and Best Director.

Rolex celebrates a master storyteller

Known for delving into the human condition, Mr. Scorsese has dedicated more than six decades of his life to his craft.

To support the next generation of auteurs, he is getting involved with the Rolex Mentor Protg Arts Initiative. He joins colleagues such as Spike Lee and Alfonso Cuarn, who are already providing mentorships through the program.

Together, the luxury label and Mr. Scorsese will engage in dialogues with young artists from around the world, enabling new communities to take up the profession.