

EVENTS/CAUSES

From guest star to main sponsor: How Rolex leverages cinema in pursuit of excellence

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Rolex's Perpetual Arts Initiative portfolio includes music, architecture and cinema projects, in addition to an active mentorship program. Image credit: Rolex

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Rolex** is paying homage to the six-decade-long career of a Canadian filmmaker and longstanding partner.

A new exhibition called "The Art of James Cameron" is live now in Paris at the famous Cinmathque Franaise. Running through Jan. 5, 2025, the showcase tributes the director's exploratory approach to his craft and Rolex's ties to moviemaking.

"From remarkable dives to 3D reconstructions, Cameron endlessly pushes the boundaries of human, technical and artistic achievement, a quality valued by the company," said Arnaud Boetsch, director of communication and image at Rolex, in a statement.

Titanic achievements

The exhibition finds a home inside the famous theater and museum in Paris, designed by world-renowned Canadian-American architect Frank Gehry.

Over 300 works will be on display from Mr. Cameron's private collection. Sketches, photographs, three-dimensional models and paintings will be arranged around the space, tracing the cinema king's journey from childhood to Oscar-winning global sensation.

"We both strive for excellence and believe in quality, as well as celebrate the pioneering spirit," said Mr. Cameron, in a statement.

"We build on the shoulders of those who came before us, and then we have to pass on what we know."

Displaying a gift for illustration at a young age, many of the drawings specifically are from his early years.

With our partner [@JimCameron](#), we share a commitment to creativity and innovation. From today and until 5 January, his genius is on display at Paris' [@cinemathequefr](#), with 'The Art of James Cameron', which we support. More on <https://t.co/Lo3NBVCFp3> [#PerpetualArts](#) [#expocameron](#) pic.twitter.com/gsggXHxp6o

ROLEX (@ROLEX) April 4, 2024

His identity as an inventor, engineer and discoverer centers the event.

Achievements such as his development of a submersible are in the limelight. He piloted it alone to the bottom of the Mariana Trench in the Pacific Ocean in 2012, descending nearly seven miles into underwater darkness.

It was in this same year when Mr. Cameron became a Rolex Testimonee.

The maison later presented him with a commercial version of the prototype watch that was attached to the exterior of the invention during his successful plunge ([see story](#)). The waterproof timepiece, the Oyster Perpetual Deepsea Challenge, fused the universes of both parties.

Their shared pursuit of innovation and pushing the limit is at the heart of their partnership, Rolex's wider support of the industry ([see story](#)) and "The Art of James Cameron."

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