



PRESS RELEASE

ROLEX PARTNERS WITH INTERNATIONAL ARCHITECTURE EXHIBITION – LA BIENNALE DI VENEZIA – FOR FOURTH TIME IN ITS CONTINUED SUPPORT OF ARCHITECTURAL EXCELLENCE

Venice, 12 April 2021 – Rolex is Exclusive Partner and Official Timepiece of the 17th International Architecture Exhibition – La Biennale di Venezia, marking the fourth time since 2014 that the company has supported this forum for the latest architectural ideas and the technological and aesthetic innovations that they represent.

The theme of the Biennale Architettura put forward by curator Hashim Sarkis is “How will we live together?” in the context of widening political divides and growing economic inequalities. It reflects the reliance on new ideas and what Sarkis calls “the collective architectural imagination”.

“As relates to this year’s theme, the transmission of ideas across generations is a cornerstone of progress and of the Rolex brand,” said Arnaud Boetsch, Director of Communication & Image at Rolex SA. “Also pivotal is the legacy of great architecture handed down through the centuries.”

Reflecting the importance of transmission is the work of Mariam Kamara, accomplished with the guidance of her mentor, Sir David Adjaye, within the framework of the 2018–2019 Rolex Mentor and Protégé Arts Initiative. Her work will be highlighted at the Rolex Pavilion in the Giardini, which was designed by Rolex in 2018.

Sir David advised Kamara on plans for a new cultural centre in Niamey, capital of her homeland Niger. The young architect will present renderings and two models of the design and of the area, as well as a film, illustrating the sustainable and traditional methods of building to be used for the centre. Kamara’s project is focused on serving the local community. This sense of togetherness and sharing knowledge connects with the theme of this year’s Biennale Architettura.

Also featured at the Rolex Pavilion will be a presentation of the refurbished Rolex Italy headquarters. The 19th-century building in the heart of Milan has been renovated to provide additional space and features a new courtyard that brings light to the interior.

Since the 1960s, Rolex has built a community of great architects, including those who designed the company’s offices and facilities worldwide, such as Michael Graves, Fumihiko Maki and Kengo Kuma, and those who have served as mentors and advisors in the Arts Initiative, among them Alejandro Aravena, Vishaan Chakrabarti, Sir David Chipperfield, Lord Norman Foster, Frank Gehry, Daniel Libeskind, Ryue Nishizawa, Kazuyo Sejima, Álvaro Siza and Peter Zumthor.

The 17th International Architecture Exhibition will run from 22 May to 21 November 2021.

FOR MORE INFORMATION,
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ABOUT ROLEX

Rolex, an integrated and independent Swiss watch manufacture headquartered in Geneva, is recognized the world over for its expertise and the quality of its products. Its Oyster Perpetual and Cellini watches, all certified as Superlative Chronometers for their precision, performance and reliability, are symbols of excellence, elegance and prestige. Founded by Hans Wilsdorf in 1905, the brand pioneered the development of the wristwatch and is at the origin of numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism, invented in 1931. “Perpetual”, inscribed on every Rolex Oyster watch, is a philosophy that embodies the company’s vision and values. The brand is also actively involved in supporting the arts and culture, sport and exploration, as well as those devising solutions to preserve the planet through its Perpetual Planet initiative.
