



PERPETUAL ARTS INITIATIVE

Rolex celebrates human achievement, recognizing the journey marked by milestones and emotions that culminates in defining moments – determined by a path followed, not just a prize. For more than a half a century, Rolex has partnered some of the world's most talented artists and leading cultural institutions to celebrate achievement and promote the transfer of artistic heritage, creating a link between the past, present and future. Through the Rolex Perpetual Arts Initiative, a broad portfolio of arts that extends through architecture, cinema, dance, literature, music, theatre and visual arts, the company confirms its long-term commitment to global culture. In all these endeavours, Rolex supports artistic excellence and the transmission of knowledge to future generations, who in turn pass on the world's cultural legacy.

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ROLEX: EXCLUSIVE PARTNER AND OFFICIAL TIMEPIECE OF THE INTERNATIONAL ARCHITECTURE EXHIBITION OF LA BIENNALE DI VENEZIA FOR THE SIXTH TIME

Sustainability is the focus of the Biennale Architettura 2025, which is titled *Intelligens. Natural. Artificial. Collective*.

As the Exclusive Partner and Official Timepiece of the prestigious International Architecture Exhibition – La Biennale di Venezia since 2014, Rolex is supporting the world's most influential architectural forum. Now approaching its 19th edition, the event is a platform for the most innovative ideas in architecture.

Rolex partners some of the world's leading cultural institutions and events such as the Biennale Architettura and champions architectural achievement at the highest level, recognizing the discipline's power to provide solutions to many of the world's challenges. The exhibition spotlights groundbreaking architects who constantly redefine the concept and the use of space, overcoming obstacles with creativity and technical innovation while earning the respect of their peers.

One of the Biennale Architettura's many roles is to ask the world's most accomplished architects for proposals to mitigate pressing social and environmental issues. The Biennale Architettura 2025 curator, renowned Italian architect Carlo Ratti, is focusing on architecture's substantial contribution to environmental degradation in the exhibition *Intelligens. Natural. Artificial. Collective*. He asks architects to explore sustainability: "To face a burning world, architecture must harness all the intelligence around us," he says.

For the first time, Rolex has commissioned an outside architect to create a new pavilion in the Giardini. Mariam Issoufou is a Nigerien architect based between Niamey, New York and Zurich who took part in the Rolex mentoring programme in 2018–2019. Working with local artisans and using recycled or natural materials, she puts intersectional sustainability at the heart of all projects, which has always been a focus of the brand. Through her design for the Rolex pavilion, she will celebrate the heritage of Venetian craftsmanship, hoping to inspire visitors to support artisanal practices in their own communities.

The brand recognizes the importance of passing knowledge from one generation to the next by helping promising young architects through associations with leading practitioners, including Álvaro Siza, Kazuyo Sejima, Peter Zumthor, Sir David Chipperfield, and Anne Lacaton.

FOR MORE INFORMATION

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About Rolex

An unrivalled reputation for quality and expertise

Rolex is an integrated and independent Swiss watch manufacture. Headquartered in Geneva, it is recognized for its expertise and the quality of its products. Hans Wilsdorf, founder of the company, instituted a notion of perpetual excellence leading to major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, and the Perpetual rotor self-winding mechanism. The brand designs, develops and produces the majority of its watch components in-house. Rolex also supports the arts and culture, sport, exploration and those who are devising solutions to preserve the planet.