

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 an award. For more than a half a century, Rolex has partnered some of the world's most talented artists and leading cultural institutions to celebrate excellence and promote the transmission 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 excellence in the arts and the passing of knowledge to future generations, who in turn pass on the world's cultural legacy.

PRESS RELEASE | GENEVA, 8 MAY 2025

THE 19TH INTERNATIONAL ARCHITECTURE EXHIBITION OF LA BIENNALE DI VENEZIA OPENS IN VENICE WITH A RECORD NUMBER OF PARTICIPANTS

Rolex, Exclusive partner and Official Timepiece of prestigious event, presents new pavilion

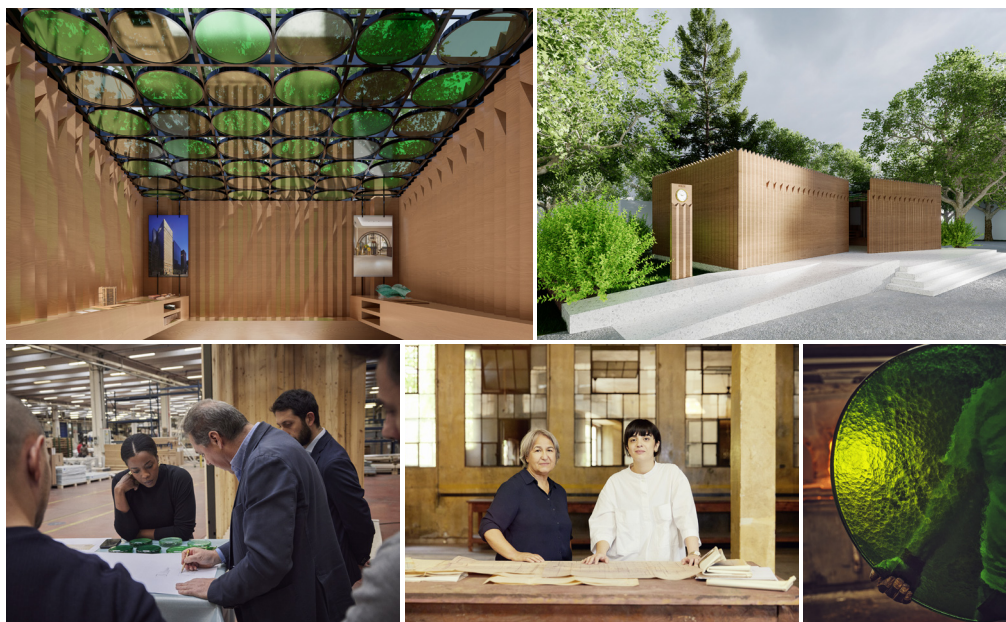
Rolex champions architectural achievement at the highest level, recognizing its power to provide solutions to human and environmental challenges. The brand has supported the International Architecture Exhibition – La Biennale di Venezia as Exclusive Partner and Official Timepiece since 2014. The event, which runs from 10 May to 23 November is renowned for asking the big questions. This year, its curator, Carlo Ratti, has invited architects worldwide for ideas on how the built environment can adapt to a warming world and how architecture can reduce its own contribution to environmental degradation. A record number of participants – more than 750 – are responding to his Circular Economy Manifesto: “The goal is to eliminate waste, circulate materials and regenerate natural systems proving that architecture and our built environment can coexist harmoniously with our planet,” Ratti says.



Rolex Pavilion

Rolex has responded to the theme with a new pavilion in the Giardini. It has been designed by a talented international architect, Mariam Issoufou, from Niger, who puts intersectional sustainability at the heart of her work. Issoufou is a Professor of Architecture Heritage and Sustainability at ETH Zurich, who also has an architectural practice in New York and Niamey. In 2018–2019, she was part of the Rolex mentoring programme and she has won two global LafargeHolcim Awards for sustainable architecture. The ecological vulnerability of Venice as well as Rolex's commitment to craft, served as her inspiration. As with the former pavilion, the facade is a visual reference to the fluted bezel of some of the brand's iconic watches, but this time it is fabricated from recycled wooden beams, crafted locally. Inside, the translucent coloured ceiling – made by Venice's Murano glassmakers - produces a range of hues that morph throughout the day. The terrazzo flooring is made of an aggregate that includes recycled "cotisso" crushed glass. The process of construction is related in a film on display in the pavilion.

Also featuring in the exhibition are: two new boutiques in Milan and Tokyo that reveal how the brand uses artisanal craftsmanship and the finest materials to express its identity as a highquality watchmaker; and a research project in Beirut by Lebanese-Armenian architect Arine Aprahamian, who was mentored by Anne Lacaton through Rolex over the past two years. In a documentary also displayed in the pavilion, Aprahamian presents her research exploring how small and strategic interventions can improve daily life in Bourj Hammoud, a dense neighbourhood of the city.



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About Rolex

With 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.