NEZ À NEZ. Contemporary perfumers
15.02 – 16.06.2019

mudac
Nez à nez. Contemporary perfumers
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PRESS CONFERENCE

Thursday, 14 February at 10:00 AM at Le Musée de la Main UNIL-CHUV
Rue du Bugnon 21, 1011 Lausanne
Continued at mudac at 11:30 AM
Place de la Cathédrale 6, 1005 Lausanne

PRESS CONTACT

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If you plan to attend the press conference, please confirm by Friday, 8 February.

HD VISUALS

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In the exhibition *Nez à nez. Contemporary perfumers*, we follow the trajectory and creative processes of those working in the complex and demanding world of perfumery. The aim is to give the public access to some of the insider secrets of a creative medium that touches us all. At mudac, the idea of an exhibition on perfumery was long in the works. Like fashion, the creation of perfume is an applied art: a craft that must take into account how the end-product will be used. Perfume-making is a specialised discipline that requires extensive expertise and no shortage of creative curiosity. Perfumers compose, blend, assemble, assess, smell… and tell a story.

To show just how complex and diverse the world of perfumery is, the exhibition spotlights the creations of thirteen perfumers from various countries and backgrounds: men and women, at different stages of their careers, working independently, as head of their own brand or for a perfume house. We teamed up with the perfumers themselves and the experts from the olfactory magazine *Nez* to select three fragrances by each creator to feature in the exhibition.

*Nez à nez. Contemporary perfumers* presents the perfumer’s art at three different levels: the individual creator’s experience, in the form of interviews; common themes uniting the work of two or three perfumers; and general information introducing the craft. For mudac, the main question was how to present something as intangible as scent in a museum context where the visual dominates. How could we display fragrances without influencing the public’s perception of them, and keep perfume centre stage? Sarah van Gameren and Tim Simpson of the studio Glithero have taken up the challenge and created six olfactory installations that take visitors on a poetic, sensorial journey into the world of scents. Design thus plays an essential role in elevating the art of perfumery.

In parallel, Le Musée de la Main UNIL-CHUV will hold an exhibition entitled *What a Nose! Scents and Feelings*, in which visitors will be invited to discover the amazing powers of humans’ often underappreciated sense of smell. The exhibition will include a large array of sensorial experiences and art installations and explore the way our sense of smell contributes to how we perceive our bodies and those of others, as well as how we understand ourselves and relate to the world. The two museums will host joint events throughout both exhibitions.

The illustrated catalogue *Sentir – ressentir. Parfumeurs, odeurs et émotions* is a joint publication that revisits and elaborates upon the olfactory experiences presented in the exhibitions *Nez à nez. Contemporary perfumers* at mudac and *What a Nose! Scents and Feelings* at Le Musée de la Main UNIL-CHUV. Experts from a range of fields share their points of view on the creation of perfumes and how smell is tied to emotion. Published by Marge Design, Paris, 2019 (in French and English).
List of perfumers and perfumes

Marc-Antoine Corticchiato (FR) - Parfum d'Empire:
Ambre russe, Tabac tabou, Corsica furiosa

Isabelle Doyen (FR) - Aromatique Majeur:
Turtle Vetiver (Les Nez), Ninféo Mio (Annick Goutal), Nuit de Bakélite (Naomi Goodsir)

Céline Ellena (FR) - NezEn:
Mon lys (Fragonard), De Bachmakov (The Different Company), Springpop (U.S)

Jean-Claude Ellena (FR) - independent, house perfumer for Hermès from 2004 to 2016:
Cuir d'agne (Hermès), Jardin en Méditerranée (Hermès), Thé Vert (Bulgari)

Rodrigo Flores-Roux (MEX) - Givaudan:
Monstera (Xinu), Sydney Rock Pool (Arquiste), L'Âme perdue (Le Galion)

Olivia Giacobetti (FR) - IUNX/Iskia:
Ether (IUNX), Eau Blanche (IUNX), Philosykos (Diptyque)

Pierre Guillaume (FR) - Pierre Guillaume Paris:
Le musc et la peau, Cozé, Isparta

Vero Kern (CH) - Vero Profumo:
Kiki, Mito, Naja

Patricia de Nicolaï (FR) - Nicolaï:
Cap Néroli, New York Intense, Patchouli Intense

Fabrice Pellegrin (FR) - Firmenich:
Comme une fleur (Roos & Roos), Eau duelle (Diptyque), La fille de l'air (Courrèges)

Dominique Ropion (FR) - IFF:
Alien (Mugler), Portrait of a Lady (Frédéric Malle), Jungle (Kenzo)

Maurice Roucel (FR) - Symrise:
Insolence (Guerlain), Tocade (Rochas), Musc Ravageur (Frédéric Malle)

Lorenzo Villoresi (IT) - Lorenzo Villoresi:
Alamut, Yerbamate, Teint de Neige
Interviews with perfumers - Selected quotes

Jean-Claude Ellena

Scents are a material to be manipulated and transformed, as a writer does with words. With food, when a dish is good, we don’t get tangled up in trying to guess the ingredients, the seasoning… we taste it and we enjoy it. In perfumery, I despise the way the audience is given a run-down of the perfume’s notes – the so-called pyramid.

Céline Ellena

A natural material offers a huge amount of detail. A rose essential oil is simultaneously green, wet, dirty, sugary, mineral, watery, spicy and full of ‘je ne sais quoi’.

Patricia de Nicolaï

People have to feel good in their perfume; it needs to give them confidence in their daily lives. That said, I don’t think perfume can settle for simply smelling nice: it needs to be recognisable, memorable, to leave its mark, and people have to want to make it their own when they discover it.

Lorenzo Villoresi

All that matters for me is successfully transforming my vision into a fragrance, as well as its associated emotions if possible.

Marc-Antoine Corticchiato

For me, perfume is a story of conquest: of land, of love, of the other, of the self.

Olivia Giacobetti

Creating is primarily about observing, seeing things differently, pausing at those points where others run straight past. Ideas are everywhere, and I can work on the smallest of things. For example, I can smell a quince while cooking, and the next day I make a quince. When I have an idea, I create it straight away. I investigate, take the first few steps, make little bits and pieces that I hang on to, like lots of seeds that will find their way sooner or later.
Perfumers’ portraits

Portrait of Jean-Claude Ellena, 2018
by Olivier Culmann
© Olivier Culmann / Tendance floue

Portrait of Olivia Giacobetti, 2018
by Olivier Culmann
© Olivier Culmann / Tendance floue

Portrait of Rodrigo Flores Roux, 2018
by Olivier Culmann
© Olivier Culmann / Tendance floue

Portrait of Isabelle Doyen, 2018
by Olivier Culmann
© Olivier Culmann / Tendance floue

All portraits available on www.mudac.ch/en/press
mudac collaborated with Glithero, a London-based design studio, to create the exhibits in Nez à nez. Contemporary perfumers. It was during a 2017 workshop at Domaine de Boisbuchet on the theme “Presenting the scent of perfume in an exhibition context” that the mudac team first met Sarah van Gameren and Tim Simpson, the two creators behind Glithero. The curators challenged the pair to come up with museum installations, ideally in glass, that presented perfumes without using their original bottles. Glass and light play an essential role in the exhibition design. Glithero’s work – poetic, immersive and clever – shows off the subject to its best advantage and plunges us into six different ambiances that encourage us to use our noses.

http://www.glithero.com/
Studio Glithero

Glithero is the collaboration of Dutch designer Sarah van Gameren (b. 1981) and British designer Tim Simpson (b. 1982), whose innate curiosity and attention to detail yields products that combine precision with inventiveness, and serendipity with design. Glithero continually looks for ways to harvest the potential of materials and manufacturing techniques to dramatise critical moments in the making process, seeking new possibilities in the familiar, or unforeseen. What sets them apart is their attention to the performativity of materials, to the vitality of process, and to duration. The studio produces a diverse range of products, furniture, and time-based performances for institutions and individuals, with a conceptual rigour and inquisitiveness that is distinct.

With a focus on process-led design, Glithero often employs narrative techniques in film to interrogate manufacture and reveal the alchemy of making; their aim is to capture the singular moment in which things are made. They believe that process is as important as the finished object; that it is the makers’ intention, the context for making, and the process of facture that matters most in the face of changing design tastes. In Miracle Machines and the Lost Industries (2007), a manifesto written at the start of their careers, the designers make clear their commitment to designing ‘systems’ that animate and extend the making process. Their works are often time-based and transformative; objects become happenings, and happenings become objects. Glithero works across a spectrum of materials, from wax to plaster, light-sensitive chemicals, and quick-setting concrete, and with a wide range of processes; nothing is off limits.
Partnership with Nez and publication

We are proud to partner with Nez magazine, a Paris-based specialised reference journal on perfume and perfumery. The expert knowledge of the magazine staff was extremely helpful when choosing perfumers to feature and writing the informational material for the exhibition. They are also at the origin of the texts contained in the catalogue.

The illustrated catalogue Sentir – ressentir. Parfumeurs, odeurs et émotions is a joint publication that revisits and elaborates upon the olfactory experiences presented in the exhibitions Nez à nez. Contemporary perfumers at mudac and What a Nose! Scents and Feelings at Le Musée de la Main UNIL-CHUV. Experts from a range of fields share their points of view on the creation of perfumes and how smell is tied to emotion. Published by Marge Design, Paris, 2019 (in French and English).

Marge Design, the studio in charge of graphic design at Nez, will also design the exhibition’s communication materials and signage.

*Sentir - ressentir. Parfumeurs, odeurs et émotions. Graphic design: Atelier Marge design*
Parallel exhibitions

**Musée de la main UNIL-CHUV - Lausanne**
For the duration of the exhibition *Nez à nez. Contemporary perfumers*, mudac is partnering with Le Musée de la Main UNIL-CHUV, which will present *What a Nose! Scents and Feelings*. Our partnership links two separate but complementary exhibitions on the sense of smell. Each exhibition covers aspects of this complex but universal theme that fall within the purview of each respective institution: design for mudac, scientific culture for Le Musée de la Main.
Musée de la main UNIL-CHUV, Lausanne, 15.01.19–23.02.20
http://museedelamain.ch/

**Photoforum Pasquart - Biel/Bienne**
The exhibition *Sillages* explores the common ground shared by perfumery and photography, such as ties to memory, the molecules that bring both fragrances and photographs to life, and the age-old conflict between the artificial and the natural.
Photoforum Pasquart, Biel/Bienne. 27.01–31.03.2019
https://www.photoforumpasquart.ch/

Exhibition poster, by Marge design, 2018
Workshops

Throughout the duration of the exhibition, mudac will hold several workshops on the world of perfume and perfumery, for both children and adults. Practical information can be found in the exhibition mailing as well as at www.mudac.ch. These events will be take place in French.

Adult workshop
*Training your nose,*
3 and 31 March, 7 April, 12 May 2019

Can you distinguish the smell of a mandarin from a regular orange? Did you know that a scent can be “sparkling,” “musky” or “warm”? Could you tell a contemporary perfume from one from the 1930s? Come train your nose to do all this and more with the help of Philippe Cart, perfume expert and specialist in luxury perfume-making. The workshop will be followed by a guided tour of the exhibition.

**Workshop for children ages 8 – 13**
*“Hey nose, what’s that smell?”*
2 and 13 March, 3 April, 8 May 2019

Discover the multitude of scents that make up perfume. Use your brain, learn to recognise different scents, and become a mighty nose! There will be an opportunity to visit the exhibition after the workshop.

**Participative poetry, all ages**
*Perfumed words*
16 March 2019

Be they “sultry,” “celestial” or “spicy,” come collect words that will take you from the exhibition *Nez à nez. Contemporary perfumers* to the mudac library.

**Olfactory meetings**
23 May 2019

Come and discover the world of perfumery where you will meet, but also exchange, with several perfumers presented in the exhibition. Ask the questions you’ve always had about being a perfumer!

**The perfume of which you are the hero!**
8 June 2019

Have you ever dreamt of being a model? For an afternoon, come and try one of the exhibition’s fragrances and stroll through the rooms to give other visitors an opportunity to discover a fragrance worn on the body.

https://mudac.ch/en/activities/
Roberto Greco, Le Gourmand, original work for the exhibition, 2018

Roberto Greco, L'Hespéridée, original work for the exhibition, 2018
PRESS CONFERENCE

Thursday, 14 February at 10.00

The press conference will be organised in partnership with Le Musée de la Main UNIL-CHUV
Musée de la Main: 10:00 AM (Rue du Bugnon 21, 1011 Lausanne)
mudac: 11:30 AM

OPENING

Thursday, 14 February starting at 6 PM at mudac, official opening at 6.15 PM
Opening continues at 7.30 PM at Le Musée de la Main UNIL-CHUV

DATES OF THE EXHIBITION

15.02 - 16.06.2019

OPENING HOURS

Tuesday to Sunday, 11:00 AM - 6:00 PM
Open on holidays, incl. Mondays (Easter Monday and Pentecost)
Free admission the first Saturday of every month

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