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## ANNOUNCING THE OPENING OF LE GRAND MUSÉE DU PARFUM

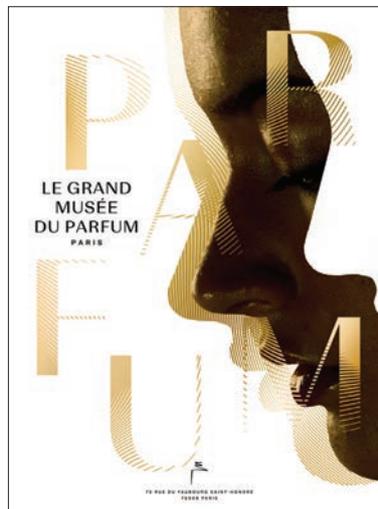
16 DECEMBER 2016 – FAUBOURG SAINT-HONORÉ DISTRICT IN PARIS

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What was the first perfume known to mankind? How do master perfumers create fragrances? How are smell and emotions connected? How does the sense of smell work with olfactory memory? What raw materials are used in today's fragrances?

Le Grand Musée du Parfum is a world of sensory experience, emotion, and enjoyment, a new cultural institution opening December, 16<sup>th</sup> 2016 that will offer an original, educational, entertaining, and immersive experience to help visitors understand the world of perfume and unravel its many mysteries. This unique museum, dedicated to fragrance and the sense of smell, is an emblem of French culture and the country's leading-edge, creative audacity; it will be a precious addition to Paris' unparalleled palette of museums. Le Grand Musée du Parfum has accepted the incomparable challenge of making the invisible palpable, sweeping visitors deep into an unforgettable sensory and artistic experience. The visitor path, teeming with interactive, innovative museographic creations, incorporates state-of-the-art technologies – from projection mapping to experiential olfactory inventions – and depicts the three major chapters of perfume history, from the Egypt of the Pharaohs to present day, a chance to explore a unique collection of over 60 scents, all waiting to be sniffed over the course of the museum tour.

Le Grand Musée du Parfum is a place for meeting others, sharing ideas, dialoguing, and delving into new worlds. As an independent entity, it will devote great energy to handing down this intangible legacy, heightening awareness of the savoir-faire, creative process, and artistic and scientific skills of perfumers, conveying these fascinating facts to the widest possible public. This new Parisian cultural entity intends to contribute, in its own right, to France's artistic and



cultural renown, perhaps even inspiring younger visitors to new vocational choices.

The museum has already successfully gathered key figures from the perfume industry to support its mission, including the Fédération des Entreprises de la Beauté and the Syndicat Français de la Parfumerie. Anne Hidalgo, Mayor of Paris, will officiate at the opening ceremonies, and the institution is also supported by

the Île-de-France region.

### — The art of perfume: a symbol of French *art de vivre*

Perfume is the ambassador of France's luxury and lifestyle enterprises, a gleaming jewel in the crown of the French economy. Nevertheless, despite the international reputation of French perfumery, the industry has never had an emblematic Parisian location worthy of such stature and influence.

This shortfall became the impetus for Le Grand Musée du Parfum, the first museum dedicated to the art of perfume, recognizing its artistic and cultural existence and honoring the creative, ever-expanding industry of perfumery that is France's own.

A 15,000-square-foot (1,400 m<sup>2</sup>) mansion at 73 rue du Faubourg Saint Honoré will be the home of Le Grand Musée du Parfum, superbly set within Paris' eighth arrondissement, a district synonymous with luxury and elegance and a key tourism hub. This building is a shining example of genteel French *art de vivre* and, in the 19<sup>th</sup> century, was the residence of Antoine-Marie Roederer and, more recently, housed the Christian Lacroix *maison de couture*.



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## — A new museum for discovering, developing, and honing the senses

Le Grand Musée du Parfum, a pioneering Parisian cultural institution, will introduce visitors to the myriad facets of fragrances born of a still-enigmatic creative process, a chance for everyone, young and old, novice and connoisseur, to better decipher the perfumer's artistic intentions and more firmly grasp his or her creative process.

The museum, exalting both the art and science of fragrance, will also introduce visitors to the extraordinary power of smell, a sense that remains surprisingly little-understood. Everyone will have the chance to create his or her own personalized tour notebook listing favorite smells, while also learning more about this sense through a fascinating exploration of new olfactory territories. The itinerary includes the contributions of experts who study how fragrances impact and improve well-being, emotions, memory, the brain, and even overall health.

## — Visiting the museum

The world of fragrance is presented in three distinct sections of the museum:

- *Histoires de parfums* – history and tales of perfume  
Visitors will discover the wide-ranging uses and virtues of perfume through the ages, from antiquity to the advent of contemporary perfumery, through entertaining historic facts and legends involving famous historical figures and their relationship with perfume. They will also learn how the foundations of modern perfumery came to be. Guests may, for example, smell *kyphi*, the first fragrance ever created by man in ancient Egypt.

This section is laid out in four chapters: *la galerie des séducteurs* (seducers' gallery), *le parfum sacré* (sacred perfume), *le cabinet de curiosités* (the curio cabinet), and *l'essor de la parfumerie moderne* (the rise of modern perfumery).

- *Immersion sensorielle* – sensory immersion.  
Guests will be invited to reconnect with their sense of smell via a variety of enlightening assessments. In a collection of interactive experiments, visitors will become aware of the importance of their sense of smell in day-to-day life, learn how this sense's role is often underestimated, and discover smell's extraordinary emotional power. In one such experiment, visitors will test their senses with an "olfactory exquisite corpse" and stroll through the garden of scents, while developing their sense of smell in entertaining, educational ways.

- *L'Art du Parfumeur* – The Art of the Perfumer.

This section will be devoted entirely to the perfumer's perspectives, creative processes, and techniques. It will include a collection of raw materials used by perfumers and information on the perfumer's astonishing olfactory memory – a scent library that continues to expand and intensify throughout his or her life. Visitors will be invited to smell emblematic perfumery materials before entering the perfumer's workspace, where they will learn about the creative processes of the world's greatest fragrance composers. Next to this workspace is the perfumer's lab, which vividly illustrates a fragrance's mesmerizing transition from creation and imagination to formulation.

## — Innovative, interactive museography

The museum is designed to be a "hymn to perfume," an olfactory ode expressed through sensorial, interactive, cutting-edge museography. The latest technological innovations in olfaction and user experience give visitors the most direct and fascinating content experience possible. Artistic works created specifically for the museum will be incorporated into the museography, such as the *Perfume Organ* displayed in the perfumer's laboratory.

Each visitor will be provided with a tool to enhance the tour, encourage discovery, and help deepen his or her understanding of this sensory realm (five languages available at time of opening, ultimately expanded to ten).

Particular attention will be given persons with disabilities: a special path will offer resources adapted to their disability type, ensuring Le Grand Musée du Parfum can be shared and enjoyed by all.

## — A project supporting contemporary artistic creation and innovation

The cultural calendar will be bursting with exhibits, performances, youth workshops, and events. Arts and disciplines of every ilk will be invited to interpret and explore the world of fragrance: performing arts, visual arts, film, literature, gastronomy, and many more.

Artists will become active or even in-house collaborators: proactive programs include the phasing-in of artist residencies and commissioned works of art.

The museum also will partner with luxury and fine-craftsmanship companies on projects showcasing the savoir-faire and creativity of these enterprises.



## — The Cultural and Scientific Advisory Board

The artistic and cultural content presented at Le Grand Musée du Parfum is the product of the expert deliberations of the Cultural and Scientific Advisory Board, a panel of 16 industry experts:

**Nicolas Beaulieu:** Senior Perfumer, International Flavors & Fragrances (IFF)

**Sabine Chabbert:** Deputy Director, The Fragrance Foundation France, journalist and perfume industry consultant

**Sylvaine Delacourte:** Director of Fragrance Evaluation and Development, Guerlain

**Jean-Claude Ellena:** House Perfumer and Advisor, Hermès Parfums

**Isabelle Ferrand:** Olfactory expert; CEO and Owner, Cinquième Sens

**Elisabeth de Feydeau:** Perfume historian and writer; Founder, Arty Fragrance

**Anne Flipo:** VP Perfumer, International Flavors & Fragrances (IFF)

**Jean-Christophe Hérault:** Senior Perfumer, International Flavors & Fragrances (IFF)

**Mathilde Laurent:** Perfumer Creator of the Maison Cartier

**Céline Manetta:** Research Scientist, Global Consumer Science, International Flavors & Fragrances (IFF)

**Patricia de Nicolaï:** Perfumer, Founder of Parfums Nicolaï and President of Osmothèque

**Lionel Paillès:** Author and journalist, expert in fragrances and raw materials

**Roland Salessé:** Neurobiologist in olfaction (INRA) and member of the Kodo research program on contemporary olfactory creation

**Elisabeth Sirof:** Heritage and Cultural Events Director, Guerlain

**Delphine de Swardt:** Doctor of Aesthetics and Communication, specialist in the language of perfumes and odors

**Diane Thalheimer:** Olfactory Profiler, perfume expert, Founder of Red Berry

## — General Information

Opening December, 16<sup>th</sup> 2016

[grandmuseeduparfum.fr](http://grandmuseeduparfum.fr)

73, rue du Faubourg Saint Honoré - 75008 Paris

In addition to the permanent and temporary exhibits, the establishment will have a bookstore and a concept store.

## — The garden, where visitors learn naturally about sustainable development

The museum intends to raise awareness about sustainable development by featuring perfume plants in its 1,200 m<sup>2</sup> (13,000 sq. ft.) garden. In the coming months, a new greenhouse will showcase programs specifically developed by our partners to protect the environment across the planet by growing certain plants, and by encouraging the economic development of disadvantaged areas. The museum wants to increase the public's familiarity with initiatives in these realms, so as to educate new generations of the need to forge an economy and industries that are responsible, sustainable, and inclusive – including the world of fragrances.

## — Le Grand Musée du Parfum enjoys the support of key partners and entities in the perfume industry, particularly:

### Le Syndicat Français de la Parfumerie (SFP)

Le Grand Musée du Parfum enjoys the support and patronage of the perfume sector through the Syndicat Français de la Parfumerie (SFP). Select perfumery brands form the membership of this organization, which is itself a member of the Fédération des Entreprises de la Beauté (FEBEA).

### International Flavors & Fragrances (IFF)

Over a five-year period, Le Grand Musée du Parfum will receive material support and expertise from International Flavors & Fragrances (IFF). IFF is a leading innovator of sensorial experiences that move the world. At the heart of the company, IFF is fueled by a sense of discovery, constantly asking “what if?” That passion for exploration drives the team to co-create products that consumers around the world taste, smell, or feel. The 6,700 team members globally take advantage of leading consumer insights, research and development, creative expertise, and customer intimacy to develop products that cut through to customers.

## — Architecture – museography:

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## — Key figures

- A 1,400 m<sup>2</sup> (15,000+ sq. ft.) mansion, with a courtyard and garden
- A 1,200 m<sup>2</sup> (13,000 sq. ft.) garden
- A multi-sensory visitor path covering four floors
- A Cultural and Scientific Advisory Board composed of 16 industry experts
- Project first introduced in 2014

## — Press contacts

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