

During the City Triennial Trademarks, people can visit the **SENSORY MARKS – TOUCHLOGO** project at the **PXL-MAD School of Arts**. This exhibition shows a new way to visualize corporate identity and image building.

Artist **Peter de Cupere**, known for his work with fragrances, is not showing his work with fragrances but instead is using the sense of touch as a medium to create logos. This artistic project goes beyond the purely visual sense of an image. It anticipates the sensory meaning and perception.

With **TouchLogo**, he shows a hundred different examples of possible touch logos. These are motions and actions that constantly replace the welcoming handshake with mutual touching and by applying a specific act or kind of behaviour. With this, he replaces the traditional handshake with touches that symbolize a logo for a company, organisation or institute.

**Sensory Marks** is about the sensory portraying of trademarks in which the portrayed sensory deed or action is becoming a part of the trademark itself.

Sensory Marks is an ongoing project in which the artist looks at the longer lasting senses of smell and touch as Trademarks which can be attached to existing or fictional companies, organisations, institutes, schools, museums and galleries. As a statement, the artist starts with the sense of touch to create logos.

One of the things at the exhibition of the PXL-MAD School of Arts is the sense of touch, being displayed as the visualisation of the logo.

The artwork is also used as a trademark, however, the TM trademark symbol is replaced by artM referring to art as a Trademark

On the website **[www.touch-logo.com](http://www.touch-logo.com)**, you will find a large part of the TouchLogos. These are illustrated through short videos.

At the exhibition, people themselves can discover and try examples of TouchLogos, which can not be found online.

**Peter de Cupere** is a lecturer and researcher at the **PXL-MAD School of Arts**. Since September 2016, he started two new ateliers. **The English Master Art Sense(s) Lab** is the first **International official English Master programme of Visual Arts** where upcoming artists use the lower senses of smell, taste and touch as a medium of the artwork to give context to the artwork. More information can be found on **[www.artsenseslab.be](http://www.artsenseslab.be)** and **[www.pxl-mad.be/en](http://www.pxl-mad.be/en)**

Also, the **PXL-MAD School of Arts** started a fifth main atelier called **Open Lab**. Young upcoming artists explore new artistic possibilities, without a specific focus on one medium or discipline. Among other things they learn to make performances, videos and access 3D printing in an experimental way. But also art with smell, taste, touch and sound, combined with new media, will be broadly discussed.