

OLFACTORY ART: SCENT CONTEXT IS THE NEW THINKING; WHEN SCENT CREATES SCIENCES AND SOCIAL INVOLMENT BY CONTEXT.

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With two studycases of my own work I want to show how scents can be used on an innovative creative way to create context and how scents have the possibility to create more opportunities in art, sciences and the social involment. I end the lecture with a short presentation of the new English Master Art Sense(s) Lab and how collaborating with an artist can create new perspectives in scent research. Thinking out of the scent box.

Studycase 1: THE SMELL OF A STRANGER. The possibilities and impact of Scent-Engineering.

In the Biennial of Havana 2015 Peter de Cupere contributed with the olfactory art installation THE SMELL OF A STRANGER at the High Institute of Technology and Applied Sciences at the University of Havana. Peter de Cupere used Scent Engineering to give context to Cuban flowers and plants. He contrast the beauty of these plants with smells associated with labor exploitation, politics, war, pollution and sex (tourism). The plants emit odors like American New Dollars, Blood, Sperm, Vagina, Dead Body, Gun Powder, Sweat (smell of fear) and Air Pollution. The work questions cultural, political, social and human aspects but also the science of scent-engineering. The scents were provided by International Flavors and Fragrances (IFF).

Studycase 2: ONE DROP OF FREEDOM. How can one drop of a grass fragrance be the most expensive scent in the world and help refugees. A non-profit initiative of Peter de Cupere and PXL-MAD School of Arts.

How much does freedom cost? Peter de Cupere shows with One Drop Of Freedom the power of scent and how just one drop of a scent of grass can give context and be also the most expensive fragrance in the world while it also helps the refugees. www.one-drop-of-freedom.com

ART SENSE(S) LAB AND SCENT RESEARCH PROJECTS. THINKING OUT OF THE SCENT BOX.

Starting from the next academical year de Cupere will start the International English Master Art Sense(s) Lab. This is the first official master worldwide where developing artist can learn to make art from the lower senses. Peter de Cupere will tell about the growing interest in using the scent as a medium in the arts and the importance of this for the world of science, business, perfume and scent industry. He will short explain why doing research together with a context artist can involve new ideas for the business world, the sciences and investment holdings. www.artsenseslab.be

Conclusion: Creating Context with the use of scents is the new thinking to make things understand.