

'There's something in the air'

Curated by Caro Verbeek

Museum Villa Rot, DE

22.03.2015 - 02.08.2015

Peter de Cupere shows two new olfactory artwork, The evolution of art' and 'Art refreshing your mind' (more info soon). Besides these new works he also shows an edition of his Olfactory Art Manifest, the work Smoke Room and his famous olfactory artwork 'The Paintbrush of Gustave Courbet'.

'The Paintbrush of Gustave Courbet'

The Paintbrush of Gustave Courbet' is a paintbrush made of pubic hair and as paint the scent of vagina. It's a reference to L'Origine du Monde by Gustave Courbet. For more info about this work click here









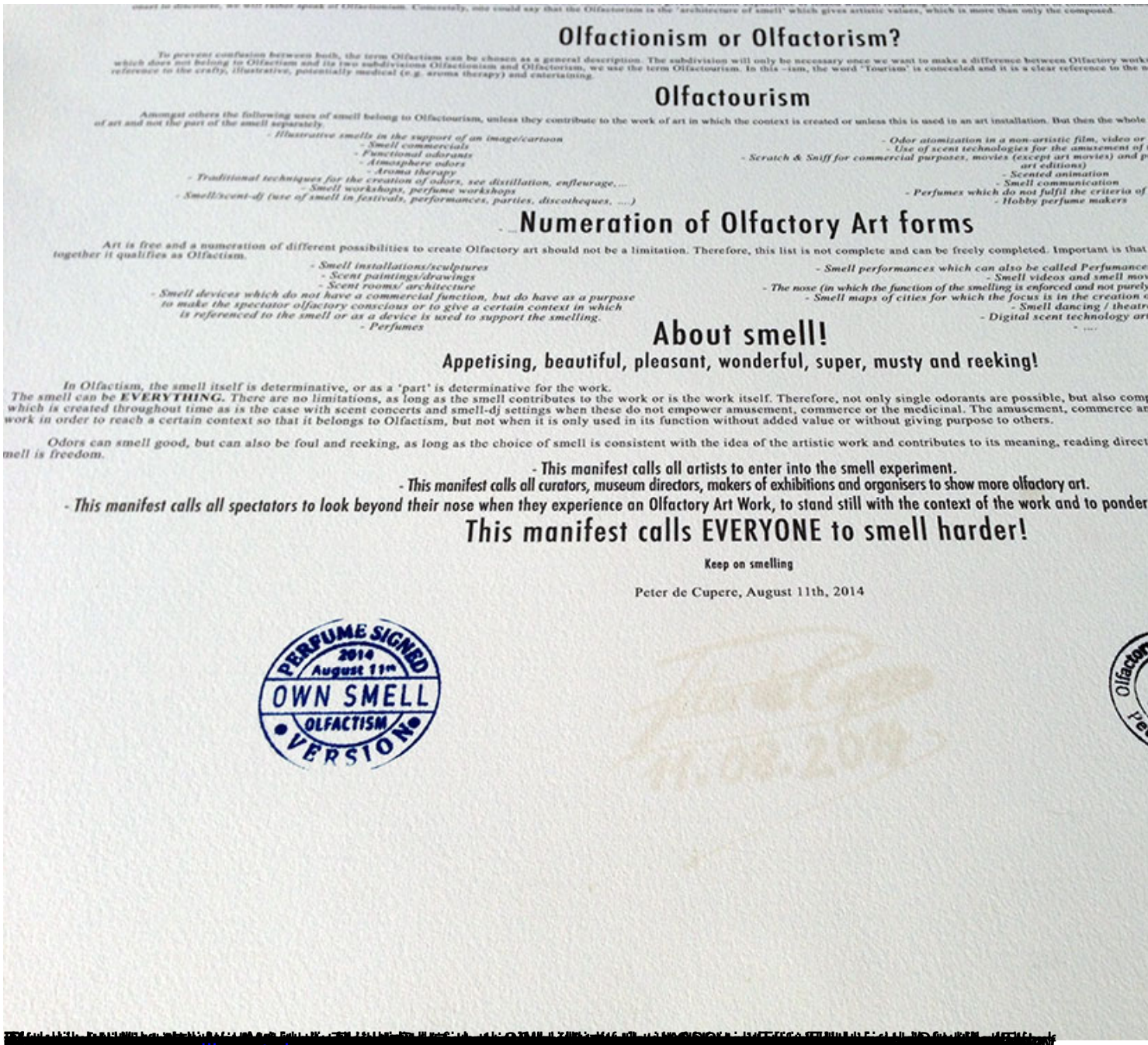
Smoke Room

A room made of more than **750.000** cigarette butts**!**



Olfactory Art Manifest

More info: www.olfactoryartmanifest.com



Olfactionism or Olfactorism?

To prevent confusion between both, the term Olfactism can be chosen as a general description. The subdivision will only be necessary once we want to make a difference between Olfactory works which does not belong to Olfactism and its two subdivisions Olfactionism and Olfactorism, we use the term Olfactourism. In this –ism, the word 'Tourism' is concealed and it is a clear reference to the reference to the crafty, illustrative, potentially medical (e.g. aroma therapy) and entertaining.

Olfactourism

Amongst others the following uses of smell belong to Olfactourism, unless they contribute to the work of art in which the context is created or unless this is used in an art installation. But then the whole of art and not the part of the smell separately.

- Illustrative smells in the support of an image/cartoon
- Smell commercials
- Functional odorants
- Atmosphere odors
- Aroma therapy
- Traditional techniques for the creation of odors, see distillation, enfleurage,...
- Smell workshops, perfume workshops
- Smell/scent-dj (use of smell in festivals, performances, parties, discotheques, ...)
- Odor atomization in a non-artistic film, video or
- Use of scent technologies for the amusement of
- Scratch & Sniff for commercial purposes, movies (except art movies) and
art editions)
- Scented animation
- Smell communication
- Perfumes which do not fulfil the criteria of
- Hobby perfume makers

Numeration of Olfactory Art forms

Art is free and a numeration of different possibilities to create Olfactory art should not be a limitation. Therefore, this list is not complete and can be freely completed. Important is that together it qualifies as Olfactism.

- Smell installations/sculptures
- Scent paintings/drawings
- Scent rooms/ architecture
- Smell devices which do not have a commercial function, but do have as a purpose to make the spectator olfactory conscious or to give a certain context in which is referenced to the smell or as a device is used to support the smelling.
- Perfumes
- Smell performances which can also be called Perfumance
- Smell videos and smell mov
- The nose (in which the function of the smelling is enforced and not purely
- Smell maps of cities for which the focus is in the creation
- Smell dancing / theatr
- Digital scent technology ar
- ....

About smell!

Appetising, beautiful, pleasant, wonderful, super, musty and reeking!

In Olfactism, the smell itself is determinative, or as a 'part' is determinative for the work. The smell can be ***EVERYTHING.*** There are no limitations, as long as the smell contributes to the work or is the work itself. Therefore, not only single odorants are possible, but also comp which is created throughout time as is the case with scent concerts and smell-dj settings when these do not empower amusement, commerce or the medicinal. The amusement, commerce ar work in order to reach a certain context so that it belongs to Olfactism, but not when it is only used in its function without added value or without giving purpose to others.

Odors can smell good, but can also be foul and reeking, as long as the choice of smell is consistent with the idea of the artistic work and contributes to its meaning, reading direct mell is freedom.

- This manifest calls all artists to enter into the smell experiment.
- This manifest calls all curators, museum directors, makers of exhibitions and organisers to show more olfactory art.
- This manifest calls all spectators to look beyond their nose when they experience an Olfactory Art Work, to stand still with the context of the work and to ponder

This manifest calls EVERYONE to smell harder!

Keep on smelling

Peter de Cupere, August 11th, 2014

PERFUME SIGNED 2014 August 11th OWN SMELL OLFACTISM VERSION

[redacted]