



**15.09.2014 until...**

**The Olfactory'** aims to exhibit a widest possible range of Olfactory Art.

'The Olfactory', a travelling scent exhibition concept in a movable container.

33 exhibitions spread over 6 weeks. Free entrance!

Each exhibition = only 1 or 2 days! Subscribe the website <http://www.theolfactory.org> to stay tuned!!!

'The Olfactory' will have a central place at the Mad-Faculty, University College PXL in Hasselt and UHasselt (University of Hasselt) Belgium. From there 'The Olfactory' will travel to the Muhka Museum in Antwerp and the VUB (Free University Brussels).

'The Olfactory' is organized by Peter the Cupere and get the support of the Mad-Faculty Mad-Research, University College PXL and the University of Hasselt. The container is sponsored by Katoennatie, with facilities in Europe, the Far East, North and South America and Africa, Katoen Natie acts as a global supplier of logistics and distribution services. The upcoming opening is sponsored by Vedett.

Peter the Cupere is a visual artist working with fragrance. He is also a researcher at the Research Department at the Mad-Faculty in Hasselt, teaching Media Lab Fine Arts and coordinator of the Master Studio Art Vision Lab.

More info and program: [www.theolfactory.org](http://www.theolfactory.org)