



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

Olfactorism

Amongst others the following uses of smell belong to Olfactorism, 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 or
- 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 Olfactionism.

- 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 Performance
- Smell videos and smell movies
- 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 of
- Smell dancing / theatre
- Digital scent technology art

About smell!

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

In Olfactionism, 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 compounds which are 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 and work in order to reach a certain context so that it belongs to Olfactionism, 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 directly or indirectly. Smell 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

