



## **Olfactory art and other smelly businesses**

**Lecture organized by Caro Verbeek.**

**08.10.2015  
20:00h**

**Mediamatic, Amsterdam NL**

The speakers of the first Odorama edition:

### **Peter de Cupere**

Peter de Cupere is known for his many scent sculptures, installations and performances. By exploiting the subjective, associative impact of smells, in combination with visual images, Peter de Cupere generates a kind of meta-sensory experience that goes beyond purely seeing or smelling. Peter will talk about the concept and context of his work, but there is more! You are invited to experience the Smell Me Performance.

### **Caro Verbeek**

Art historian and Odorama-curator Caro Verbeek has been studying the olfaction arts for quite some time. Caro will introduce us to the history of olfactory art, her story will take us from the exclusive Nardus scent as shown in the painting by Jan van Scorel to the contemporary artwork Nursery Piece, with eucalyptus scent, by Job Koelewijn. Expect not only to see great historical images, you will also smell them.

### **Marit Mihklepp**

The starting point of Marit's project is the contradiction between the source of fragrances and the actual smell. "Weirdly enough, humans try to hide the smells of our sweat with perfumes made of all those secretions and vomit from other animals." Same as with finger prints, every individual person has a unique specific odor profile. Responsible for these scents are bacteria, Marit used those to develop her own microbial perfume.

### **Information**

*Odorama*

Beers + Bites from 18:00

Talks start at 20.00, language is english

Mediamatic Biotoop Dijkspark 6, Amsterdam

Ticket: €8,50 (€3,50 for members)

Students pay only €5,00 for their membership.

Fill in the code 'student' in the discount box and bring your student card to the event.

Whether derived from nature, or chemically constructed, odourant molecules have the ability to profoundly effect our behaviour, emotions and associations. At Odorama we'll actively engage with our senses and explore everything that reaches and effects the nose. We will consider olfactory history and design that is experimental and challenging. And introduce you to the fragrance as a work of art in itself.

Food at 18:00, Talks at 20:00. [Tickets](#) .

Odorama is a collaboration between Mediamatic and Caro Verbeek.

[Mediamatic Foundation](#)

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