Scented Colours: the Role of Olfaction in Futurism and Olfactory (Re-)constructions

Speaker: Caro Verbeek, VU University, Amsterdam

Scent was a source of inspiration as well as a means of expression to visual artists at the fin de siècle. Especially during the interwar period Futurists, Dadaists and Surrealists organised scented poetry recitals, performances, and created aromatic toys, perfumed sculptures and odoriferous artist books.

Unfortunately most of these events and objects are by now inodorate, lost, or never recorded. Therefore the (re)construction of these art historical scents, in collaboration with IFF (International Flavours & Fragrances) and several heritage institutions, such as the Rijksmuseum, will once again enable us to 'get in touch' with this volatile heritage.

This research is financially supported by NWO.

Caro Verbeek (1980) is an art historian and curator with a focus on the so-called lower senses. She got an MA in Olfactory art and an MA in Tactile art at the University of Amsterdam and is currently a PhD Candidate at VU University Amsterdam. Her aim is to (re)construct historical scents, framed in a historical context and presented in heritage institutions (Rijksmuseum, Amsterdam, Villa Rot, Burgrieden Mediamatic, Amsterdam). She teaches the preliminary course 'The Other Senses' at the Royal Academy of Arts (The Hague) and creates olfactory tours for museums, to engage with visual art in a more intimate and interactive way.

When:  Monday, November 23, 11:00am-12:30 pm
Where: Room H-1124, Hall Building, 1455 de Maisonneuve W. (Metro Guy-Concordia)

Open to the public. Bring your lunch!

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