

SMELL

THE INVISIBLE SENSE

Éléonore de Bonneval

26 OCT 18 - 05 JAN 19

PHOTO EXHIBITION



PRESS KIT

MUSÉE INTERNATIONAL DE LA PARFUMERIE - GRASSE

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Éléonore de Bonneval

LAYOUT:

Collection Service, Technical Service of the Museums of Grasse

Scents:

The Robertet Company

Exhibition Text:

Éléonore de Bonneval

Press Relations:

Muriel Courché

Director of Communications

Tel: +33 (0)4 97 05 22 03 - Mob.: +33 (0)6 68 93 02 42

mcourche@paysdegrasse.fr

The exhibition, «Smell, the Invisible Sense» by Éléonore de Bonneval, was produced under the aegis of the Community of the Conurbation of the Pays de Grasse, under the benevolent authority of its Chair, Jérôme Viaud, Mayor of Grasse, Vice-Chair of the Department of the Alpes-Maritimes.

With the assistance of the Ministry of Culture and Communication, the Regional Directorate of Cultural Affairs Provence-Alpes-Côte-D'Azur, Région Sud Provence-Alpes-Côte-D'Azur and the Departmental Council of the Alpes-Maritimes.

Editorial

Scents are a special conduit to the imagination, to a daydream which allows us to unearth a memory, image, location, a moment from the past which we thought was permanently lost, forgotten in the depths of our memory. This mental process which, starting with the scent, often summons up a private image from our past, is something we have all experienced, and Marcel Proust described it and analysed it in «In Search of Lost Time» with such accuracy and detail that this phenomenon is now a literary commonplace.

But what about the reverse path? This is precisely the road that Éléonore de Bonneval has taken with determination and pleasure in the past few years. It is not uncommon that our memories, and quite often those of our early childhood, are embodied in the form of an image which is none other than a photograph taken at the time and which, probably because we have consequently been able to watch it on a regular basis for years, has become our memory image, our snapshot of a disappeared private past. These are the moments that Éléonore photographs, these personal images which will resonate long in our minds and which are the signature of a moment of our existence. Her bet is that these iconic photos will suddenly recall a scent, a perfume and that this scent, this perfume, will in turn trigger the phenomenon of memory, arousing new images from the past in a kind of original olfactory and visual feedback loop.

How can you resist this approach by the artist, especially when our museum is completely dedicated to perfume? Described in this way, this process seems quite complex and very intellectual, but Éléonore's artistry lies in making it concrete and accessible, artistic in a word, and, from her simultaneously direct and poetic world, invite us on a very personal journey through the medium of her images, her photographs.

Rather than offering an exhibition based on the experiments and projects already produced by Éléonore, it seemed to us more exciting to commission something about the Pays de Grasse from her. Therefore in 2018 she criss-crossed the countryside, town and villages of our region of Grasse to create this package which she presents to us today at the MIP. By involving the Grasse area and its inhabitants in Éléonore's quest, a new and original chapter was added to her project and we offer viewers an invitation to travel across an area they know well and where they should more easily find the guide wire of their olfactory and personal memories.

Olivier Quiquempois

Heritage Curator,

Director of The Museums of Grasse

SMELL, *the Invisible Sense*

Éléonore de Bonneval

Taking time to smell, is also taking time to live, to appreciate indescribable, uncertain, impalpable moments. Through the daily stories of the lives of Cécile, Claudette, Gaspard, Nicolas, all residents of Grasse and the surrounding area, this exhibition offers an olfactory wander around the region.

Awake in yourself the sensations evoked by these photographic and olfactory snapshots. Let yourself be guided by your nose, imagine these daily lives in scents, this walk through the streets of Grasse, this escapade along the Siagne. From the freshness of the undergrowth to the heat of bodies warmed by the Mediterranean sun, scents become images. So many recollected and suggested sensations which, by contrast, show the emptiness of a life without scents.



The Artist and smell, *the invisible sense*

Éléonore de Bonneval is a graduate of the Masters programme in International Management from the ISIPCA (Institut Supérieur International du Parfum, de la Cosmétique et de l'Aromatique Alimentaire) and the Masters programme in documentary photography from London College of Communication. A member of the publishing and art group NEZ, she has written for their magazine from its beginnings.

Éléonore's approach is multidisciplinary, where the paths of journalism, anthropology, neurosciences and artistic installation cross. A seeker of the unusual and unknown in daily life and little, apparently, ordinary things.



Éléonore de Bonneval - Biography

Author-photographer Éléonore de Bonneval has been dubbed “photographer of scents” by Aude Ferbos of Sud Ouest Magazine. She graduated in 2003 from the International Management Programme of ISIPCA (Institut Supérieur International du Parfum, de la Cosmétique et de l’Aromatique Alimentaire) and in 2012 from the Masters Programme in documentary photography from London College of Communication.

Fascinated by the power and role of the olfactory sense in our daily lives, she conceived the multi-sensory and participatory exhibition, «Anosmia, Living Without Smells,» where she pondered the impact of the absence of smell in our daily lives. This exhibition was first presented in London in 2012, then in the CHU of Bordeaux, the Showroom of Kenzo, the Espace des Sciences Pierre Gilles in Gennes and the North-West Hospital of Villefranche-sur-Saône. Éléonore wonderfully met the challenge of making anosmia visible through moving black and white portraits of people suffering from this disability. In it, we particularly discover the accounts of Duncan who felt that he was living behind a permanent window or Mark who did not understand the link between memories of childhood and smell.

She explored the power of scent in reminiscence thanks to the accounts of patients in Geriatrics at the Bretonneau Hospital, Paris, where she exhibited «Voyages Olfactifs» (Olfactory Journeys) in 2016. Listening to these stories, we are moved as we discover “the smell of freedom”, “the smell of friendship” and “the smell of fear” recalled simply by evoking the smell of the cellar, so full of meaning during the Second World War. Roused by these scents, the most intimate memories of an entire generation invite us to a real journey in time.

In 2017, «Le Sens Sentimental» (The Sentimental Sense), in Saint-Louis Hospital and in Lariboisière Hospital, was an exhibition about a library of scents, brought to life by olfactory narratives to read or listen to. In this library, authors’ narratives are mixed up with those of patients. We re-live our escapes to our grandparents’ house, we imagine the smells borne on the wind as the seasons change, in the countryside, in the mountains or at the seaside, and, of course, we are moved to smell the comforting and protective scent of a loved one.

In her work on smell, there is no question for the artist of depicting great epics, rather, she evokes, suggesting the role played by scents and the intimacy associated with them in our daily lives and our individual and collective constructs.

Éléonore de Bonneval’s work on smell has been covered by New Scientist, Le Figaro, Biba, Sud Ouest Magazine, Voici, Arts Hebdo Media, etc... The photographer was invited by Aude Lavigne onto the Carnets de la Création radio programme on France Culture to talk about her work on the sense of smell and anosmia.

A member of NEZ publishing and art group, she has written for that magazine from its beginnings where she explores themes where the paths between neurosciences, psychology and anthropology cross.

Éléonore documents personal and intimate stories. With the Saint Joseph Hospice in London, she worked on a series of multimedia portraits of patients: «Everlasting Lives». Patients were invited to identify the five most important objects in their lives and to share the story of each of them.

As a film director, she has been working for the last three years on the process méditerranée programme, seeking to shed new light on social entrepreneurship in the Mediterranean basin, especially in France, Lebanon and Tunisia.

The Lebanese Arcenciel Association, which acts to improve the social integration of people in difficulties in Lebanon, asked Éléonore to document the impact of the Syrian crisis on the country's health and education system, with a series of short documentary films, such as *Mon nom d'artiste est Picasso* (My Name as an Artist is Picasso).

A seeker of the unusual and unknown in daily life and little, apparently ordinary things.

Education

London College of Communication | Masters in Photojournalism and documentary photography (2012)

ISIPCA - EPSI/ESSEC (FR) Masters in International Management, specialising in Perfumery (2002)

EUROMED Marseilles (FR) School of Commerce (2000)

University of Westminster London (GB). BA Honours in European Management (1998)

Individual Exhibitions

Smell, the invisible sense (International Museum of Perfumery, Grasse, 2018)

Olfactory Journeys (Bretonneau Hospital, Paris, 2017)

The Sentimental Sense (Dana Centre, Science Museum, London, 2014 | Paris, 2016)

Anosmie, Living without Smell, (CHU of Bordeaux, 2012 | Kenzo Showroom, 2013 |

Espace des Sciences Pierre Gilles in Gennes, 2014 | Villefranche-sur-Saône,

Exhibition on the activities of the Islington Giving Association (Christ Church, London,

2014) Stuart Low Trust, Exhibition on the activities of the Association (Canonbury

Tower, London)

(2012)

Freedom in Street Arts (Westbourne Studios, Londres, 2010)

Documentaries

“Regards Générationnels” (Generational Regards) | Segment on smell (France 3, Occitanie Region, broadcast Oct.

2018)

“Yallah Medina!” (Yallah Medina!) Series of five 4-min videos on reinvigorating the Medina of Tunis from an economic, social and cultural point of view.

“Retour Eaux Sources” (Return to the Sources) (French Institute in Tunis, 2017)

“The Waste crisis in Lebanon” (Screening at the French Institute in Beirut, 2017)

“Tunisia, Towards Another Revolution?” (Screening at the French Institute in Tunis,

2016) Multimedia Madagascar: “Antananarivo, a Capital at a Crossroads” (Westbourne Studios, (2010)

Conferences - debates

Panellist

Unusual Smell, a Silent and Invisible Sense | Conference, Round Table at The French Institute of Fashion (2014)

Anosmie, Living Without Smell | Conference: Birkbeck College

The question of the senses in the 21st century between marketing and the museum world I The Sorbonne, 2017

When museology takes its fullest sense: olfactory devices in museums I The Sorbonne, 2017

Moderator

Encounter with Jean-Claude Ellena about the *Grand Livre du Parfum*, published by Éditions Nez / Le Contrepoint (Expression Bookshop, Châteauneuf-Grasse on 27 October 2018) Launch of *Nez*, the olfactory magazine No. 6: round table *The body and the Mind* with Isabelle Doyen and Claire Martin (Le Divan Bookshop, Paris, October 2018)

Digital distribution of smell, electronic noses and olfaction. *Towards a new air?* (Gaieté Lyrique, 2016)



Useful Information

The International Museum of Perfumery

Created in 1989, this museum which is unique in the world is part of the legendary territory of the Pays de Grasse, the cradle of luxury perfumery which originated in France. Dedicated to one of the most prestigious traditional French activities, the International Museum of Perfumery, a public establishment with the «Museum of France» label, allows visitors to explore the history and originality of the craft of the producers and the great Houses of perfumery.

2008 - 2018: 10 YEARS

The reopening of the renovated and extended International Museum of Perfumery in October 2008 was the happy culmination of a project which, for years, mobilised Grasse and its region around perfumery, a centuries-old heritage.

A place of discovery and initiation open to the general public, the International Museum of Perfumery invites you all year round to commemorate the tenth anniversary of its renovation and extension with new and exceptional events. Éléonore de Bonneval's exhibition will close this exceptional programme of events. Full programme on: www.museesdegrasse.com.

The Museum Shop

Souvenirs of the museum, art books and perfumery articles, personal gift ideas, the shop offers you an extension of your visit.

Tel: +33 (0)4 97 05 58 10 (museum opening hours).

Opening Hours

10 a.m. to 5.30 p.m. (October - April) Closed on 25 December and 1 January.

Prices MIP

- Full-rate MIP ticket: €4
- Annual PASS: Family (2 adults + children under 18 years of age): €17 - Individual: €12
- Free entry (on presentation of a supporting document): under 18 years of age, unemployed, disabled people, accompanied educational groups.

Guided Tours

- All year, on Saturdays at 3 p.m.
- Audioguides available in several languages. Hire: €1.
- Free guided tour of the exhibition for people with visual impairments, compulsory booking: activites.musees@paysdegrasse.fr or +33 (0)4.97.05.58.14.

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