



**From 21 June 2019  
to 5 January 2020**

La fabuleuse histoire de  
**l'Eau de Cologne**

**GRASSE**

INTERNATIONAL MUSEUM OF PERFUMERY

FRANCE / CÔTE D'AZUR

# La fabuleuse histoire de l'Eau de Cologne

**21 June 2019 – 5 January 2020**

**Inauguration 20 June 2019: 6.30 p.m**

## **INTERNATIONAL MUSEUM OF PERFUMERY**

2 boulevard du jeu de Ballon  
06130 Grasse - France  
Tel.: +33 (0)4 97 05 58 11  
Pay Car Park: Cresp - La Foux

## **OPENING HOURS**

10 a.m. to 7 p.m. (May - September)  
10 a.m. to 5.30 p.m. (October - April)  
Closed on 25 December, 1 January and 1 May

## **PRICES**

Full-rate: €6

## **GENERAL COMMISSIONER:**

**Jean-Claude Ellena**, Perfume Composer, former Perfumer Hermes, Chair of ARMIP

## **SCIENTIFIC COMMITTEE:**

**Olivier Quiquempois**, Heritage Curator, Director of The Museums of Grasse

**Grégory Couderc**, Conservation Officer, Museums of Grasse

**Nathalie Derra**, Exhibitions and Sponsorship Officer, Museums of Grasse

**Cindy Levinspuhl**, Exhibitions and Museographic Projects Officer, Museums of Grasse

**Chloé Fargier**, Documentalist, Museums of Grasse

## **PRESS RELATIONS CONTACT**

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The International Museum of Perfumery is organising for summer 2019 an exhibition devoted to Eau de Cologne, with the scientific and financial support of ARMIP. Crossing centuries since its creation in 1709, Eau de Cologne is today an essential part of perfumery, a real style exercise which all perfumers take on, adding their personal touch. Its hesperideous notes of citrus and rosemary make it refreshing, tonic, dynamic and light.

Of all perfumes, Eau de Cologne has an obvious, readable olfactory structure, which everyone can understand, enshrined over the years and in the history of perfumery. It is a highly technical perfume which is yet very simple to produce, which does not mean that it is easy to make. It plays with the dandy, the aristocrat, the punk, the banker, the worker and the bourgeois. It has no type and covers all social strata.



Eau Fraîche - Christian Dior



Eau de Cologne originale - Mülhens 4711

Like Eau de Cologne itself, the exhibition will give an important place to French and European (German, Italian, Spanish, English) perfumery houses ... It is an opportunity for the International Museum of Perfumery to present its rich collection of bottles, posters, soap boxes to the public in their historic and stylistic context. These collections will be enriched with institutional and private loans, particularly from the historic perfume houses to complement this sociological and artistic approach.

Interactive museographic equipment will put the collections on display into context and widen the narrative to the five senses: videos, projections, interactive terminals, olfactory and tactile points. The exhibition will offer visually impaired people a special trail using specially designed equipment. A tactile and olfactory pathway will punctuate the exhibition area, a fun way to understand the narrative. In partnership with the Public Service Department, a rich programme of events (shows, conferences, workshops) will give people the chance to learn more about themes relating to the exhibition.

**THE FABULOUS HISTORY OF EAU DE COLOGNE** was born of a dream of which I had not measured the scope of the work required. At night, everything seemed clear, obvious, easy, but at dawn, suddenly all these images seemed erased, distant, even incoherent. That was when I understood that to realise a dream, you need to structure the memory, thoughts and desires. From the dream, I remembered colours, not smells. I rarely dream of smells, of perfumes - only when I was creating. The colours were: orange, mandarin, lavender, lemon. It wasn't just colours, but the name of the fruits and flowers which make up Eaux de Cologne. There was also the green of bergamot. I started my research on colours, and I learned that the name of the colour orange was derived from the fruit and not the other way round, that the name of the mandarin came from the colour of the robes of Mandarins, high ranking Chinese officials. The approach was good. All these colours were joyful and interacted with and encouraged each other, in the same way as the components of Eaux de Cologne.

Telling the story of Eau de Cologne is to combine story and history. The first invites emotion, the second facts. I decided to meet Jean Marie Farina, who invented Eau de Cologne in 1709. You will think I'm fantasising, that I'm distorting the truth, but no. I was going to get acquainted with Jean-Marie Farina, whose name has been continued by the eldest of the family for three centuries. Then, I was going to meet the craft workers: the perfumers who marked the history of perfumery and have succeeded each other until now. The reception was stimulating and rewarding.

Telling exactly the story of brands and perfumes of the past like those of today is no easy exercise. I have heard different and patchy accounts, read archival documents; sometimes the dates of the creations are missing. I did not take a position, preferring to allow the reader to explore the various accounts of each author. All the creators of Eaux de Cologne - they are many - are not present in the exhibition, regrettably, but I knew the space available, a choice had to be made. Despite these missing noses, the story and the history took shape.



Eau de Cologne - Jean Marie Farina

With more than three centuries of existence, Eau de Cologne marked the invention of modern perfumery. It has no type and has never stopped evolving, transforming itself, inventing itself, changing, while remaining Eau de Cologne. That may be the reason for its success.

I built this dream with Mr. Olivier Quiquempois (curator), Mr. Grégory Couderc (Scientific Officer), Ms. Nathalie Derra and Ms. Cindy Levinspuhl (Exhibitions Officers), the International Museum of Perfumery team, with scenographer Maddalena Giovannini, as well as the officers and members of ARMIP, the journalists of NEZ magazine, historian Élisabeth de Feydeau and my accomplice, writer and journalist Lionel Pailles. Without them, without their work, support and insistence, I could not have been the Commissioner of this exhibition which I hope you find colourful and bountiful. I would like to thank them very deeply.

Smell and dream!

**Jean-Claude Ellena**

Exhibition Commissioner



Advertising Poster - Leonetto Cappiello, MIP Collection



The Orange Harvest - Berthe Morisot, MAHP Collection