

THE TOUR OF THE MIP
INTERNATIONAL MUSEUM OF PERFUMERY

From the plant to the perfume

The creation of a perfume in a perfumery house needs various steps and requires many skills. Where tradition and modernity converge, between local craft and globalisation, perfumery is a centuries-old craft to be preserved as part of intangible world heritage, while it is widely used throughout populations.

Creating a perfume first involves defining a target using marketing studies: a commission or brief is then established, for which production companies compete.

Meanwhile, scented plants are grown, harvested and processed before being subject, just like synthetic materials, to the nose of the perfumer who is making the perfume. For their part, designers conceive the bottle and its packaging. A large-scale packaged product, the perfume is then distributed via the various sales points. At the same, advertising and the marketing analysis of the perfume are carried out.



From Antiquity to the Middle Ages

Historians locate the birth of perfumery in the Orient and recognise the major role played by Egypt in its development and spread. The Egyptian elite used perfumed preparations for their personal hygiene. The refinement of perfumed products in Egypt is more likely a result of its religious uses in the main.

Non-religious use of perfumes developed in ancient Greece and led to a progressive secularisation of scented materials which became increasingly sophisticated.

However, it was in Rome that perfume was king. Rome revolutionised the transport of perfumes using blown glass and facilitated access to perfumed products.

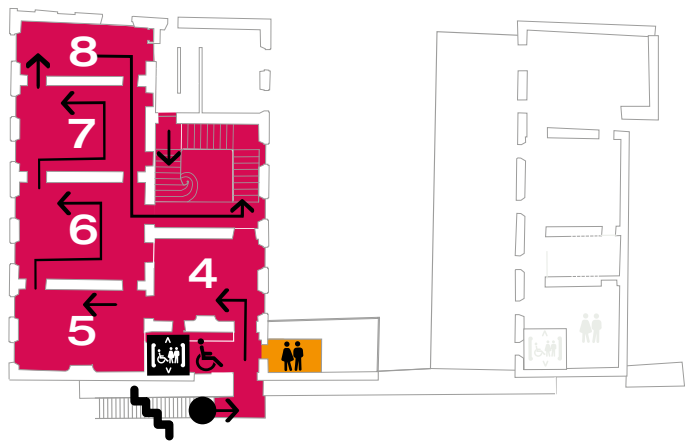


In the Middle Ages, between religious austerity prohibiting profane use of perfume and the major epidemics, scented raw materials were very much sought-after, but not for their seductive function.

During the Renaissance, baths, a common practice in the Middle Ages, were abandoned: fear of water as a contagious factor took hold. Until the 18th century, aromatic substances replaced bathing water and outside appearance replaced personal cleanliness.



- 1. How do we make perfume?
- 2. Swallowable Perfume: Lucy Mc Ray
- 3. Plant raw materials – Greenhouse



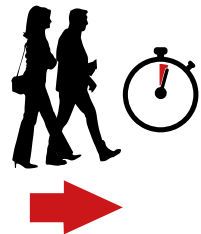
- 4. Antiquity - Egypt
- 5. Antiquity - Greece
- 6. Antiquity - Rome
- 7. Middle Ages in the West
- 8. From the Orient to the New World

THE TOUR OF THE MIP
MUSEUM OF ART AND HISTORY OF PROVENCE

Under renovation from **6 January to 20 June 2019**, the **International Museum of Perfumery** will be displaying a selection of objects from the 18th century to today at the **Museum of Art and History of Provence**.

Finish your visit in this mansion which presents the lifestyle, fine-arts, archaeology and ethnology of Eastern Provence.

Free entry on presentation of the International Museum of Perfumery ticket.



**The tour continues
at the Museum or
Art and History of
Provence**
(See map on the back)



RENOVATIONS UNDER WAY from 6 January to 20 June 2019

At the international Museum of Perfumery:

Visit the areas dedicated to making perfume, the greenhouse, the rooms dedicated to Antiquity and the Middle Ages.

At the Museum of Art and History of

Provence: Discover a selection of objects from the MIP, from the 18th to the 21st century, on display at the **Museum of Art and History of Provence** during the renovations at **2 rue Mirabeau**, 2 minutes' walk away.

Thank you for your understanding.

Rate: € 4 (MIP + MAHP + Villa Fragonard entrance)

International Museum of Perfumery

2 bd du jeu de Ballon – 06131 Grasse Cédex
Tel.: +33 (0)4 97 05 58 11



www.museesdegrasse.com



MIP, RE-INVENTING
ITSELF IN 2019



The Museum of Art and History of
Provence, 2 minutes walk away

You are here

The International
Museum of Perfumery

Museum of Art
and History
of Provence

Boulevard Jeu de Ballon

Rue Jean Ossola

Rue Mirabeau

Fragonard

Boulevard Fragonard

Pl. du Cours Honoré Cresp