

LIKE A PERFUME IN THE AIR...

Paris, the capital of fashion and a pioneer in elegance, can now count on **the Grand Musée du Parfum**, highlighting this know-how and more generally the sense of smell. The museum, which is in a town house, divides the exhibition into three stages. It begins with a **historical vision of fragrances** over time, and then lets visitors immerse their senses. Finally, on the top floor, they can discover the impact of scents on society and culture.



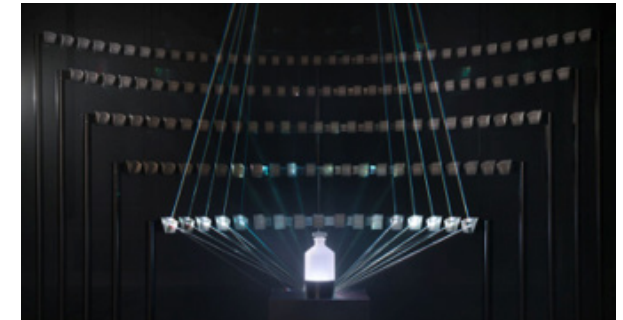
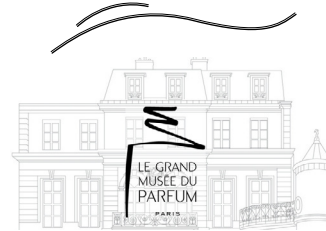
The museum, beyond setting a standard in the perfumer's art, is also **a magnificent stage-piece** which offers visitors an interactive dimension.

There are three fascinating features here, the first of which takes up the idea of a flowerbed which visitors **dip their head into in the pistil** for an olfactory guessing game.

They can wander around this interactive field discovering quite different smells such as vanilla, log fire and raspberry etc.



The second major work is a long snake made up of suspended drops, each bearing a gold-coloured pearl in the centre, giving off a **smell of raw material** while revealing the meaning and origin.



Finally, to end this olfactory journey, we end in a room submerged in darkness featuring a perfume organ with a bright, musical game involving rays which go to different notes to compose a unique fragrance. This music is charming, sensory, and abundantly represented by the luminous prism.



In next to no time, the Grand Musée du Parfum has successfully become a magical place where the senses are alive, but also a cultural space with temporary exhibitions.

Paris office

+33(0) 1 58 61 23 23

Singapore office

+65 6222 4002

workwithus@crepuscule.fr

