



Garden of addiction

ART OF THE INVISIBLE

Perfume is magic ignited by science. Bazaar Interiors goes nose to nose with two olfactory experts to discover how their innovations are changing the way we experience a space

Words by JULIE RALPHS

Perfume has the power to transcend physical boundaries, permeating the air with poetry and arousing in us a sea of emotion. More and more “noses”, an elite group of gifted olfactory experts trained in the science of scents, are pursuing inventive avenues to evoke new scent impressions; to take us on a journey of the senses, transporting us to another time and place. In doing so, they have elevated this abstract art to sublime new heights.

Perfume has the power to awaken a sense of intense consciousness. It can be soothing or invigorating, immersive or elusive. The science of scents involves the exquisite interplay of meticulously composed notes which trigger an array of sensations and associations, from subtle inklings to emotional awakenings. When this synergy of chemistry is applied to “out of body” aromatic experiences, namely ambient scents, the possibilities are endless - and amazing.

Unlike a personal perfume where you are seeking your signature scent, the aromatic essence of you and arguably your second skin, home fragrances are designed to set the mood you want to be in.

Our homes are our private sanctuaries, sacred places where we can luxuriate in the moment. They are the emotional architecture of our happiness and sense of serenity, a space inextricably entwined with our sense of well-being. Of course, the atmosphere we create with tangible objects reflects not only our style and sophistication, but also our identity. The invisible atmosphere we create with scent is what echoes our innermost subliminal desires.

AVANT-GARDE PERFUME PROVOCATEUR, CHRISTOPHE LAUDAMIEL

Christophe Laudamiel is an award-winning visionary. A renowned master perfumer, olfactory artist and trained chemist, who has



Christophe Laudamiel

PHOTOGRAPHY BY SERGE LE SOUER

authored countless fragrances for high-profile prestige brands including Tom Ford, Burberry, Ralph Lauren, Michael Kors, Harvey Nichols, Estée Lauder, Abercrombie & Fitch, Tommy Hilfiger and Elton John.

President and Co-Founder of DreamAir L.L.C., Laudamiel has created ambient scents for high-end hotels, retail shops, clubs and private spaces. Often working in tandem with colleague Christoph Hornetz, they are known as “Les Christophes”. Together they have designed Air Sculpture®, complex air-curtain systems for defined spaces to be differentially scented. The result is an assortment of signature scents for the Setai Fifth Avenue Hotel, the Ferrari and Lacoste flagship stores in Manhattan and Cesare Paciotti shops worldwide.

Thinking way beyond the box (and the perfume bottle), Laudamiel has elevated ambient perfume to an art. Creating aesthetic expressions of aromas for various art venues around the world, such as his Garden of Addiction in Paris, his ScentOpera at the Guggenheim Museum in New York City and Bilbao, the first solo olfactory art exhibit ever at the Dillon Gallery in Manhattan, as well as exposés in Brazil, Switzerland, Germany, Belgium, Austria and Istanbul. Not to mention his co-creation with Hornetz - a series of scents to accompany Patrick Süskind's controversial book and film, *Perfume*.

Where some perfumers see themselves as composers or alchemists, Laudamiel views himself as an architect of the invisible; a scent sculptor. “We work with matter that's very real yet invisible,” he says. “So there's no Photoshop or CAD. All the imagery and effects take place in the mind, the brain.” From his perspective, home scent design deserves as much sophistication, attention, modernity and technology as any other form of visible design, like architecture or interiors.

Just as *trompe l'oeil* is a technique that creates the optical illusion of 3D imagery, Laudamiel's approach to composing scents often involves recreating a version of an authentic place or era. It could be something retro, contemporary and cool, or perhaps a fantasy, a mood or a cherished memory, something once lost but rediscovered through his fragrance.

To create one scent, Christophe normally deals with as many as 80 ingredients, meaning about 300 different molecules that are all interdependent. He patented several new scent diffusion technologies. “You can change the atmosphere of a place in a heartbeat by changing the scent cartridge of a scent player,” explains Laudamiel. “For night versus day, a special event, each season and more. It's much easier than re-painting or redecorating an entire space. A scent is three-dimensional, so it's actually a matter of the place coming into you.

Unlike a fragrance you wear, which is associated with attraction and seduction, home fragrances often mirror trends on a larger, more socio-emotional level. Laudamiel's radar reading of new trends in home fragrances reflect a desire for optimism, with people seeking an uplifting, dynamic feeling, balanced by a need for letting go, relaxation and sensuality. He champions >



Amazon Lily Eau De Parfum spray, from Dhs422, Nest

TOP 5 MOST INNOVATIVE BRANDS

In Christophe Laudamiel's quest for all things cutting edge, he gave us his list of the top players making waves on the home fragrance front

1. HUMIECKI&GRAEF - “Because they explore emotions that the fragrance industry doesn't dare to.”

A Cologne-based luxury perfume label whose motto ‘Memory mirrored in fragrance’ is evident in arresting concepts inspired by atypical, emotionally evocative themes, such as this limited edition porcelain line intended as objects to adorn your living room, as well as your boudoir. Bosque is their fragrance reflecting contentment. “Inspired by the inimitable feeling of being at one with the moment.”

2. THE FRAGRANCE KITCHEN - “Their unique mixture of east meets west and tradition meets future.”

The Kuwait-based fragrance house spearheaded by Sheikh Majed Al Sabah, that draws on scents worn by his grandmother, such as Oudh, Taif Rose, and burning Agarwood, which he carefully crafts into fresh configurations, creating new sensory memories, such as Flower Crown, a tribute to the city of Budapest.

3. FRANCIS KURKJIAN - “A real scent composer, who explores new medium and has a true talent for creating scents.”

Kurdjian has authored fragrances for the likes of Jean Paul Gaultier, Yves Saint Laurent, Dior, Kenzo, Christian Lacroix, Versace and Van Cleef&Arpel, creating lavish fragrance exhibitions at Versailles, the Fondation Cartier and the Grand Palais Art du Jardin in Paris. Explore his Art of Living line and you'll find all kinds of alluring perfume candles, interior perfume sprays, incense paper and scented leather bracelets.

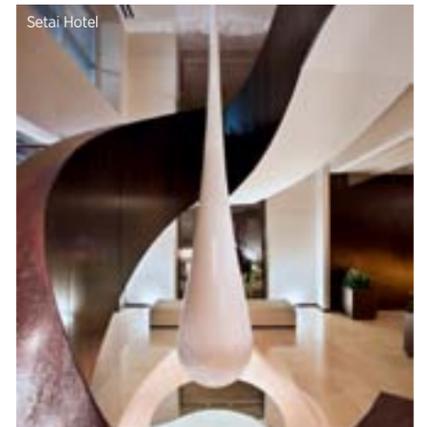
4 ETAT LIBRE `ORANGE - “I love them for their original concepts.”

Founder Etienne de Swardt is considered the

scent industry's Andy Warhol. A Paris-based pop-art pioneer in perfume who drafted a company “Declaration of Independence” from the conventional confines of the industry. Aiming to enrapture fans of fragrance with provocative concepts that elicit pleasure by delving into secrets, hidden passions and private obsessions. Don't miss their perfume sprays as home scents, such as the ironically titled, Rien, which is actually the furthest thing from nothing.

5 THE SETAI FIFTH AVENUE HOTEL - “The first hotel truly using bespoke fragrances throughout, with five different scents a day in various parts of the interior.”

Now called Langham Place, this New York hotel boasts an impeccable pedigree, complete with a Maserati as its hotel car, a curated collection of contemporary art and Michelin-starred fine dining. Laudamiel designed separate signature scents emitting from his Air Sculpture®, for example “Grand Arrival 2” for the lobby, Jazz Club 2 and the bar.



Setai Hotel



Frédéric Malle

“The invisible atmosphere we create with scent is what echoes our innermost subliminal desires”

new discoveries, the Amazon lily, passiflora and white narcissus, as well as masculine notes of leather and tobacco mixed with oudh. “Each scent should be considered like a painting, sculpture or a beautiful short story.”

Having grown up in various parts of France and New Caledonia in the South Pacific, as a child Laudamiel was captivated by tropical plants, exotic flowers, herbs and spices, recalling his earliest memory – the smell of the low tide as he searched for seashells in the Bay of Angels. “The mood of a new scent is in my mind; my brain builds its own castles. Sometimes I prefer silence, sometimes music. Like a producer of a Broadway show, every scent is a little story, an act, a chapter or a dance. His favourite scent? “It cannot be one scent, like one single colour. I love bergamot, saffron, cardamom, orange flower, orris root butter and oudh.”

His absolute favourite? “Steamed rice,” he laughs. “I have no clue why...”

FOR FRÉDÉRIC MALLE, PERFUME IS IN HIS DNA

“It seems that my destiny was to become part of this world, even before I was born,” says Frédéric Malle, who came from a family famous in the perfume industry. He is the grandson of Serge Heftler-Louiche, a childhood friend of Christian Dior, who helped establish Dior’s perfume brand. Malle’s mother was the Art Director at Christian Dior Parfums, so Malle was exposed to the industry’s inner workings early on. Add to that the fact that his uncle was the famous film director, Louis Malle and you have a childhood immersed in the arts.

After receiving his French Baccalauréat in Paris, Malle pursued his passion for aesthetics, architecture and modern design with an Art History degree from New York University and the Sotheby’s Works of Art Course. Malle subsequently joined the prestigious perfume lab Roure Bertrand Dupont, where he developed his knowledge of raw materials and the

intricacies of perfume creation. He became a perfume evaluator, a rare breed called upon to critique new fragrance, acting eventually as a consultant to the perfume industry, to assess their works in progress and to exchange ideas.

Malle made a dramatic move in 2000, which altered the course of luxury perfume making. He invited the most sought-after perfumers to create their own compositions, with complete creative and financial freedom to explore ingredients and new technology. Each fragrance was attributed to the creator and not the brand, with Malle curating their perfumes much like an editor before publishing the range under the title “Editions de Parfums Frédéric Malle”. Now with representation in major cities all around the world, Editions de Parfums also has close partnerships with Barney’s New York, Liberty of London, Dries Van Noten boutiques, Tsum in Moscow, Isetan in Tokyo, Joyce in Hong Kong and Harvey Nichols in the UAE. In recognition of his achievements, Malle was awarded the Chevalier des Arts et Lettres in 2010 by the French Minister of Culture, Frédéric Mitterrand.

“Growing up alongside my father and uncle, they were immensely curious characters,” recalls Malle. “They had read every book, seen every show, every film. It pushed me to be curious myself, to always learn more and never be satisfied with anything average.” It’s these influences which contributed, in part, to Malle’s uncompromising attitude towards perfume, propelling him to construct a new perfume paradigm which became an industry first.

In his role as “perfume editor”, Malle gives the authors the freedom and impetus to develop a scent without conventional constraints or acquiescing to the demands of mass market. In doing so, Malle’s intention was to bring inspiration back to the ‘hidden heart’ of luxury perfumery. Precious rare ingredients are exquisitely combined in what has become a stunning series of collector’s items. “Each perfume is made to convey a different emotion,” explains Malle. “This is the whole point of a collection as diverse as ours, made by very different individuals and using different themes.”

Malle’s first foray into home fragrances was in 2009, when he developed a selection of uber realistic scents. As part of the launch, Malle’s in-house team of designers devised a wireless re-chargeable electronic diffuser called “Fleur Mecanique”, which silently diffuses the most natural smelling floral scents in a minimalistic, cube design that’s as striking as the concept itself.

Considered the perennial purveyor of olfactory elegance, Malle is a man of few words when speaking about new innovations or trends. “We never consciously think of moods or trends” smiles Malle. “At the risk of sounding incredibly immodest, it’s this very instinctive approach that enables us to set trends.” Of course it follows suit that Malle is equally as elusive as his elixirs when asked about his absolute favourite smell in the world: “The dream of the future perfume we are trying to achieve.” ■



PHOTOGRAPHY BY NATHALIE BAETENS

TOP 5 INNOVATIVE PRODUCTS

Fragrance consultant and curator Michelyn Camen lists her most unique, exclusive and covetable home scent products

1. L'ARTISAN PARFUMEUR AMBER BALLS

These delicately carved terracotta Amber Balls are handcrafted in L'Oise, France so no two are alike. Hidden inside is a solid version of this spicy, rich and intoxicating aroma which is gently released through the air, lasting as long as two years. It's a singular object d'art to decorate your home developed by a team of talented olfactory artisans that leaves behind a mystical trail of the Orient.



Boules D'Ambre, from Dhs808 by L'Artisan

2. FORNASETTI PROFUMI PER LA CASA

Iconic motifs by the Italian master of decorative arts, Piero Fornasetti, have been transposed onto a series of collectible objects from their home fragrance line. Ceramic candles, incense boxes and unique scent spheres feature the mesmerising visage of his muse, Lina Cavellieri. Enjoy scents using the same wood of the furniture Fornasetti created and ethereal notes that conjure up a surreal dreamscape echoing his graphic poetry.



Profumi Room Spray, Dhs488, Fornasetti

3. JARDINS D'ECRIVAINS

In homage to timeless literary giants, perfumer Anais Biguine has created a charming collection of candles made so you can read and write by candlelight. The scents are designed to evoke



Eau De Parfum, from Dhs418 Cologne de nuit

spaces frequented by Colette, Blixen, Sand, Maupassant, Sand, Casanova, Tolstoy, Zweig, Kipling and Hugo. In response to Oscar Wilde’s point, “There is only one thing in the world worse than being talked about, and that is not being talked about,” these scents are the inimitable conversation starters.

4. QUINTESSENCE

This Parisian perfumer has fused film and fragrance with their cinematic-themed limited edition calendar of scents, featuring one actor per month: Jean Rochefort, Marilou Berry, Michel Leeb, Clotilde Courau, Pascal Légitimus, Isabella Rossellini, Elettra Wiedeman, Marc Lavoine, Kiera Chaplin, Anna Mouglalis, Vahina Giocante and Melissa George. Each fragrance reflects Quintessence’s desire to create sensory emotional moments. Where “a perfume becomes a vacation from daily life, a haven, a dream...”



Favorite Collection Pomone, Dhs206, Quintessence

5. TIZIANA TERENZI

Three generations of these Italian Master Chandlers and Perfumers have continued to innovate their time-honoured craft. Seen in their ongoing quest to explore uncharted territory. Their regal candles are utterly alluring. Don’t miss their unique scent sphere a Zen-like porcelain stone which gradually disperses soothing aromas. Aligned with their philosophy that “a candle is beauty and you can’t create beauty if you do not create well-being.”



Ecstasy maxi scented candle, Dhs492, Tiziana Terenzi