

The Art of Scent

Frances Middendorf

Villa Pojana è una Villa Palladiana tra le meglio conservate e ricca di affreschi. E' a Pojana Maggiore (VI) in Via Castello, 43 ed è a 5 minuti dal casello di Noventa Vicentina della nuova Autostrada A31 Valdastico.

Info Italia Leonardo Opali 328 3097999

Prenotazione workshop: makeup3@gmail.com

Video di presentazione su TQuick.tv



Con il Patrocinio di Confcommercio Vicenza, IRVV e Comune di Pojana Maggiore

The Art of Scent

Villa Pojana 11-12 June 2016
(Continuerà in Villa Contarini 17-18 Settembre)

La Pitttrice Frances Middendorf
La Glass Artist Anna Boothe
Il Profumiere Leonardo Opali

Replicano in Italia
l'esposizione avvenuta a New
York nel gennaio 2016 :

[guardare](#)

[toccare](#)

[e annusare](#)

The Art of Scent

The project began with an interest in how the sense of smell can enhance memory. I found that the art of making perfume was indeed an art and I wanted to learn more about the process. In the fall of 2013, I went to France to see what I could find out.

Program Villa Pojana

Saturday, June 11, 2016

The Emperor's Room

17:30 Presentation of the multi-sensory (sight-smell) collaboration between Frances Middendorf and Leonardo Opali. Paintings, prints and drawings of Frances Middendorf for "The Art of Scent" and "The Passion of Palladio" with perfumes composed by Leonardo Opali inspired by two Venetian Villas.

18:00 Venice's hegemony in the cultivation of scents and tobacco

18:30 Free workshop featuring the materials used by the "Serenissima" to make perfumes. Sunday's workshops will be explained.

The Cellars

17:30-19:00: Continuous guided tour and presentation of the drawings by Frances Middendorf inspired by the perfumes of Leonardo Opali with 4 multi-sensory installations.

Portico

19:00: Scented cocktails with aromatic hors d'oeuvre.

Sunday, June 12, 2016

10:00-18:00 Villa open for the exhibit "Art of Scent" and "The Passion of Palladio"

Workshops are open to everyone with limited enrolment by reservation only. (makeup3@gmail.com)

Participants will be guided to create their own perfume that they may take home.

10:00: The Queen of Hungary's Toilet-Waterv

Max 30 persons by reservation. Material costs €19.00

Objective: Learn how to combine different materials and exploit the Technical doubling

13 hours Scent of the Duchess Anna Maria Orsini

Max 25 people by reservation. Material costs € 26.00

Objective: Learn to combine with each other and use similar materials and fixers natural preservatives.

15 hours Ancient Venetian colony in version insect repellent

An ancient mosquito, natural, effective and very pleasant. Max 25 people on reservation. Material costs € 25.00

Objective: To exploit the techniques learned to compose an insect repellent with edible natural materials that have the dignity and the pleasantness of a Venetian era colony.

17:00 Rebuilding a modern niche fragrance: "Bonifacio Pojana"

Presented in New York in January 2016 and present in villa kit works of Frances Middendorf. Max 30 persons on reservation. materia- expenses the € 45.00

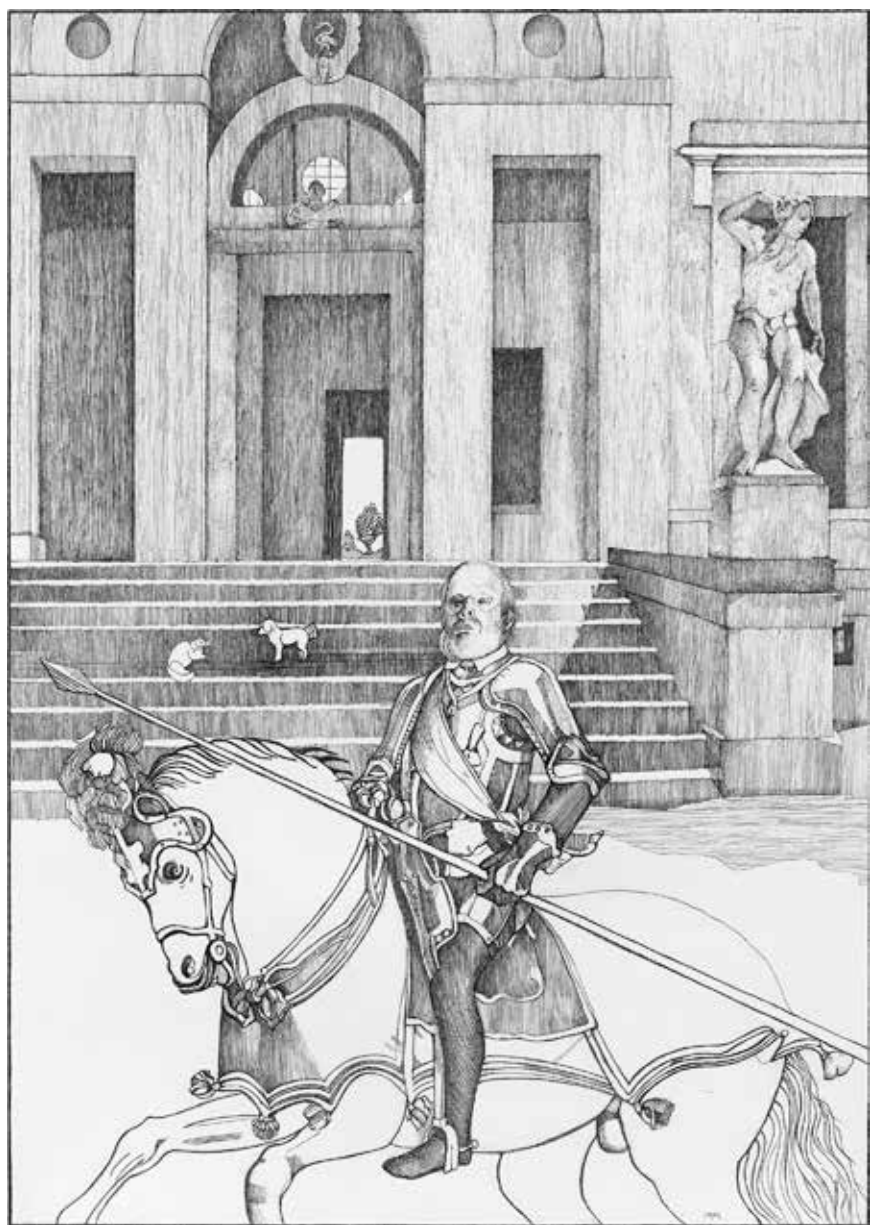
Objective: to understand how comprises a modern fragrance trying to recstruirlo to taste (it will be a small size of the perfume in printing of just 10 copies otherwise on sale to 180,00 €)

***The material includes:** folder containing the recommended formulations and variants possible, in a glass bottle with golden metal valve, custom label, alcohol and essential oil as required to obtain the composition. For playback of Perfume Bonifacio Pojana will use precious and rare materials of which one is not repeatable.*

Also on display will be the vials of American Anna Booth Glass Artist with perfumes Leonardo Opals: Villa Pojana, Villa Venier, Villa Giulia and Tobacco.

Frances Middendorf

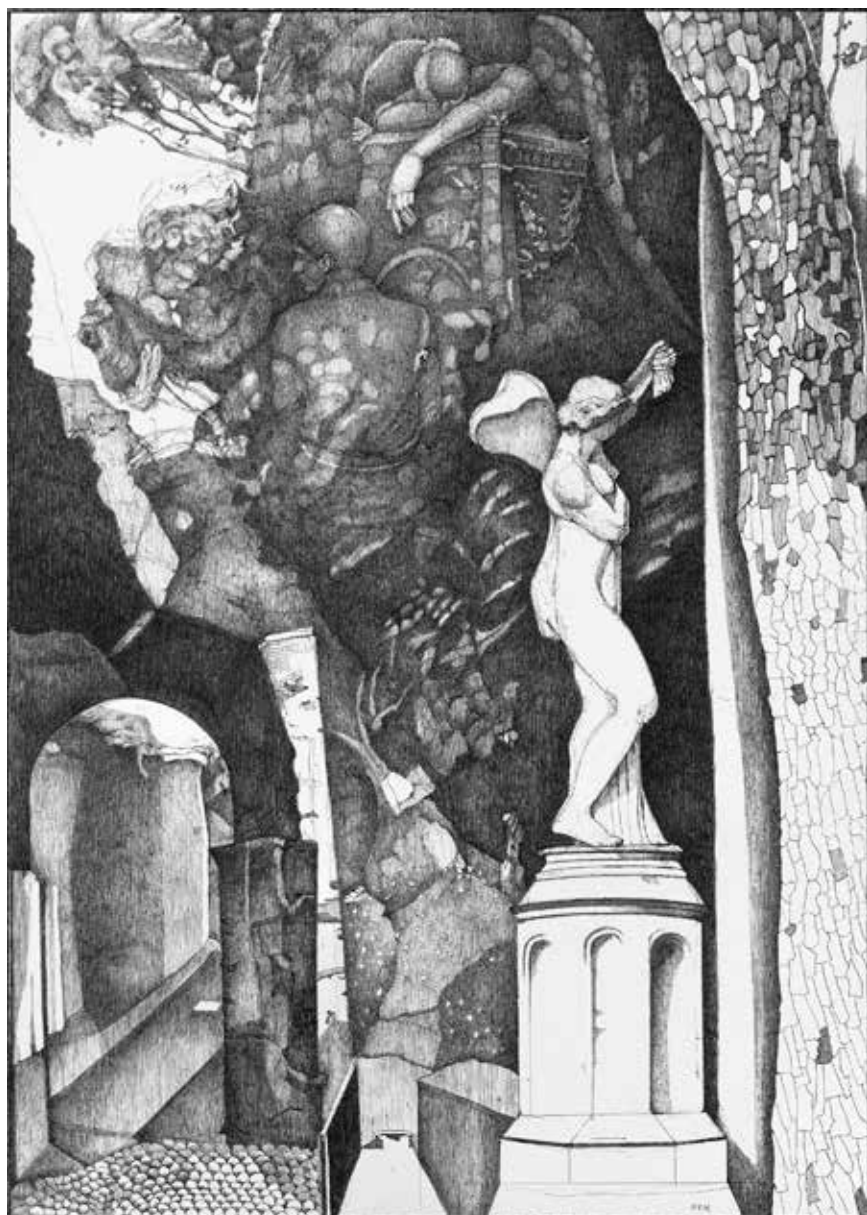
Passion of Palladio



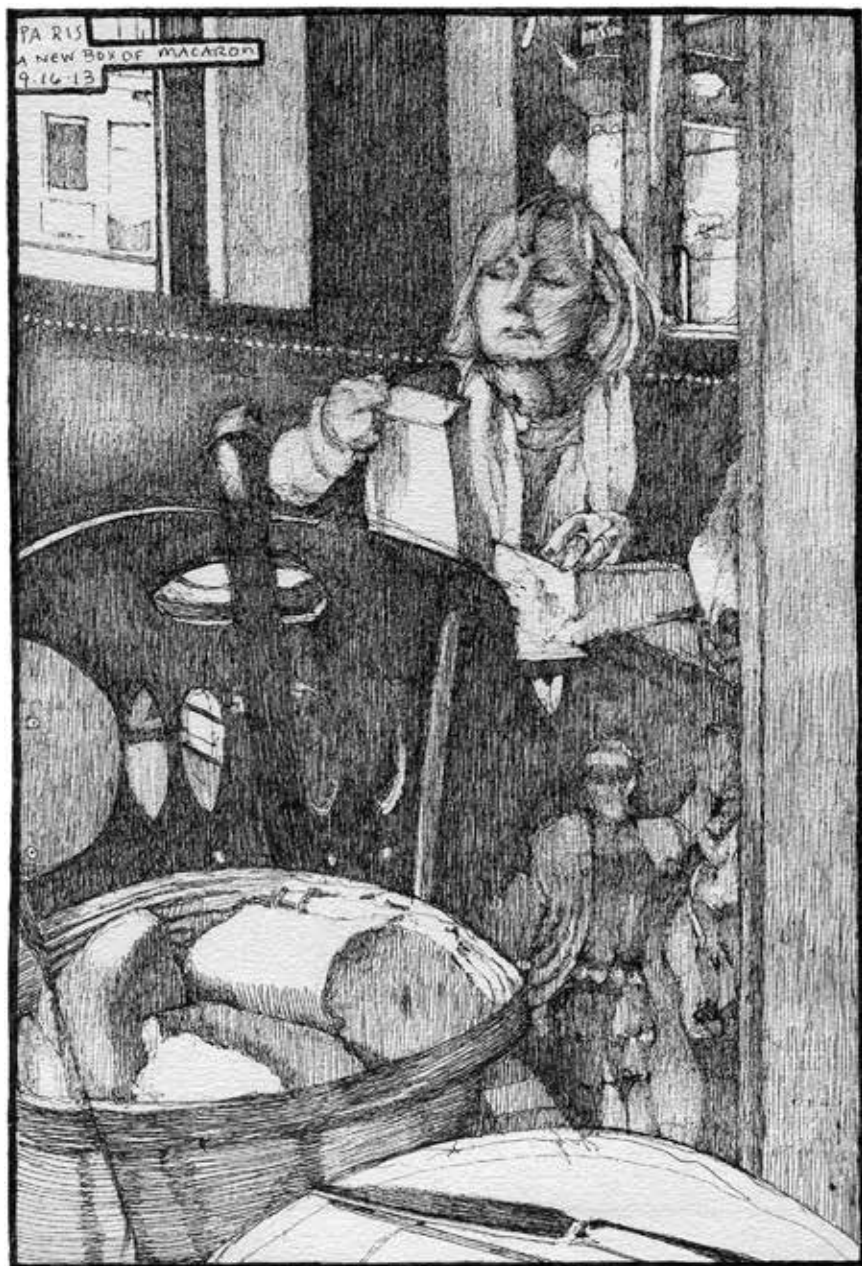






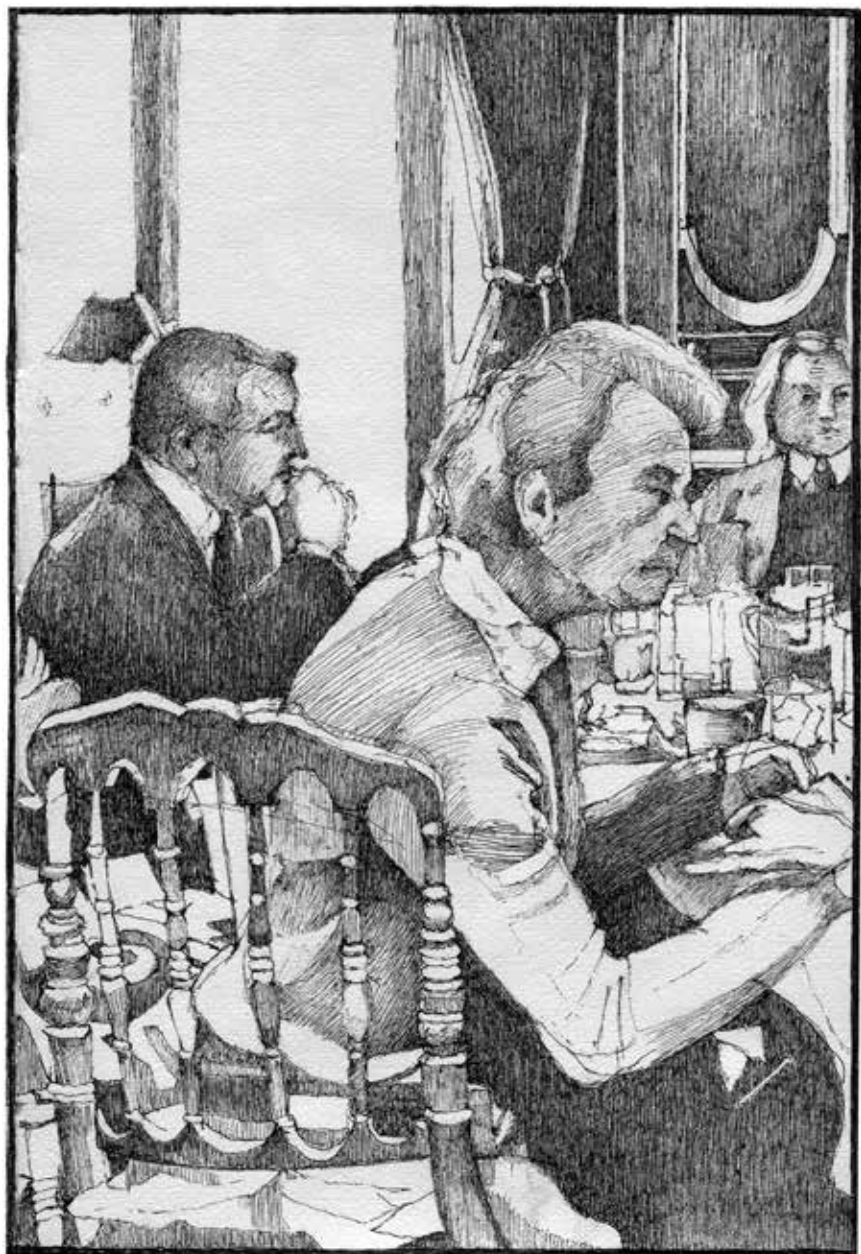


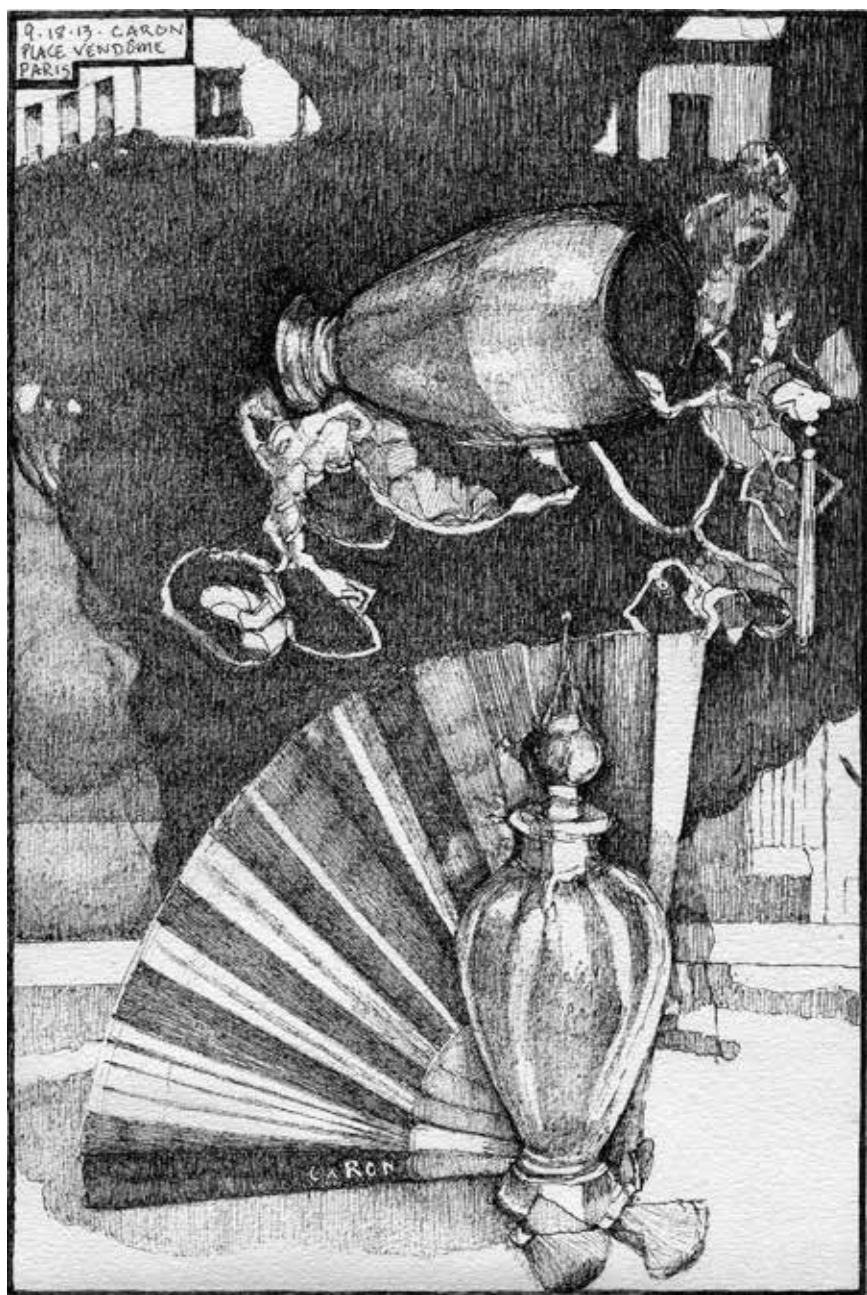
The Art of Scent



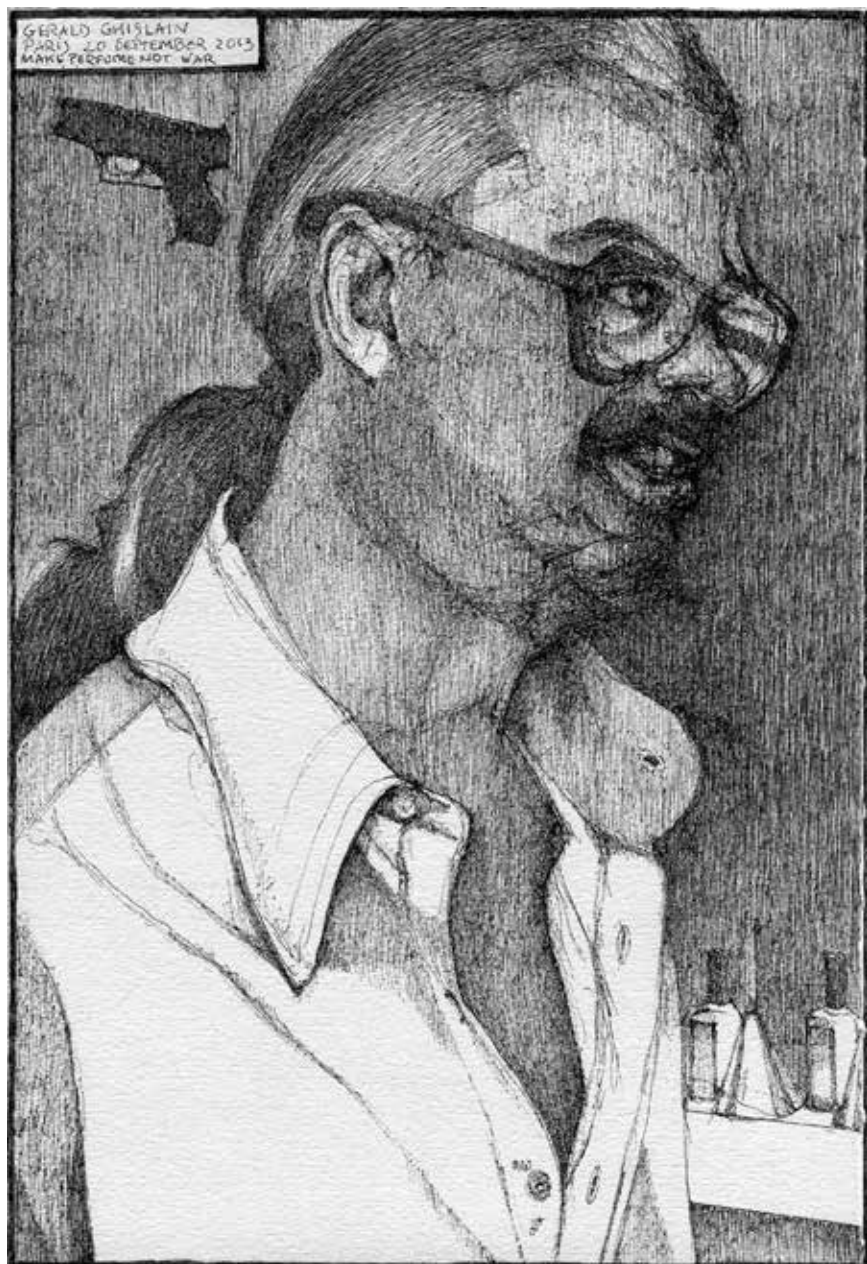






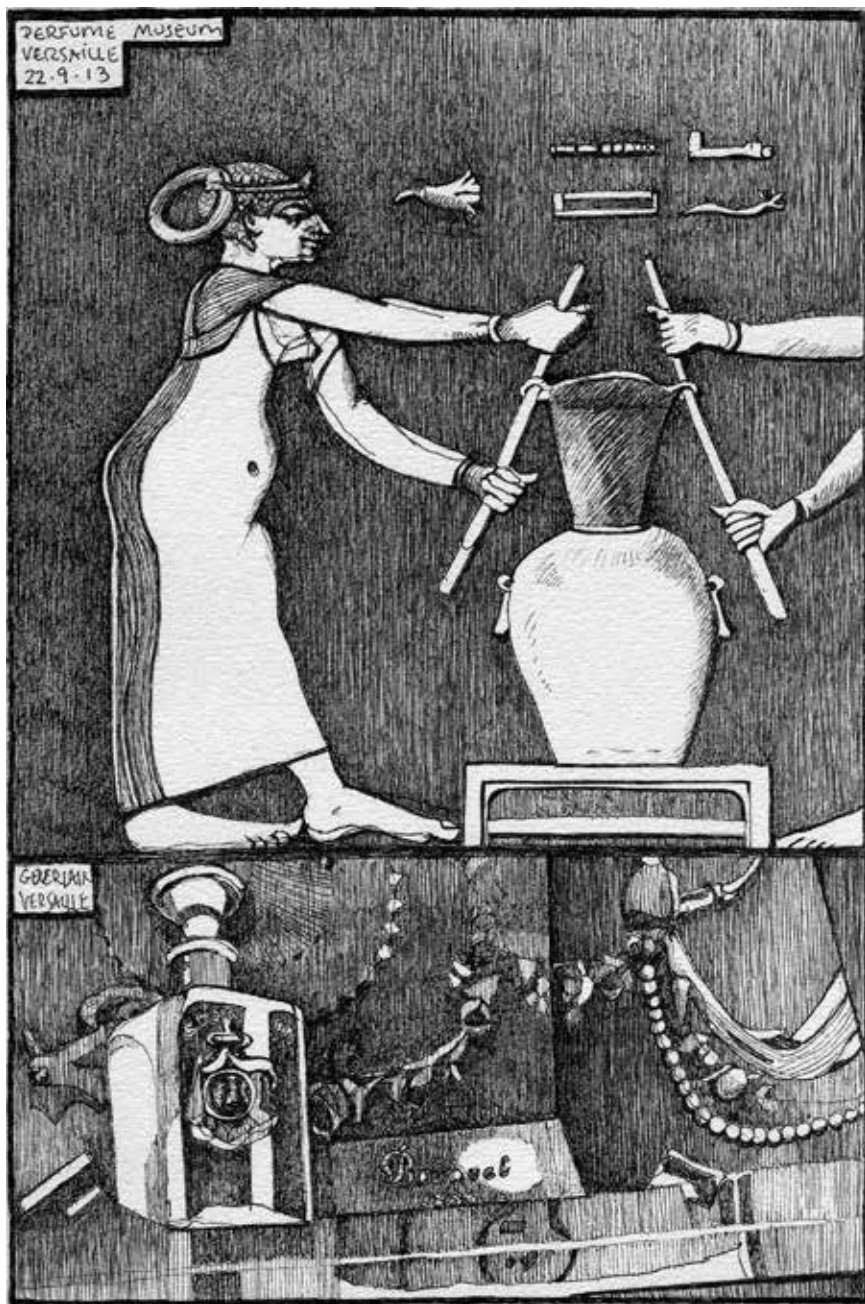






ANASTASIA SOKOLOV
SULEKO - PARIS
21. SEPTEMBER. 2019

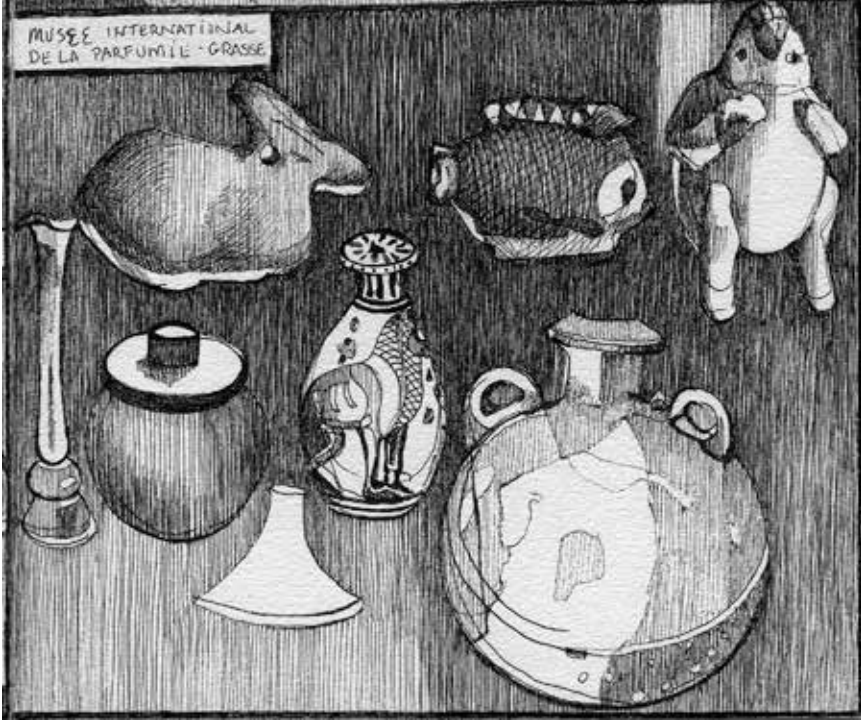




FRAGONARD
GRASSE, FRANCE
25.9.13

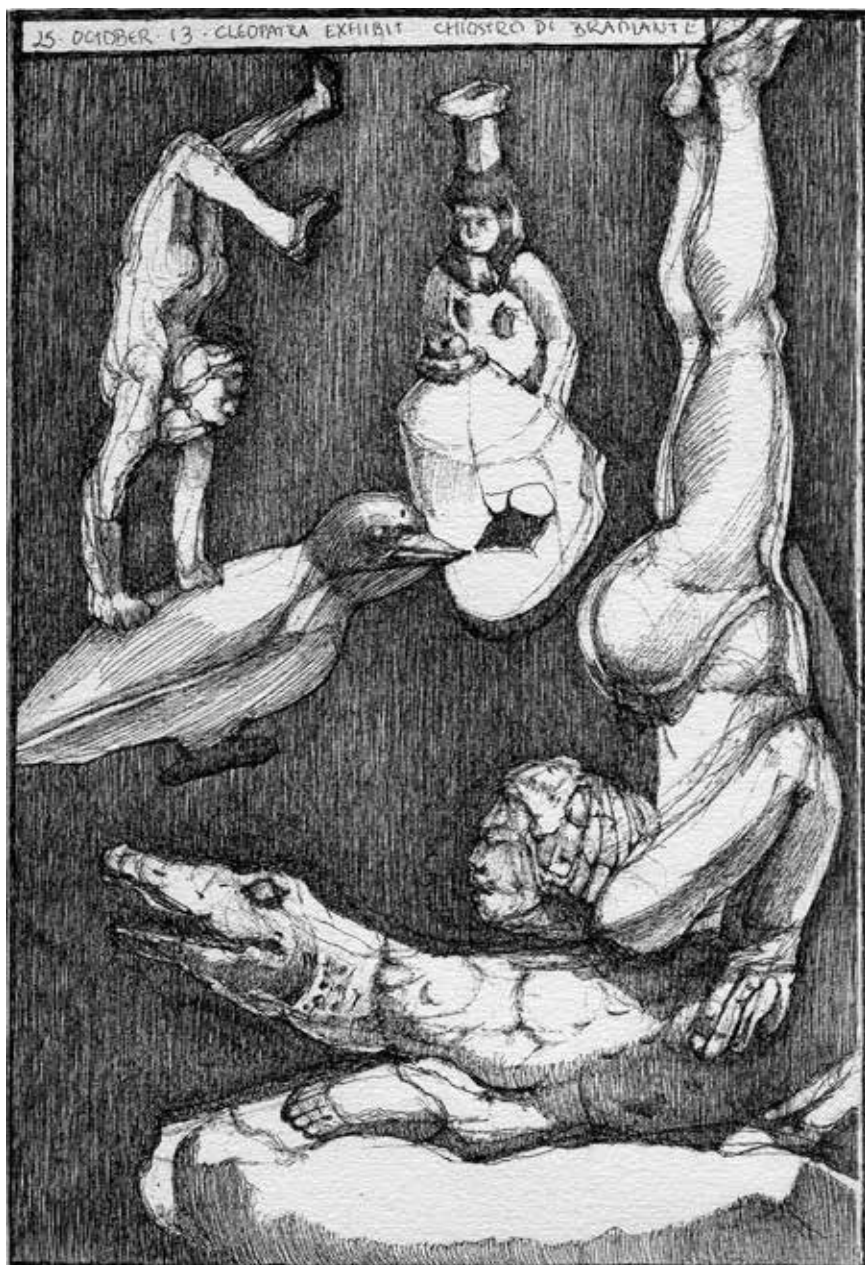


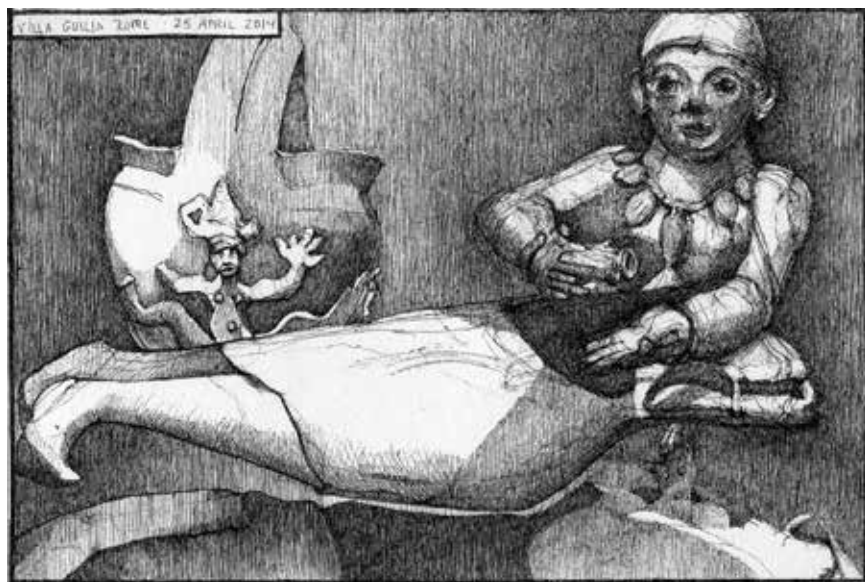
MUSEE INTERNATIONAL
DE LA PARFUMERIE - GRASSE













Passion of Palladio

I - Villa Pojana

Cavalier Bonifacio Poiana commissioned Andrea Palladio in the 1540's to build a villa on his country seat. It took 15 years to complete. Cavalier Pojana came from a military family and was one of the first landholders in Italy to cultivate tobacco. Leonardo Opali's perfume "Villa Pojana" combines oils of tobacco and leather with nutmeg; a spice favoured by Venetian traders as it was believed to ward off plague. Leonardo wanted the scent to represent strength and masculine force. The drawing depicts the front entrance of the Palladian villa.

2,3,4 - Villa veneer Contarini

The Villa Venier Contarini was built and inhabited for two hundred years by the Venier family. It has a sculpture of Neptune in its garden worn by the rain and the 'Aqua Alta' of the river Brenta. Flanking the villa's sides are two guest houses or 'Barchesse' with interiors frescoed with stories of Troy, the Odyssey and the myth of Psyche. Leonardo Opali's perfume mixes the salty smell of the sea with the plants that grow in the villa's garden: lemon, almond, lavender, violets and Iris.

5 - Cypress & Psyche

Rome is a city of layers. Almost anywhere one focuses, there will be revealed an idea built on an earlier idea which in turn was built on an earlier one.

I was recently asked to do a drawing for an organisation that is documenting expatriates buried in the Acattolico cemetery. The cemetery was previously called Anticattolico or anti catholic and was a plot of grazing land that hugged the Aurelian wall near the pyramid of Caius Cestius.

At one time there were seven pyramids scattered across Rome but during the renaissance these were dismantled for masonry. The Cestius pyramid remained because it was built into the Aurelian wall that protected Rome. Frugal romans didn't want to have to rebuild the third century structure. The Cestius pyramid has often been regarded as a bringer of fortune for the city and superstition too prevented it's demise. The architect Francesco Borromini made a drawing to convert the inner chamber into a sanctuary for St. Peter and Paul but this plan ultimately was vetoed by Pope Urban VIII.

As the Inquisition lifted at the beginning of the 18th century, protestants and non-catholics began to arrive in Rome and subsequently die there. Only catholics were allowed to be buried within the city walls. A holdover from the roman and etruscan cultures was the idea of Metropolis and Necropolis- twin cities side by side, one for the living, one for the dead. The Via Appia, for example, one of the main consular roads outside of the city walls is still full of lavish family tombs that are constantly being excavated.

Today the Acattolico cemetery hugs surprisingly the inside of the metropolitan wall, protected by a newly restored pyramid Cestius. Protestants, Greek Orthodox, Jews, Muslims, native communists and beat poets are buried here. Keats, Shelley, Goethe's only son, Antonio Gramsci and Gregory Corso are among the better known personages. Piranesi was one of the first artists to design a stone in the form of a ruined column.

I chose for my drawing a sculpture of "Psyche" by an American Richard Saltonstall Greenough completed in 1885 to commemorate the artist's wife Sarah. The writer Gabrielle Annunzio wrote about it four years after it was erected in his book 'Il Piacere'; "The statue of Psyche at the top of the central pathway had taken on a pale flesh-like tint."

Greenough was a Boston neo-classicist sculptor who moved to Rome in the 1830's.

The idea of Psyche is a greek reference to the soul and her figure appears in bar reliefs dating back to the 4th Century BC. Her myth comes down to us as a set-in narrative in a book by the roman writer Apulius called "The Golden Ass" (2nd Century AD).

Psyche is a fitting theme for mourning a wife as she represents beauty, immortal love and ease from sadness. The story between she and Cupid is a romantic one and features in frescoes commemorating marriages. Most notable is one by Raphael in the Villa Farnesina.

Darwin too is referenced as he likened the pupal stage of the butterfly to a death and rebirth similar to Psyche's. Greenough placed butterfly wings on his sculpture with the same eye markings documented by Darwin in his notebooks.

More topically neighbour Keats wrote an "Ode to Psyche":

"where branched thoughts, now grown with pleasant pain,
instead of pines shall murmur in the wind:" (lines 50-53).

One is struck most when entering the cemetery by the trees. Huge cypress have grown tall and have dwarfed the umbrella pines and even the pyramid. The romans thought of the cypress as a tree that transported the soul to heaven and traditionally they mark burial grounds in Italy. Leonardo da Vinci in his painting of "The Annunciation" now in the Uffizi celebrated the pines in his homage to the ideas of birth, renewal, death and resurrection.

In the branches of my drawing, I hid other touching monuments: "Angel of Grief" by William Wetmore Story also for his wife and a sculpture of a Bulgarian boy who drowned at age 11. Under the arch in the drawing is the tomb for the poet Perry Bysshe Shelley who also drowned in the Ligurian Sea in 1822. The inscription Greenough chose for his wife: "Her loss was that of the key-stone of an arch" nods a bit to the nearby poet.

The Art of Scent

9- Paris: A New Box of Macaron 9-16-13

The project began on September 16th in a cafe across from the apartment I was renting on the Boulevard Richard Lenoir. A couple sat down at the next table and the man gallantly gave the lady a lovely box of Macaron. I was struck by the judicious severity of her expression as she calculated the quality of the patisserie logo on the box rather than the treats themselves.

10 - September 17th, 2013: Le Silo, Route de Breançon, 95640 Marines France

Daniel and Florence Guerlain have a foundation that supports contemporary drawing and works on paper. They organise field trips every year. On September 17th, we went to the private museum of Françoise and Jean-Philippe Billarant outside of Paris who have converted an old grain silo to house their collection.

My drawing depicts the 'Cercle di Amis visit to the Robert Barry Installation at Le Silo'.

11 - Jean-Philippe Billarant taking a break from his tour of Le Silo to answer his cell phone.

12 and 13 - September 18th, 2013: Breakfast at AXA Headquarters in Paris

The Circle of Friends of the Daniel and Florence Guerlain Foundation met for an annual breakfast in the Napoleon III Salon of the Hôtel de la Vaupaliere in Paris. Pictured is Florence Guerlain and her guests (4) and Daniel Guerlain and his guests (5).

14 - September 18th, 2013: The Window of the Caron Perfume Shop on the Place Vendome, Paris

Caron is the second oldest perfume house in Paris. Guerlain is the oldest.

15 - September 19th, 2013: Nicolai. Palais Royal Paris

Patricia de Nicolai is the great-granddaughter of Pierre Guerlain and niece of Jean-Paul Guerlain. She started her own company "Nicolai, créateur de parfum" in 1998. In Palais Royal there is a shop and office. A saleslady helps me choose a scent.

16 - Gerald Ghislain. Paris September 20th 2013 "Make Perfume Not War."

After 4 days in Paris, I found that I had arrived for 'Paris Fragrance Week or "Les Rives de la beauté". All around the city were pop up perfume shops run by artisanal perfumers and workshops. Gerald Ghislain had an installation called "Make Perfume Not War". He had made a collection of perfumes with historic dates as titles commemorating "famous people who have influenced their generation".

17 - Anastasia Sokolow “Suleko” Paris. September 21st, 2013.

Anastasia gave a workshop in her home on her four perfumes inspired by Russian perfume, literature and art. Anastasia trained at the ISIPCA (International Institute of Perfume, Cosmetics and Food Flavouring) in Versailles, France. Anastasia is of Russian descent and her perfumes are inspired by the stories her grandmother read her and the dishes she cooked for her. The fragrances are created in Grasse France and the bottles are made of fine porcelain in Limoges.

I was inspired by her workshop and returned again. Later I painted two watercolours of Russian gypsies inspired by her perfume Djelem and we have shown together at the Rene Melchor gallery in New York City.

18 - Perfume Museum Versailles, France. September 22nd, 2013.

The original Egyptian limestone fragment from 2500 BC is one of the earliest depictions of perfume making (Making Lily Perfume) and is in the Louvre Museum. The Perfume Museum of Versailles has an illustrated history and it was there I made the drawing. Next door is the Guerlain shop with displays that harmonised with the museum.

19 - Fragonard Factory Museum (Parfumerie Fragonard), and the Musée International de la Parfumerie, Grasse, France.

September 25th, 2013.

I traveled by train to the south of France to visit the town of Grasse which is considered to be the world's capital of perfume. It has a microclimate protected by mountains and is an ideal location to grow a wide array of flowers and raw materials. There is an important school for perfume and some of the major laboratories for scents and flavourings continue to be based in the city. The museums house a fine array of flacons from many periods and countries.

20 and 21 - Tobacco

My friend Leonardo Opali is a fine perfumer in the Vicenza area of Italy. One day visiting his laboratory called TAF, he let me smell a distillation of Tobacco he had made. Immediately I was transported back to 1982 and a visit to Kosovo in former Yugoslavia. There tobacco labourers had hosted me generously and helped me nurse back to health some abandoned puppies that had been left to die in a garbage pile.

22 - October 25th, 2013. Cleopatra Exhibit at the Chiostro de Bramante, Rome, Italy

Cleopatra (69BC-30BC) is well known for her knowledge of perfume. In an exhibit on objects relating to the Queen of Egypt in Rome were examples of flacons and sculptures.

23 - April 25th, 2014. Villa Guilia, Rome, Italy.

Leonardo Opali the perfumer of TAF Fragrances in Vicenza created an Etruscan perfume for me based on resins found in antique vials. The Etruscans believed that perfume carried the soul of the deceased to the afterlife. In the Villa Guilia of Rome are many examples of funerary sarcophagi with figures pouring perfume into hands.

24 - Fragonard's Birth Home. Grasse, France. September 29th, 2013.

The painter Jean Honore Fragonard (1732-1806) was the son of a perfumer and infused many of his paintings with references to smells and fragrances. The house and garden museum has a collection of artworks made by Fragonard and the subjects that inspired him.

Frances Middendorf - bio

Anna Boothe







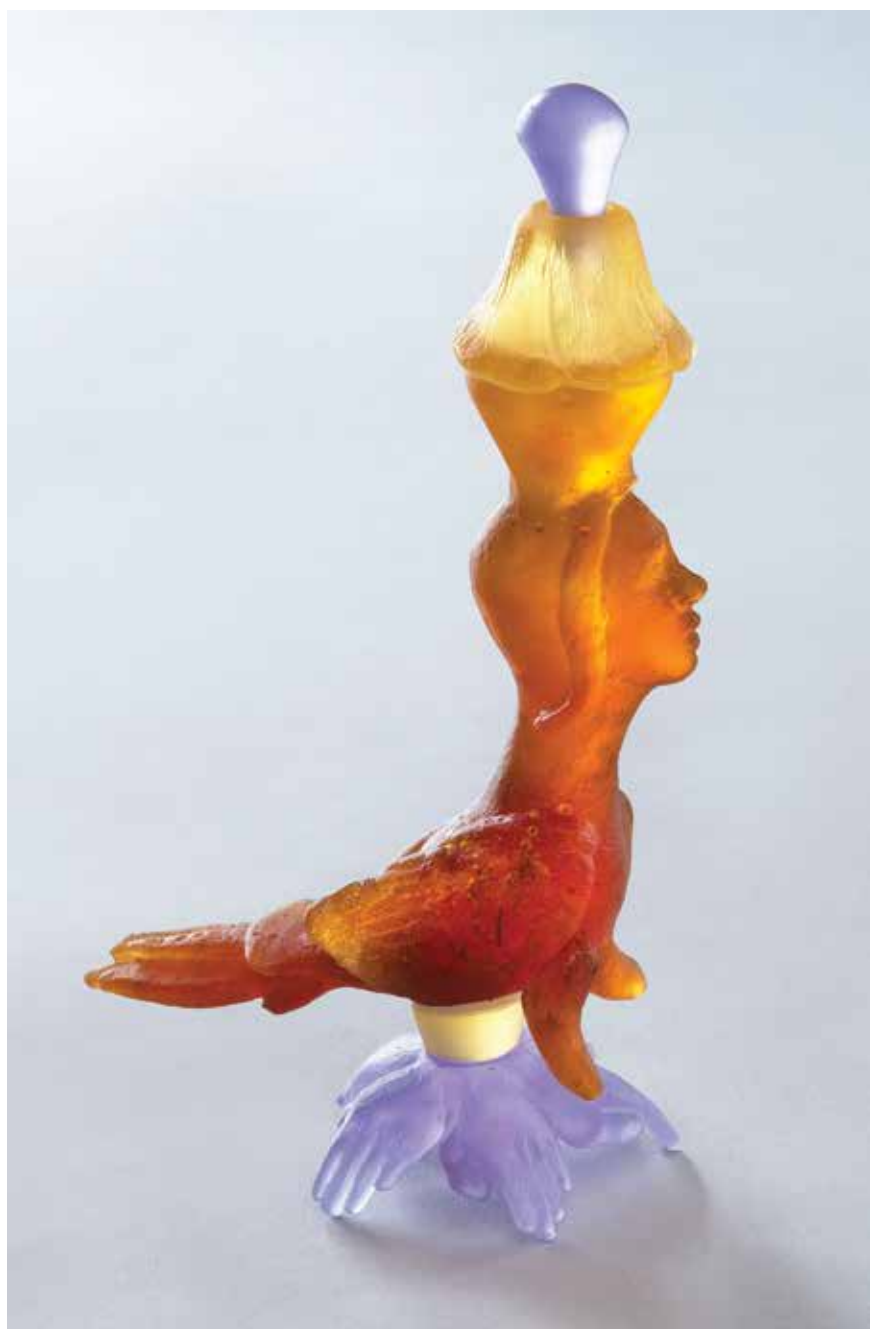
































Image List

- 38 - Amber Sentient
- 39 - Aphoristic Amphora
- 40 - Aroma Posy
- 41 - Ascent
- 42 - Delectable
- 43 - Gingko Whiff
- 44 - Gingko Bouquet
- 45 - Handily Redolent
- 46 - High 5
- 47 - Hyacinth Whiff
- 48 - Olfactory Flacon
- 49 - Proverbial Scents
- 50 - Purple Twisted Snifter
- 51 - Quintessential
- 52 - Reminiscence
- 53 - Reminiscence (detail)
- 54 - Scent-er
- 55 - Spoor-Addict
- 56 - Tobac du Soleil

Anna Boothe

Glass Artist

www.annaboothe.com

Anna created the flacons for the Art of Scent especially for the exhibit. They are inspired by the two perfumes by Leonardo Opali; an Etruscan scent and a Tobacco leaf idea.

Anna Boothe trained as a sculptor at the Rhode Island School of Design and has worked in glass since 1980. She holds a MFA from the Tyler School of Art where she taught for 16 years. She is highly regarded for her innovations using the pate de verre casting method of glass design and has exhibited and taught the technique throughout the world including the Corning Museum of Glass, Pilchuck, Urban Glass and glass schools in Belgium, Switzerland, Japan and Turkey. Anna is the past president of the Glass Art Society and has been the director of Glass at the National Liberty Museum in Philadelphia.

Her kiln-cast figurative work is in the collection of the Corning Museum of Glass and in numerous private collections.

In past years, she has participated in the Big Ideas: Magnificent Glass Under 20" at the Bergstrom-Mahler Museum, the Particle Theories and Celebrating Connections exhibits at the Museum of American Glass in Millville, NJ, the Kentucky Museum of Art and Design's '04 goblet show, Tittot Glass Art Museum's (Taiwan) American Glass Art Educators' Exhibit, Figures and Forms at Leo Kaplan Modern in New York City, World Glass Today at the Aptos Cruz Gallery in Adelaide, Australia and the Bullseye Connection Gallery's 20/20 exhibit in Portland, OR. She has lectured at the Rhode Island School of Design, Rochester Institute of Technology, Virginia Commonwealth University, the University of Wisconsin in Madison, Illinois State University, Illinois-Wesleyan University, Sheridan College in Toronto and the Everhart Museum in Scranton, PA.

Leonardo Opali

FRAGRANZE
ARTIGIANALI

TAF

Leonardo Opali

Leonardo Opali
profumiere: fragranze TAF, Vicenza, Italia
www.taf-fragranzeartigianali.com

Profumiere dal 1984

A lungo Presidente dei Profumieri della Provincia di Vicenza, ora Presidente mandamentale Confcommercio.

Si sposta con il suo Smell Corner inventando in eventi in tutta Italia e realizza profumi su misura nella profumeria di Arzignano e in altre profumerie ad Asti e Cologna Veneta.

Le parole più brevi per descrivere il suo lavoro vengono dalla recensione su Facebook di una cliente di Asti:

Un'esperienza che non ti aspetti. Compili un test che non capisci cosa centri con un profumo. Poi arrivi e conosci una persona che ti guarda e ha già capito chi sei e cosa vuoi. La sua grande competenza e esperienza ti aiutano a comporre la TUA fragranza. Unica, naturalmente per me molto speciale.



Villa Pejana



Villa Venier Contarini



Frances Middendorf
(347) 981-7018
+39 342 7142800
www.francesmiddendorf.com
middenhidden@me.com