



The Art and Olfaction Awards 2019

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AMSTERDAM — Guests and nominees gathered to bear witness to the sixth annual *Art and Olfaction Awards* at *The Oude Kerk*—Amsterdam's oldest building, built in 1213—in De Wallen, Amsterdam, The Netherlands on 2 May 2019. The winners were made public during an elegant and harmonious ceremony.

Awarded to just four perfumes, one experimental scent project, and three special awards a year (*The Aftel Award for Handmade Perfume*, *The Contribution to Scent Culture Award*, and *The Septimus Piesse Visionary Award*), The Art and Olfaction Awards are designed to raise public interest and awareness around new developments in independent perfumery. The Awards, established in 2014 by *The Institute for Art and Olfaction*, are given to outstanding creators in the categories of independent, artisan, and experimental perfume from across the globe, chosen for perfumes released in 2018.

The winners this year were, in the artisan category, **Powder & Dust** by SP Parfums (Perfumer: Sven Pritzkoleit with Yana Tommelise) and **Hyde** by Hiram Green Perfumes (Perfumer: Hiram Green); in the independent category, **Colorado** by Dave Kern (Perfumer: Dawn Spencer Hurwitz) and **Rich Mess** by Ryan Richmond (Perfumer: Christophe Laudamiel); and the Sadakichi Award, **Diary of Smells: Glass Ceiling** by Josely Carvalho (Perfumer: Leandro Pettit).

In addition, two non-juried awards were presented this year. The third ever *Contribution to Scent Culture Award* was presented to legendary scent artist **Sissel Tolaas**, and was accepted on Ms. Tolaas' behalf by **IFF's Judith Gross**. *The Aftel Award for Handmade Perfume*, in its second year, was presented to **Maderas de Oriente Oscuro** by PK Perfumes, (Perfumer: Paul Kiler). And this year marks the inaugural Septimus Piesse Visionary Award, which was presented to **Frederik Duerink**.

Each Art and Olfaction Award winner received *The Golden Pear*, which continues to cement its status as a prestigious achievement in the perfume world.



Jorg Hempius of Iscent fills the room with each winning perfume just before the awards were presented.

The evening began with a chic champagne cocktail presented by **Pochpac** in the *Mata Hari Amsterdam*, where guests had the opportunity to smell each of the finalists. Then everyone migrated to *The Oude Kerk*, guests were treated to hauntingly beautiful music by Dimitri Geelhoed with Alistair David Franenberg.

An eclectic group of presenters gave out The Golden Pears, including judges **Arabelle Sicardi, Spyros Drosopoulos, Simon Niedenthal**, , partners **Judith Gross** (IFF), **Mark Loveday** (Pochpac), **Dominique Brunel** (*Nez, the Olfactory Magazine*), IAO founder **Saskia Wilson-Brown**, and board members **Julianne Lee, Jessica Hannah, Jeffrey Paul**, and **Maxwell Williams**. The evening was zestfully emceed by IAO board member **Kendra Gaeta**.



Saskia Wilson-Brown presents opening thoughts, at the Oude Kerk ("old church" in Dutch), a church built in 1213 that is now run as a contemporary art space in the red light district of Amsterdam.

IAO founder **Saskia Wilson-Brown** gave a "tiny manifesto," inspired by conversations with **Mandy Aftel**, about taking the time to hone your craft, and not constantly focus on growing the business. "In the end, the tiny vision – with devotion to craft, attention to the original vision, and zero time spent comparing yourself to others on facebook or instagram – can become magnificent," she said. "It's - indeed - our love of the smaller aspects of the creative process, and our own creative growth that ultimately gives the freedom, and, in so doing, gets the reward."

The winners each gave heartfelt speeches, many of them touching on the power of scent, and the necessity to foreground it. Moments before the winners were announced, a sense of drama was built as Aroma Jockey Jorg Hempnius of **iScent** (Amsterdam) dramatically filled the church with the winning smells via an effective fan-and-vapor system.



Ryan Richmond and perfumer Christophe Laudamiel accept one of the Golden Pears for their perfume "Rich Mess," one of the two winners in this year's Independent category.

Finally, world-renowned fragrance researcher **Caro Verbeek** delivered the closing remarks, saying that we are in the midst of an "olfactory renaissance," but that we need to make sure to not fall into old habits of allowing scent to be diminutized, making a plea to "stop using the word 'lower' sense. Stop using the word olfactory art. It's art, period."

After the awards, attendees congregated for an official afterparty back at the Mata Hari Amsterdam, where discussions about scent went deep into the night. It was a fitting end to the Awards, which will continue with an open studio with renowned perfumer **Alessandro Gualtieri** on 3 May 2019, and the third annual **Experimental Scent Summit** on 4 May 2019, an important series of presentations by some of the greatest intellects working in olfactory art, organized for the second year by the Institute for Art and Olfaction in collaboration with artist **Klara Ravat**.



Frederik Duerinck accepts the inaugural Septimus Piesse Visionary Award.

As with past years, our panel of esteemed judges includes luminaries from the perfume and art worlds. The members of the Art and Olfaction Awards 2018 jury include: [Daniel Patterson](#) (USA), [Harold McGee](#) (USA), [Mandy Aftel](#) (USA), [Anna Gerber](#) (England), [Arabelle Sicardi](#) (USA), [Claire Evans](#) (USA), [Darin Klein](#) (USA), [Deji Bryce Olukotun](#) (USA), [Simon Niedenthal](#) (Sweden), [Dave Apel](#) (USA), [Denyse Beaulieu](#) (France), [Eddie Bulliqi](#) (England), [Jeanne Doré](#) (France), [Katie Puckrik](#) (England), [Chris Gordon](#) (USA), [Hank Jenkins](#) (USA), [Marta Siembab](#) (Poland), [Matthias Janke](#) (Germany), [Spyros Drosopoulos](#) (Netherlands), [Ulrike Knöll](#) (Germany), [Andy Tauer](#) (Switzerland), [Bibiana Prival](#) (USA), [Frederic Jacques](#) (USA/France), [Harald Lubner](#) (Germany), [Mark Behnke](#) (USA), [Rachel Syme](#) (USA)



Caro Verbeek presents her closing thoughts in front of the winners, finalists, panelists, and staff in attendance at the sixth annual Art and Olfaction Awards, held 2 May 2019 in Amsterdam.

THE WINNERS FOR THE SIXTH ANNUAL ART AND OLFACTION AWARDS

ARTISAN CATEGORY WINNERS

For perfumes that are formulated by the same person who owns or co-owns the company.

Powder & Dust, by SP Parfums (Germany)
Perfumer: Sven Pritzkoleit with Yana Tommelise

Hyde, by Hiram Green Perfumes (The Netherlands)
Perfumer: Hiram Green

INDEPENDENT CATEGORY WINNERS

For brands that employ an external contract perfumer or fragrance house to create the perfume formula.

Colorado, by American Perfumer (USA)
Creative Director: Dave Kern, Perfumer: Dawn Spencer Hurwitz

Rich Mess, By Ryan Richmond (USA)
Creative Director: Ryan Richmond, Perfumer: Christophe Laudamiel

SADAKICHI AWARD WINNER

For experimental practices with scent.

Diary of Smells: Glass Ceiling

by Josely Carvalho (Brazil), Perfumer: Leandro Petit

CONTRIBUTION TO SCENT CULTURE AWARD WINNER

For a person who made significant contributions to global public awareness of artisan, independent and experimental practices with scent.

Sissel Tolaas (Germany)

AFTEL AWARD FOR HANDMADE PERFUME

For an outstanding small batch perfume that was 100% perfumer-created, in-house, with no use of outsourced compounding or expansion at any stage.

Maderas de Oriente Oscuro, by PK Perfumes (USA)

THE SEPTIMUS PIESSE VISIONARY AWARD

For an outstanding person showing proof of exceptional vision with regards to how scent is used, developed, or imagined.

Frederik Duerinck (The Netherlands)



Finalist Tanja Bochnig ('Irisistible') chats with Ryan Richmond and judge Arabelle Sicardi at the 6th annual Art and Olfaction Awards.

THE FINALISTS FOR THE SIXTH ANNUAL ART AND OLFACTION AWARDS

ARTISAN CATEGORY FINALISTS

15, by OSM (USA)

Perfumer: Kyle Mott-Kannenber, With: Michael Mott-Kannenber

Carré Blanc, by The Zoo (USA)

Perfumers: Christophe Laudamiel, Andrew Everett

Gardener's Glove, by St. Clair Scents (USA)

Perfumer: Diane St. Clair

Hyde, by Hiram Green Perfumes (Netherlands)

Perfumer: Hiram Green

Irisistible, by April Aromatics (Germany)

Perfumer: Tanja Bochnig

L'Anima Della Rosa, by Auphorie (Malaysia)

Perfumers: Eugene Au Zhe You, Emrys Au Zhe Min

La Bibliothèque, by NeZ ZeN (Belgium)
Perfumer: Romain Pantoustier, With: Aurélie Gillon

Powder & Dust, by SP Parfums (Germany)
Perfumer: Sven Pritzkoleit, With: Yana Lysenko Tommelise

Rosé All Daé, by Gallagher Fragrances (USA)
Perfumer: Daniel Gallagher

Violeta, by Jade Daisy Perfumes (Puerto Rico)
Perfumer: Stacey Lazzara

INDEPENDENT CATEGORY FINALISTS

Atlante, by Sarah Baker Perfumes (UK)
Creative Director: Sarah Baker, Perfumer: Sarah McCartney

Birds In Paradise, by Régime des Fleurs (USA)
Creative Directors: Alia Raza, Ezra Woods, Perfumer: Pierre Negrin

Colorado, by American Perfumer (USA)
Creative Director: Dave Kern, Perfumer: Dawn Spencer Hurwitz

Dulceo, by Cūrata (Canada)
Creative Director: Serena Rogers, Perfumer: Beckie Sheloske

Falls, Régime des Fleurs (USA)
Creative Directors: Alia Raza, Ezra Woods, Perfumer: Mathieu Nardin

Migration de L'Arbre, by Senyokô (France)
Creative Directors: Joseph Berthion, Emilie Berthion, Perfumer: Euan McCall

Rake & Ruin, by BeauFort London (UK)
Creative Director: Leo Crabtree, Perfumer: Julie Dunkley

Red Shoes, by Jacques Fath Parfums (France)
Creative Director: Rania Naim, Perfumer: Cécile Zarokian

Rich Mess, by Ryan Richmond (USA)
Creative Director: Ryan Richmond, Perfumer: Christophe Laudamiel

Rubacuori, by MIRUMest (Italy)
Creative Director: Fulvio Fronzoni, Perfumer: Dominique Moellhausen

SADAKICHI AWARD FINALISTS

Diary of Smells: Glass Ceiling, by Josely Carvalho (Brazil)

Perfumer: Leandro Petit

Tangible Scents: Composition of Rose in the Air, by Maki Ueda (Japan / Netherlands)

Perfumer: Maki Ueda

Every Word Was Once an Animal, by Carla Bengtson (USA)

Perfumer: Carla Bengtson

Smell Forward, by Priscille Jotzu (Switzerland)

Perfumer: Andreas Wilhelm

Veneno, by Miguel Matos (Portugal)

Perfumer: Christian Carbonnel



Mark Loveday (Pochpac) and 2018 winner Amanda Beadle present the Artisan Award.

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The Art and Olfaction Awards was founded in 2012 as an independent awards mechanism designed to celebrate innovation and excellence in artisan and independent

perfume, and experimentation in scent within arts practices. *The Art and Olfaction Awards* are a program of The Institute for Art and Olfaction, a 501(c)3 non-profit based in Los Angeles, CA.

The Art and Olfaction Awards could not exist without the generous support of our presenting partner IFF, as well as our ongoing partners **Lucky Scent / Scent Bar, Pochpac, Perfumers Apprentice, Esxence Scent of Excellence, Discount Vials, Aftelier Perfumes, Nez – La Revue Olfactive, Scent Culture Initiative, and AutumnSeventy Design Studio.**

Additional support was provided by **The Perfumers' Studio** and **Sarah Horowitz Parfums.**

The Institute for Art and Olfaction is a 501(c)3 non-profit based in Los Angeles, CA. The Institute for Art and Olfaction advances public and artistic engagement with scent. We do this by initiating and supporting arts projects that utilize the medium of scent, by providing accessible and affordable education in our experimental laboratory as well as in partnership with institutions and community groups, and by celebrating excellence in independent and artisan perfumery through our yearly award mechanism, *The Art and Olfaction Awards*. Through these efforts, we extend the world of scent beyond its traditional boundaries of appreciation and use.



The winners, finalists, panelists, and staff in attendance at the 6th Art and Olfaction Awards.

MORE INFORMATION:

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