

**MEDIA RELEASE**

**Monday 21 November**

**AN EXHIBITION FOR THE SENSES AS FRENCH MASTER PERFUMER MAKES HISTORY AT THE NGA**

Purveyor of creative fragrance, Master Perfumer Francis Kurkdjian, is creating a unique scent based on King Louis XIV's favourite flower to perfume the entrance of the *Versailles: Treasures from the Palace* exhibition, opening at the National Gallery of Australia on 9 December.

This fascinating fragrance made especially for the *Versailles* exhibition will be the first time the NGA has incorporated scent into a major exhibition. The bouquet will be most notable in the exhibition foyer, where two candelabra from the famous Hall of Mirrors will be on display. The scent is disseminated using systems by Australian company, AllSense, who are partnering with the NGA for this unique visitor experience.

Contributing to the immersive exhibition experience, the scent will reveal a fabulous orange blossom flower as favoured by the Sun King. Kurkdjian is at the forefront of creative scent and olfactory installations and has worked in partnership with the Palace of Versailles for several years. He previously recreated Marie-Antoinette's personal perfume using archival notes and formulas.

'I love the fleeting magic of olfactory installations and the emotions they trigger,' said Kurkdjian. 'I am excited to be helping fragrances leave their bottles to discover new playing fields.'

Kurkdjian has dedicated his career to risk-taking, becoming the first bespoke fragrances atelier and treating perfumery as an art form. He created his first outdoor aromatic installation at the Palace of Versailles in 2006, with further scent installations in the grounds in 2007 and 2008. He made a dedicated candle at the Monet exhibit at the Grand Palais, and has been commissioned by Pierre Bergé and the Yves Saint Laurent Foundation to create scents inspired by the work of painter Jacques-Emile Blanche. He has also worked with French artist Sophie Calle to create the smell of Money. He has collaborated with many major French and international beauty and fashion houses, including Guerlain, Christian Dior, Burberry, Saint Laurent, Giorgio Armani, Jean Paul Gaultier, Elie Saab and many more.

Maison Francis Kurkdjian is the master's house of creative fragrance. Today, Maison Francis Kurkdjian has two flagship stores in Paris. Worldwide, it also has over 60 counters and has a presence in over 480 retailers, including Bergdorf Goodman in New York and Harrods in London. In Australia, his line of unique and rare perfumes is distributed through Mecca Cosmetics.

Francis Kurkdjian will be available for interview at the exhibition media preview on 8 December.

*Versailles: Treasures from the Palace* opens 9 December until 17 April 2017. Tickets are on sale now through Ticketek.

**Social media:**

Facebook: @NationalGalleryof Australia

Instagram: @NationalGalleryAus

Twitter: @NatGalleryAus

Hi res images: <http://nga.gov.au/AboutUs/MediaCentre/Versailles/Default.cfm>

nga.gov.au

allsense.com.au

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