

ANDREAS WILHELM: Artistic Collaborations in Scent

Posted on **May 3, 2017** by **ASHRAF O.**[Leave a comment](#)

Some people are forces of nature, and we're lucky to have a few of them as advisors / associates here at Scent Art Net. One such person is **Andreas Wilhelm**, a perfumer based in Zurich, Switzerland, who collaborates extensively with artists, helping them realize their ideas and take them to the next level. In the past six months alone, he has worked with no less than ten artists on some seven artistic projects! So, here is a rundown of his recent collaborations.



Starting in **October 2016**, Andreas worked with six artists on a project that was part of a program for young artists at the **University of St. Gallen** in Switzerland called **Intervention**. Titling their work "**104'277 m3 Campus HSG**", the artists – **Lea-Nina Fischer, Tamara Hauser, Salima Hänni, Selina Hofer, Stefanie Janssen & Esther Tellenbach** – sought to capture the scent of the university of St. Gallen with a mobile research lab, various instruments and a working journal. They examined the life and olfactory nuances at the university, and with the help of Andreas, translated these impressions and insights into a fragrance, which could be smelled on campus for the last two days of the intervention week. You can read more about this project (in German) [here](#).



Then Andreas collaborated with artist **Ines Lechleitner** on her exhibition, ***Das Rhein Rauschen***, which ran at **Villa Renata** in Basel, Switzerland from **November till December 2016** (curated by Emilie Bruner). You can read more about this collaboration in our earlier coverage of it on [Scent Art News](#).



At the same, Andreas collaborated with another artist, **Manon Bellet**, for her exhibition *A la recherche d'une intimité perdue* which ran at the **Contemporary Art Center of Labanque** in **Béthune, France** from **October 2016 till February 2017** (curated by Léa Bismuth). The work featured a fragrance composed of fifty different molecules, including a high proportion of tuberose, evoking scents of the earth, combining the human body, extracts from the wetlands, decaying insects, masculine sweat, blackcurrant buds, and iris among others. This attractive, yet repulsive fragrance is diffused in the room and the entire floor of the museum. You can read more about this project on the artist's [website](#).



Andreas then collaborated with artist **Anna-Sabina Zürrer** on a participatory work / performance titled *Apéro*, which opened her show at **Gallery Hofmatt** in **Sarnen, Switzerland** on **March 11, 2017** (and was later re-presented at **RocheKunst** in **Basel** the following month, on **April 6, 2017**). The apéro (aperitif /cocktail) is perhaps the most common part of any vernissage / exhibition opening. Subverting expectations, the artist held an apéro where none of the usual beverages are served. Instead, visitors were served a fragrance of orange juice, white wine or red wine into the glass. You can read more about the work (in German) [here](#).



In April, Andreas had another collaboration with one of the St. Gallen *Intervention* artists, **Lea-Nina Fischer**. As part of several actions taking place on moving trains in Eastern Switzerland in April, the artist staged an olfactory intervention recalling the landscape seen through the train's windows. With perfume boxes and fans, the scent is spread through the entire train. The scent was composed to develop during the trip with altitude and air pressure: as the herbal smell of rosemary and earth begins to evaporate, it smells increasingly flowery. You can read more about the work (again, in German) [here](#).



At the same time, Andreas was party to another work by **Shirin Yousefi**, titled “**The Tales of the Cortex**”. Part of the group exhibition ***Speak, Lokal*** at **Kunsthalle Zürich**, from **March 4 to May 7, 2017**, the work recently won the **KADIST-Kunsthalle Zürich Production Award 2017**. “Working with recordings of ululation and dispersion of odor, Yousefi draws attention to paradoxically invisible and palpable barriers around areas and outlines of specific regions.” You can read more about the work [here](#).



As if all that that wasn't enough, Andreas had another installment of his **Duftkino** (scent cinema) at the **Stattkino** film festival in **Zurich, Switzerland** on **April 23, 2017**. Having created and presented a scent track for a previous **Wes Anderson** film, *The Darjeeling Limited*, at the same event in 2015, Andreas reprised the feat with with another olfactively evocative Anderson film, *The Grand Budapest Hotel*. (The film was the inspiration for another distinct [olfactive work](#) by perfumer Mark Buxton with Nose in Paris.)

statokino
The Art of Cinematic Performance

The Grand Budapest Hotel

Sonntag
23.
April '17

Wes Andersons **Kultfilm mit Duftkino** von
Andreas Wilhelm

Arthouse Le Paris Gotthard-Keller-Str. 7 - 8000 Zürich

21.15 FAMILIEN

Anderson setzt das «Grandhotel Budapest» in eine märchenhafte ostereuropäische Berglandschaft. Dort wohnt der stolze und sehr parfümierte Monsieur Georges seines gediegenen Amtes als Chefconcierge. Er schaut auf das Wohl seiner Gäste, besonders auf dasjenige seiner älteren, weiblichen, meist blonden. Und dies auch hinter verschlossenen Türen. Als Madame G., eine seiner älteren Stammkondotinnen, ermordet wird, steht Monsieur Georges unter Verdacht. Zusammen mit seinem Lobby Boy Zero Mustafafa will sich Georges einerseits reinwaschen, andererseits den Fall klären und gerät dabei an die gar nicht so freundlichen Kinder und Eltern der Erbenkinder.

Wes Anderson schafft mit seinen Filmen neue Universen. Mit seiner Palette von 2900 Essenzen verpasst der Parfumeur Andreas Wilhelm diesem herrlich verspielten und bunten Film eine neue Dimension.

Vorverkauf: www.statokino.com
Kinokasse Arthouse-Kino Le Paris Stadelhoferplatz
ab 11 Uhr oder telefonisch unter 044 250 55 60

Oh, and during this period Andreas launched a new fragrance line, the cheekily named **Perfume Sucks**, which debuted at Esxence 2017 in Milan in March. How does he do it? I'm tired just writing about it! Whatever the secret, keep it up!



Link zum Artikel: <https://scentart.net/2017/05/03/andreas-wilhelm-artistic-collaborations-in-scent/>