

Announcement: January 15, 2016
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Hammer Museum Announces AIX Scent Fair
Three-day fair includes Third Annual Art and Olfaction Awards
May 6–8, 2016



(Los Angeles, CA) — The Hammer Museum announced today **AIX Scent Fair**, the first international **artisan, independent, experimental** scent fair to be presented by a contemporary art museum. **AIX Scent Fair**, happening May 6–8, 2016, will be **free and open to the public**. The Hammer co-organized the program with Los Angeles-based partners the **Institute for Art and Olfaction** and **Luckyscent/Scent Bar**.

In addition to a selection of international, cutting-edge fragrance makers exhibiting and selling their work, the fair will include the **fragrance fête of the season, the Third Annual Art and Olfaction Awards on Saturday, May 7 with special guest emcee Zackary Drucker**, as well as additional DJs and a cash bar. The fair will also include hands-on workshops, and a keynote, and panel.

“We’re so pleased to be working with the Institute for Art and Olfaction again, and opening up this whole world of fragrance to a wider audience,” says **Hammer Museum Director Ann Philbin**. “The Hammer has an interesting history in this field, including the extremely popular *Trip to Japan* performances in 2014, and we’re looking forward to inviting visitors to further explore the astonishing possibilities of fragrance.”

AIX Scent Fair aims to introduce new audiences to the world of highly conceptual scents. Rooted in an early collaboration between the Hammer and the Institute for Art and Olfaction, **AIX Scent Fair** participated in a Public Engagement residency at the museum in 2014. *A Trip to Japan in Sixteen Minutes, Revisited* consisted of a multi-sensory performance in six segments, each accompanied by an original scent composition made by a contemporary perfumer. Following the success of that residency, the Institute for Arts and Olfaction hopes **AIX Scent Fair** creates a space where fragrance lovers and newcomers intermingle.

“With increased access to materials, technology, education and information, the field of perfumery is going through an unprecedented cultural upheaval,” says **Saskia Wilson-Brown, founder of the Institute for Art and Olfaction**. “Independent and experimental practitioners are taking scent to new levels of creativity and conceptual originality. We are thrilled to work with the Hammer Museum to show these pioneers of perfumery-as-art.”

The exhibitor application is available at artandolfaction.com. **AIX Scent Fair** organizers welcome a wide range of applicants, from local to international and solo to boutique. Space is limited, and the deadline is February 8, 2016. A full exhibitors list will be released to the public in April.

AIX Scent Fair will take place in the Hammer’s outdoor courtyard and terrace spaces.

AIX Scent Fair Kickoff Keynote & Panel

Friday, May 6, 7:30 p.m.

Moderator Saskia Wilson-Brown, founder and director, Institute for Art and Olfaction. Speakers TBA.

AIX Scent Fair Hours

Saturday, May 7, 11 a.m.–5 p.m. and Sunday, May 8, 11 a.m.–5 p.m.

An international selection of fragrance makers showcase and sell their wares.

Workshops: Experimental Perfumery with the Institute for Art and Olfaction

Saturday, May 7, 1 p.m. and Sunday, May 8, 1 p.m.

Pre-registration required at artandolfaction.com. Limited to 16 participants.

Third Annual Art and Olfaction Awards with Emcee Zackary Drucker

Saturday, May 7, 6:30 p.m. cocktail hour, 7:30 p.m. ceremony*

Prestigious Golden Pear awards announced. Special guest emcee Zackary Drucker (Whitney Biennial 2014; Co-Producer, Golden Globe and Emmy award-winning *Transparent*). Cash bar, festive attire.

*Note: **AIX Scent Fair**, Hammer Museum, and AMMO Café close at 5pm; please plan to arrive early to visit the exhibitors’ tables, the galleries, or the café.

ABOUT THE HAMMER MUSEUM

The Hammer Museum at UCLA offers exhibitions and collections that span classic to contemporary art, as well as programs that spark meaningful encounters with art and ideas. Through a wide-ranging, international exhibition program and the biennial, *Made in L.A.*, the Hammer highlights contemporary art since the 1960s, especially the work of emerging and under recognized artists. The exhibitions, permanent collections, and nearly 300 public programs annually—including film screenings, lectures, symposia, readings, music performances, and workshops for families—are all free to the public.

Admission to all exhibitions and programs at the Hammer Museum is free, made possible through the generosity of benefactors Erika J. Glazer and Brenda R. Potter. **Hours:** Tuesday–Friday 11 a.m.–8 p.m., Saturday & Sunday 11 a.m.–5 p.m. Closed Mondays and national holidays. **Hammer Museum**, 10899 Wilshire Boulevard at Westwood, Los Angeles. Onsite **parking** \$3 (maximum 3 hours) or \$3 flat rate after 6 p.m. Visit hammer.ucla.edu for details and

call 310-443-7041 for tours.

ABOUT THE INSTITUTE OF ART AND OLFACTION

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. artandolfaction.com

ABOUT LUCKYSCENT/SCENT BAR

Luckyscent is Adam, Franco, and a tireless team of happy fragrance lovers. We seek the unique, rare and exceptional, and this passion applies to all of our interests, whether it's music, art, food or fragrance. Luckyscent provided us with a means to reach past our own borders to a larger community of fragrance lovers around the world. After four years of an online presence, we decided to step out of the digital shadows and open a retail location. **Scent Bar Los Angeles** opened in December of 2006. A "wine bar" for fragrance, a place where you can sit and relish extraordinary scents for as long as your schedule will allow, we created the store to reflect our ideals about design and fragrance shopping. The object of Scent Bar is to share. We will send you off with a sample rather than pressure you to make a purchase. At the end of the day we want our customers to love what they wear. luckyscent.com