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Contact: Morgan Kroll, Manager, Public Relations, 310-443-7016, mkroll@hammer.ucla.edu

The Hammer Museum and The Institute for Art and Olfaction Present
A Trip to Japan in Sixteen Minutes, Revisited
Intimate performances run January 9–12, 2014 at the Hammer



Los Angeles—In 1902 the German Japanese poet, artist, and critic **Sadakichi Hartmann**, also known as the “king of bohemians,” led a much-anticipated scent concert at the New York Theatre. Promising to suspend space and time, the concert was designed to offer an olfactory voyage from New York to Japan such that the “nose [was] guaranteed arrival in Yokohama.” After many production delays, the concert was slotted as the penultimate act on a popular Sunday burlesque music and comedy series. The act was doomed to fail in a room filled with tobacco smoke and boisterous crowds. The artist bowed mid-performance amid catcalls and jeers and left the stage, never to revisit the project.

The Los Angeles–based **Institute for Art and Olfaction** picks up where Hartmann gave up, presenting a collaborative contemporary interpretation of the failed scent concert at the Hammer Museum on **January 9-12**. There will be two free performances each day. Seating for these intimate performances is very limited; guests must RSVP online. **Tickets may be reserved beginning December 1 at 10am** at hammer.ucla.edu/scent.

A Trip to Japan in Sixteen Minutes, Revisited consists of six segments, each accompanied by an original scent composition made by perfumer **Sherri Sebastian**. Through a reinvention of Hartmann’s propagation mechanism by **Kamil Beski** and **Eric Vrymoed**, the scents will be released into the room in time to an original sound track by **Bennett Barbakow** and live Foley elements by **Julia Owen**—the whole elucidated in a limited edition program by **Micah Hahn**. Participants will be blindfolded so that they can enjoy an immersive olfactory experience that, in an updated version of Hartman’s ill-fated voyage, takes them from modern-day Los Angeles to Tokyo.

The Hammer Museum’s Public Engagement program was initiated with funding from The James Irvine Foundation. *A Trip to Japan in 16 Minutes, Revisited* received generous support from Fragrance West.

ABOUT THE INSTITUTE FOR ART AND OLFACTION

The Institute for Art and Olfaction was founded in October of 2012 by Saskia Wilson-Brown, with the assistance of a team of advisors and Creative Director Micah Hahn. In December of 2012 the IAO was joined by Kóan Jeff Baysa, who came on to serve as the organization's Chief Strategy Officer. The IAO opened its Los Angeles headquarters at L.A. Mart, in March 2013. The Institute for Art and Olfaction is devoted to creative experimentation with a focus on scent. Its goal is to create new points of entry for people interested in the field of olfaction, while accommodating creative ideas in all mediums.

ABOUT THE HAMMER MUSEUM

The Hammer Museum, a public arts unit of the University of California, Los Angeles, is dedicated to exploring the diversity of artistic expression through the ages. Its collections, exhibitions, and programs span the classic to the cutting-edge in art, architecture, and design, recognizing that artists play a crucial role in all aspects of culture and society.

The museum houses the Armand Hammer Collection of Old Master, Impressionist, and Post-Impressionist paintings and the Armand Hammer Daumier and Contemporaries Collection. The Hammer's newest collection, the Hammer Contemporary Collection, is highlighted by works on paper, particularly drawings and photographs from Southern California. The museum also houses the Grunwald Center for the Graphic Arts, comprising more than 45,000 prints, drawings, photographs, and artists' books from the Renaissance to the present; and oversees the management of the Franklin D. Murphy Sculpture Garden on the UCLA campus.

The Hammer presents major single-artist and thematic exhibitions of historical and contemporary art. It also presents approximately ten Hammer Projects exhibitions each year, providing international and local artists with a laboratory-like environment to create new work or to present existing work in a new context.

As a cultural center, the Hammer offers a diverse range of free public programs throughout the year, including lectures, readings, symposia, film screenings, and music performances. The Hammer's Billy Wilder Theater houses these widely acclaimed public programs and is the new home of the UCLA Film & Television Archive's renowned cinematheque.

HAMMER MUSEUM INFORMATION

For current program and exhibition information call **310-443-7000** or visit **www.hammer.ucla.edu**.

Hours: Tuesday–Friday 11am–8pm; Saturday & Sunday 11am–5pm; closed Mondays, July 4, Thanksgiving, Christmas, and New Year's Day.

Admission: **FREE FOR ALL VISITORS BEGINNING FEBRUARY 9, 2014.** Currently: \$10 for adults; \$5 for seniors (65+) and UCLA Alumni Association members; free for Museum members, students with identification, UCLA faculty/staff, military personnel, veterans, and visitors 17 and under. The Museum is free on Thursdays for all visitors. **Public programs are always free.**

Location/Parking: The Hammer is located at 10899 Wilshire Boulevard, at Westwood Boulevard. Parking is available under the Museum. Rate is \$3 for three hours with Museum validation. Bicycles park free. The Museum is easily accessible via public transportation.

Hammer Museum Tours: For group tour reservations and information, call 310-443-7041.