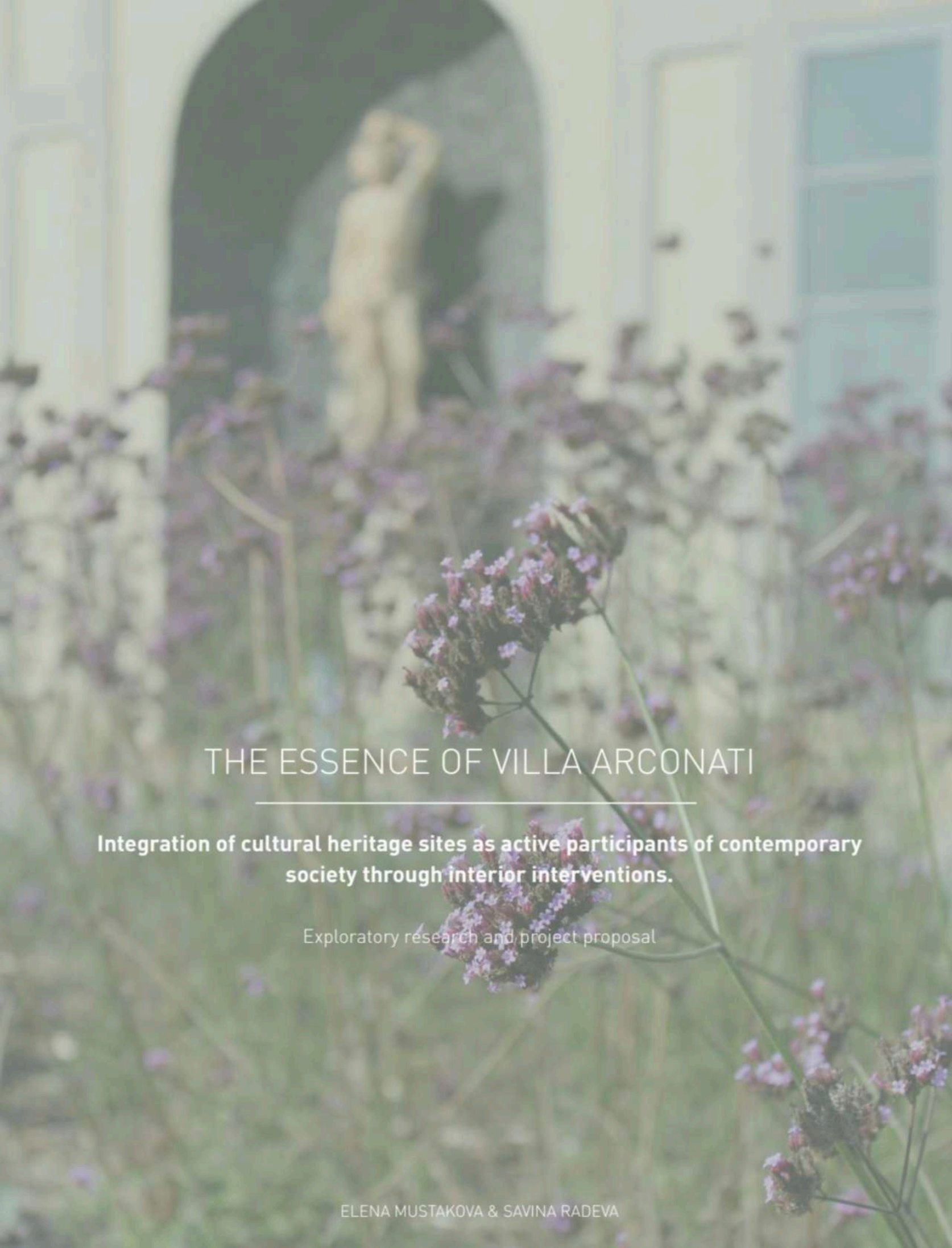

THE ESSENCE OF VILLA ARCONATI

Integration of cultural heritage sites as active participants of contemporary society through interior interventions.

Exploratory research and project proposal

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The Scent Library

As reference are drawn often between the Versailles and the "Italian Versailles" - Villa Arconati, we feel it is important to mention that the lagest scent library in the world is found at Versailles.

The Osmothèque is the world's richest scent archive, a leading international research institution tracing the history of perfumery, based in Versailles with conference centers in New York City and Paris.

3,000 perfumes are stored at the institution,from the past and present, all preserved under special conditions: at a constant temperature under argon gas. Perfumes that make part of the collection are some using archived formulae by the Osmothèque's internally designed perfumers or those designed by external perfume brands. (28)

In order to establish a perfume library or depsit one has to take under serious consideration the fact that the liquids should not be exposed to direct sunlight and shouldn't go through sudden temperature changes.
"Natural essences usually are easily damaged by exposure to light and air, and by radical changes in temperature. They should be stored in small, dark glass (not plastic) bottles, with the tops tightly sealed to prevent deterioration of the fragrance. (...) The more often you open a bottle containing a natural essence, the greater the chance of oxidation, which increases the resinifying of the essential oil itself and hastens the staleness of the citrus oils in particular. Most natural essences will keep for many years stored in this fashion. A number of them— jasmine, orris, patchouli, rose, sandalwood, frankincense, rosewood— ripen, growing richer and deeper over the years."(29)

Today, apart from storage and display of contemporary and antique perfumes, Osmothèque develops as well innovative projects based on the concept of smell, and how smells can communicate meanings non-verbally. Such projects once again recall the idea that perfumes and scents of all kind stimulate out memory and transmit informations on a subconscious level. (30)

Educational and promotional events are in fact highly beneficial economicly for the development of a such research and production centre. Apart from guided tours and public open hours other events related to the annual cycle of the plants could be established in order to attract public attention - such as the end of the winter hybernation period of the lemon trees.

Another extremely important role that an institution as the Osmothèque plays is that of educating new perfumer, the so called "noses" and prepare them theoretically and practically.

28. Turin, Luca. The Secret of Scent: Adventures in Perfume and the Science of Smell. New York City: HarperCollins, 2006. Print

29.Aftel, Mandy. Essence and Alchemy: A Book of Perfume (p. 58). Farrar, Straus and Giroux. Kindle Edition.

30. Turin, Luca and Sanchez, Tania. The Little Book of Perfumes: The 100 Classics. London: Profile, 2011. Print.

E: Le Grand Musée du Parfum Paris
https://www.retaildesignmag.com/2017/07/24/grand-musee-du-parfum-paris/ [01/04/2018]

F,G: Cardillo, Antonino: Colour as Narrative,
London store for the British fragrance company Illuminum
https://inhabitat.com/stunning-colour-as-a-narrative-store-is-coated-with-volcanic-dust-from-mt-vesuvius/colour-as-narrative-by-antonino-cardillo-1 [31/03/2018]

H: Piero Lissoni's pavilion for the Garden of Wonders
https://www.azuremagazine.com/article/piero-lissoni-be-open-milan-botanical-gardens-brera/ [01/04/2018]

I: L'Officine Universelle Buly, Tokyo - cosmetics shop
http://www.archilovers.com/projects/225279/l-officine-universelle-buly-in-daikanyama.html

IMAGE F: CARDILLO, ANTONINO: COLOUR-AS-NARRATIVE

IMAGE G: CARDILLO, ANTONINO: COLOUR-AS-NARRATIVE