

[In Brief](#)[Market](#)[Art World](#)[People](#)

50-Foot-Tall New Orleans
Art Tree House
Dismantled



Homeless Man Picture
Wins BP Portrait Prize



Germany's Top Art
Adviser Being...



Jack Shain
Co-Founder
Simard...

in brief

Turning LA Neighborhoods' Smells Into Olfactory Art

Cait Munro, Wednesday, June 25, 2014



Photo via SMMoA.

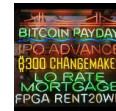
Los Angeles-based olfactory artist [Brian Goeltzenleuchter](#) wanted to create a tribute to the unique smells of his city, so he asked fellow Angelenos to tell him about the unique scents of their neighborhoods via a simple online [survey](#). From there, he crafted fragrances that evoke the particular scents of certain places, as reported by those who know them best. On Saturday, at the [Santa Monica Museum of Art](#), he will spray his crowd-sourced creations on visitors. The one-day exhibition, "Sillage" (the french word for the trail a smell leaves behind), will fill the museum with the various smells of the city.

In the language of olfactory art, this type of work is known as a "scent-scape," which is a way of forming a landscape based purely on scent. Goeltzenleuchter told [Vocativ](#), "As we talk about all these hip [artistic] movements, here's old-fashioned locative technology [art] that is based on smell." Goeltzenleuchter also called [artistic] institutional politics" that museums are often

Latest Headlines



Boston's Museum of
Fine Arts Returns
Nigerian Artifacts



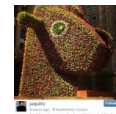
This Artist Is Using
His Work To Bid On...



Banksy's Truck Full of
Wailing Toy Animals
Turns Up...



Artists Call on
National Portrait
Gallery to Drop BP...



Koons Sculpture
Leaves Rockefeller
Center Crowds
Koonfused

Newsletter Signup

Receive the latest news
about the art world

[Contact Us](#) [Advertise](#) [Press Releases](#) [Terms](#) [Privacy](#) [About](#)

artnet Magazine Archive: [English \(US\)](#) [Deutsch](#) [Français](#)

©2014 Artnet Worldwide Corporation

[Peter De Cupere](#) conducted a series of interviews with New Yorkers about their perceptions of the city’s aromas, matching visuals and profiles with [his latest scent-scapes](#). Unlike LA, which has largely positive descriptors like “freshly cut grass” and “clean ocean air,” some of the things that spring to mind when we consider our olfactory experiences in New York include hot garbage, street food, and car exhaust.

SHARE

Featured on artnet

EVENTS

Lucien Smith—Tigris
at Skarstedt Gallery

PARTNERSHIPS

Phillips London
Contemporary Art Day

ARTISTS

Joe Bradley
Contemporary Artist

Related Articles



d Report
ebruary
2014



Forever Marilyn
Turns Up in a
Chinese...



Phili
Photo
the