



Invisible Art

Perfumer Francis Kurkdjian will have a show at the Palais de Tokyo museum in Paris, running from Oct. 29 to Nov. 23.

Called "Parfum, Sculpture de l'invisible," or "Perfume, Sculpture of the Invisible," it is to celebrate Kurkdjian's rich, singular

approach to fragrance.

Since his start, the perfumer — who has his own eponymous brand and serves as Dior's perfume creation director — has had a newfangled take on perfume, from scented bubbles and fountains to fragranced detergents and hair mist.

"I treasure heritage, but

I hate tradition," Kurkdjian said in a WWD interview in April 2020.

He rocketed onto the fragrance scene in 1995 at age 24, after dreaming up the blockbuster Le Male scent for Jean Paul Gaultier. And Kurkdjian has kept pushing boundaries ever since.

"Perfume, in all its states and in all its forms including the most surprising, will constitute the common

thread of an exhibition, which will invite the visitor to have astonishing olfactory experiences and to rethink the role of perfume in the way we smell, see and experience

art and the world,"

Finn Partners said in a statement.

The exhibit will trace three decades of Kurkdjian's creation, including his collaborations with artists including Sophie Calle and Sarkis; pianists Katia and Marielle Labèque; conductor Klaus Mäkelä; chef Anne-Sophie Pic, and theater director Cyril Teste.

The multimedia show is to have scents, installations and videos, and will be held in the Palais de Tokyo's Saut du Loup space.

— JENNIFER WEIL ►



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