



LONDON— We are pleased to announce that the **Contribution to Scent Culture Award** goes to **Pet**  
**er de Cupere** for his lifetime and ongoing achievements!

The award is made public in the 5<sup>th</sup> annual Art and Olfaction Awards ceremony, on April 21, 2018 at The Tabernacle in London.



For more than 20 years Peter de Cupere has been the most in-depth artist in developing conceptual artworks in the field of Olfactory Art.

The late Jan Hoet (Documenta 9) was 20 years ago the only prominent Museum Director and Curator who gave Peter the definite kick on his 'backside' to keep persisting and develop his practice despite all the non-comprehension and ... the sometimes bad smells. Today Peter has overcome all this and there he stands with his great nose and clouded olfactory brain. Truly exceptional and so powerful!

With an oeuvre that consists out of more than 700 works of art related to the olfactory perception of social, cultural and environmental contexts, this award for the **'Contribution to the Scent Culture'** in the contemporary art and perfumers world is truly a deserved award.

His works were presented in more than 200 exhibitions over the whole world. He gave lectures from Berlin, London to New York and collaborated with various institutions, museums, universities and companies. He experiments with smells and uses fragrances to question various problems of our society.

He is a lecturer at the [PXL-MAD School of Arts](https://www.pxl-mad.be/) in Hasselt (BE) and is researching into the use of smell as a context and/or concept for the work of art.



He published recently an overview book of 472 pages, that includes more than 500 works of art and 22 scratch & sniff images. More info: [www.scentincontext.com](http://www.scentincontext.com) or [www.stockmansartbooks.be](http://www.stockmansartbooks.be)

## CONTRIBUTION TO SCENT CULTURE AWARD

This award is given to one outstanding person who made significant contributions to global public awareness of artisan, independent and experimental practices with scent in 2017.

## THE GOLDEN PEAR

Each Art and Olfaction Award winner receives ***The Golden Pear***, which continues to cement its status as a prestigious achievement in the perfume and olfactory art world.





THE ART AND OLFACTION AWARDS  
PETER DE CUPERE  
CONTRIBUTION TO SCENT CULTURE AWARD  
WINNER, 2018



NOMINATED FOR THE SECOND YEAR IN A ROW AND WON THE GOLDEN PEAR AWARD FOR THE SECOND YEAR IN A ROW



With its vibrant pink color and elegant shape, the Smoke calla lily is a perfect choice for any garden or indoor space.



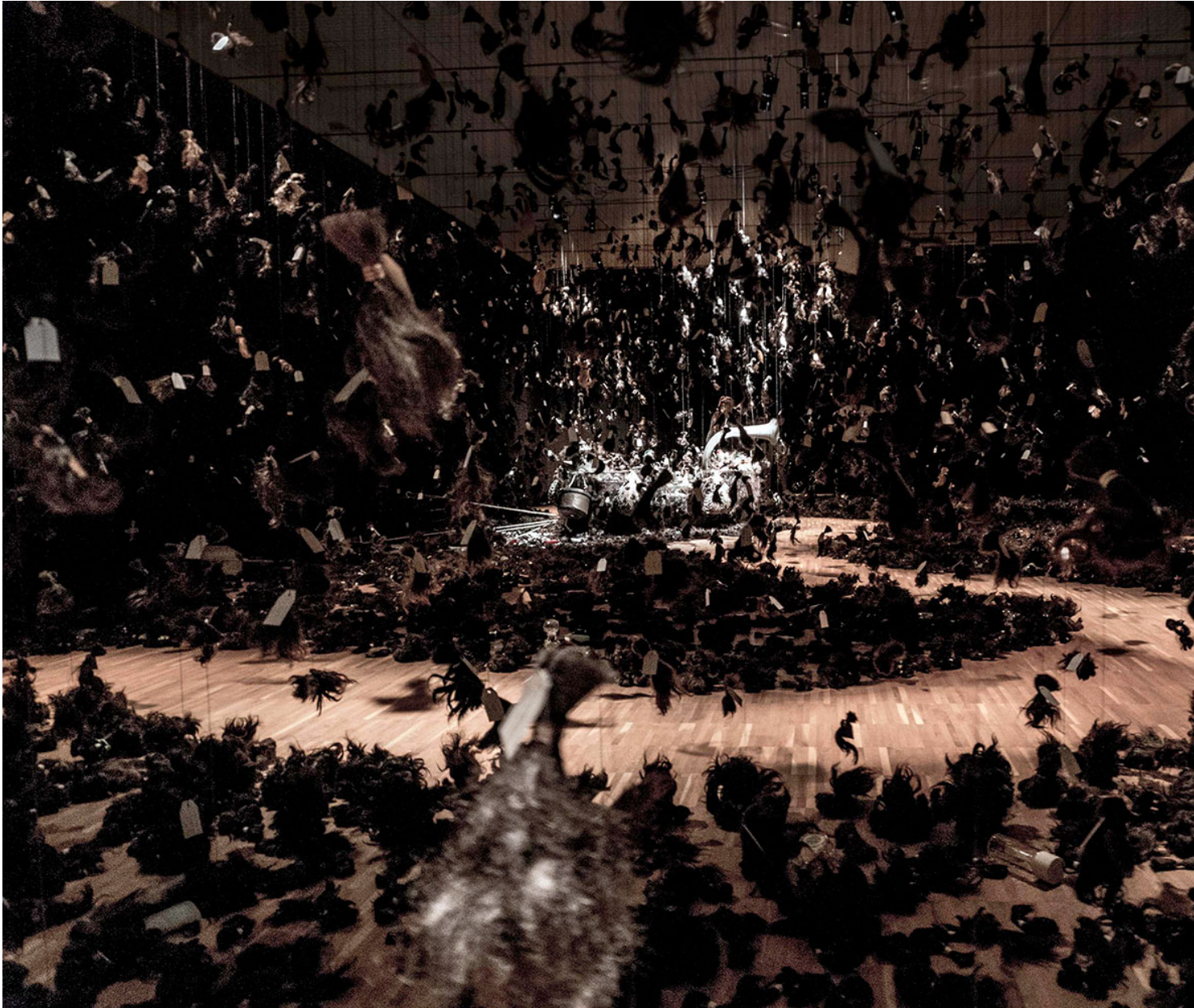


NOMINATED IN 2017 FOR THE EXHIBITION: IS THIS MANKIND, 2016









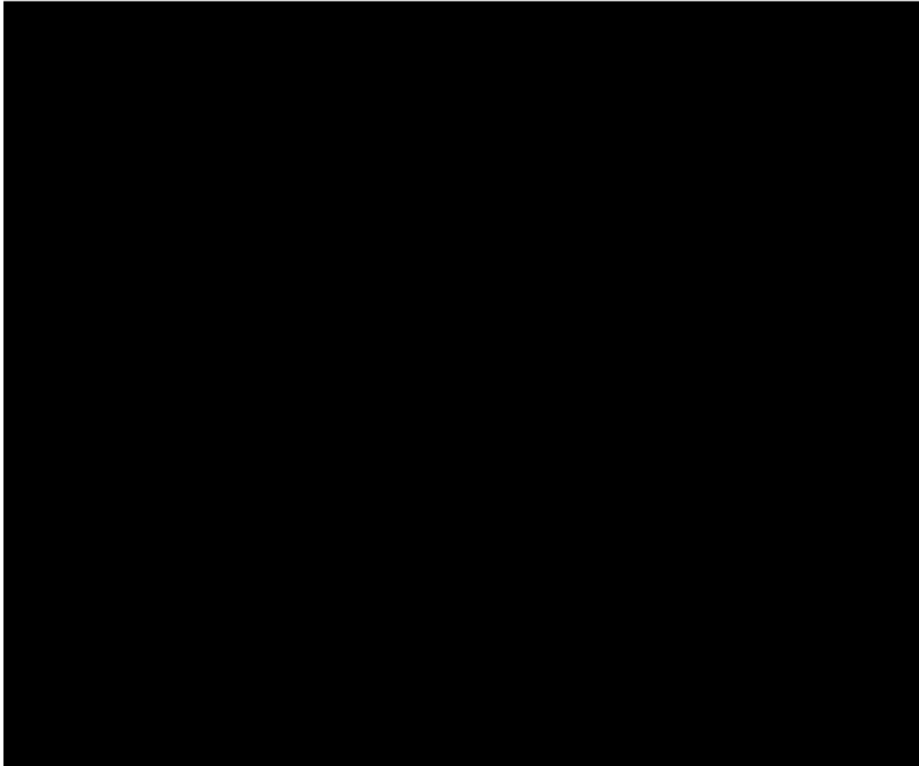






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