

PRESS RELEASE
for immediate release

Brian Goeltzenleuchter: Scents of Exile

June 3 to June 26, 2021 at Olfactory Art Keller, 25 Henry Street, New York



from left to right: *Keyro*, 22, 2019, *Azira*, 52, 2019, and *Abena* N/A 2020 from the *Scents of Exile* series

PRESS RELEASE
for immediate release

Scents of Exile is an ongoing art project started in 2019 that bears witness to the immigrant experience, one person at a time (www.scentsofexile.com). For *Scents of Exile*, Goeltzenleuchter interviews refugees and other immigrants about their scent memories of home. Odors, which are ephemeral and fleeting, have a strong connection to place and often elicit vivid and emotional memories, a phenomenon known as the "Proust effect". Goeltzenleuchter uses the interviews as inspiration to create fragrances using cosmetic-grade materials. These fragrances are then embedded in hand sanitizer. Each *Scents of Exile* station consists of a freestanding hand sanitizer dispenser filled with scented hand sanitizer and a printed display summarizing the interviewee's story and scent memories.

Goeltzenleuchter intends for the *Scents of Exile* stations to be installed at public institutions for use by the public at events. The goal is to raise awareness of the diversity of immigrant experiences and facilitate a dialogue. When a visitor sanitizes their hands, the fragrance is transferred to the visitor who will carry it with them after leaving the institution, taking the scent memory with them and becoming part of the artwork in a performative act.

At Olfactory Art Keller, eight *Scents of Exile* stations will be on display, including one that dispenses hand sanitizer scented to evoke the smell of sweat, smoke, and tear gas of protests in Egypt during the Arab Spring (*Keyro, 22, 2019*), and one that dispenses hand sanitizer scented to evoke the smell of boiled milk (*Azira, 52, 2019*). In parallel to the exhibition, several *Scents of Exile* stations are being used in museums in Bremen, Germany as part of the multi-museum survey of olfactory art, *Smell it! Smell in Art*.

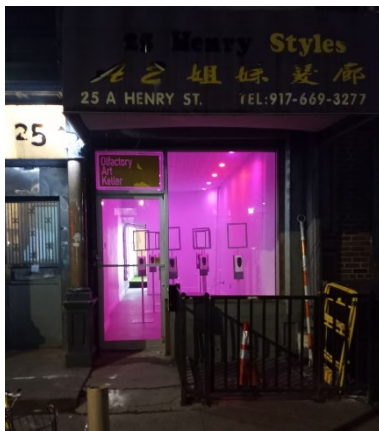
The artist will be present for an informal opening reception on Thursday, June 3rd from 4 to 6 pm. At 6 pm on June 3rd, he will discuss his work, including *Scents of Exile*, with Saskia Wilson-Brown of the Institute of Art and Olfaction (sign-up for the zoom talk [here](#)).

PRESS RELEASE
for immediate release



Artist, writer, and educator **Brian Goeltzenleuchter** was born in San Diego in 1976. Through an artistic practice that uses digital and analog technologies to mediate the senses of sight, sound, touch, and smell, Goeltzenleuchter designs situations which explore the use-value of culture and the role of cultural institutions in the shaping of the social sphere. His current artwork considers the way in

which personal and cultural narratives can be expressed through the sense of smell. He creates maps—not for way-finding, but for place-making—as a means of locating the “self” and the “other” in the city. Goeltzenleuchter’s socially engaged art has been critically celebrated for expanding the olfactory potential for contemporary art. He earned his MFA at UC San Diego. He is Faculty Fellow in the Weber Honors College and Research Fellow at the Institute for Public and Urban Affairs, San Diego State University.



Olfactory Art Keller is a gallery exhibiting olfactory art with a focus on multi-sensory sculptures, immersive environments, and experimental perfumery. The gallery opened in February 2021 in New York's *Two Bridges* neighborhood.

For any inquiries, please contact Andreas Keller at info@olfactoryartkeller.com