Beat: Lifestyle

MUSEE INTERNATIONAL DE LA PARFUMERIE In GRASSE (FRANCE) - AN AUTHENTIC FRAGRANCE

FOUNDED IN 1989, LOCATED IN GRASSE

PARIS - GRASSE, 02.06.2019, 07:52 Time

USPA NEWS - Founded in 1989, The International Perfume Museum, the Only Museum of its Kind in the World, is located in the Iconic Town of Grasse, the Birthplace of Luxury Perfumes of which France was the Initiator. Dedicated to one of the most Prestigious Traditional French Activities, the International Perfume Museum is a Public Institution labelled "Museum of France" allowing Visitors to discover the History and Uniqueness of the Profession of Manufacturers and Large Perfumery Houses. A True Testament to the International Technical, Aesthetic, Social and Cultural History of the Tradition of the Use of Scents, the Museum takes an Anthropological Approach to the History of Fragrances in all its aspects - Raw Materials, Manufacturing, Industry, Innovation, Trading, Design, Uses and through a Variety of Forms : Art Objects, Decorative Arts, Textiles, Archaeological Evidence, Unique Pieces or Industrial Forms.

Founded in 1989, The International Perfume Museum, the Only Museum of its Kind in the World, is located in the Iconic Town of Grasse, the Birthplace of Luxury Perfumes of which France was the Initiator. Dedicated to one of the most Prestigious Traditional French Activities, the International Perfume Museum is a Public Institution labelled "Museum of France" allowing Visitors to discover the History and Uniqueness of the Profession of Manufacturers and Large Perfumery Houses. A True Testament to the International Technical, Aesthetic, Social and Cultural History of the Tradition of the Use of Scents, the Museum takes an Anthropological Approach to the History of Fragrances in all its aspects - Raw Materials, Manufacturing, Industry, Innovation, Trading, Design, Uses and through a Variety of Forms : Art Objects, Decorative Arts, Textiles, Archaeological Evidence, Unique Pieces or Industrial Forms.

The Museum is organised into Five Sections according to Western Historical Chronology - Antiquity, Middle Ages, Modern and Contemporary Periods , each representing a Historical Period and Contemporary Issues : Elegance and Classicism, Magic and Dynamism, Frivolity and Hygiene. In all Civilisations, Perfumes have triggered an Incredible Production of Precious and Refined Objects in Rare Materials : Alabaster, Glazed Earthenware, Ceramics, Glass, Metalwork. Through Exceptional Collections of Objects and the staging of Different Industrial Processes, the Museum retraces the History of Perfumes as well as Soaps, Make-Up and Cosmetics back for Four Thousand Years. This 21st Century Museum looks at the Past, but also at the Present or even the Future if we consider the Section on the Era of Globalisation, Marketing and Communication and New Markets.

Thus in 1918, Francois Carnot created a Private Museum in Grasse. Since 1921, there has been a Section dedicated to Perfume in all its Forms thanks to Generous Donors. In an Essential Complementarity, Paris and Grasse Perfumers including the Famous Houses Piver, Pinaud etc as well as the Industrial Establishments Chiris of Grasse, worked towards the Creation of this Museum. François Carnot rallied the World of Perfumery and that of the Decorative Arts. It is he who introduced the Perfumer François Coty to the Famous Glassmaker René Lalique. Private Collectors are no exception, and in 1931, Viscountess Savigny of Moncorps donated a Very Large Collection of Perfumery and Cosmetics Labels dating back to the early Nineteenth Century, and from the old Seillans Perfumery (Var) to the Grasse Museum. It was not until 1955, with the Arrival at the Museum of Grasse of a Young Curator, that Francois Carnot restarted this Project, but it received no help from the Municipality despite the Growing Collections.

Inaugurated in January 1989, the Year of the bicentenary of French Perfumery, the International Perfume Museum represents the Living Memory of a Profession, but also a Very Strong Specific Identity in Grasse : Perfumery, of which Grasse which remains the Reference in the Eyes of the World.

In 2006, started the Expansion and Restructuring of the Museum. The Works started in 2006 have doubled the Surface Area of the Museum which now offers Visitors an Area of “‹“‹3500m dedicated to the World of Perfumery. The International Perfume Museum is the First Public Collection in the World devoted to the Perfume Industry, from the Earliest Times to the Present Day, on Five Continents and in Three Major Areas : Seduction, Care, Communication.

- The Internaional Perfume Museum GARDENS

* The Idea of “‹“‹creating a Conservatory for the Botanical and Floral Heritage of the Perfume Industry in Grasse came about long ago. Utility Gardens, Flower Gardens, Botanical Collections that were in Vogue in the Nineteenth Century, and Scientific or Test Gardens like the one created by the Manufacturers of the Grasse Perfumery in 1920, contributed to the Development of the Culture of Perfume. Created in 2003, they form part of a Regional Project led by the Urban Community Pôle Azur Provence.

* In 2007, the Project "La Bastide du Parfumeur" was born, attracting substantial Private Funding, Advice from Specialists (Architects, Gardeners, Botanists, Perfumers), as well as the support of the Municipality of Mouans-Sartoux and the Urban Community Pôle Azur Provence. The "Bastide du Parfumeur" was created in order to educate the Wider Public about the Growing of Perfumery Plants in the Grasse Region. This Project focused exclusively on the Various Issues related to Local Agriculture and played an Essential Role in Sustainable Development and Heritage.

* Today, some Rose Centifolia is still grown in Grasse through a Partnership between Chanel and Mul Ã Pégomas, while Rose Damascena is grown in Turkey and Bulgaria. Orange Blossom is now grown in Tunisia; Tuberous disappeared from the Grasse Landscape to reappear in India ; Violet Leaf remained partly in the Grasse Region and in Tourette-Sur-Loup but Competition developed from Egypt ; Mimosa remained but Competition grew from Morocco and India. Although Production in Grasse is now reduced, the Know-How is still there and just waiting to be used and continued. It is the same for the Iconic and Prestigious Image that Grasse has in the World of Perfumery. This is the meaning of the "GRAND MIP" PROJECT As a Living Memory and Ambassador of Perfume around the World, the International Perfume Museum's Mission is to present the Various Aspects of this Industry. Just like the Preservation of a Perfume Factory, the Creation of a PERFUME PLANT CONSERVATORY remains Essential for the Preservation and Enhancement of Grasse's Industrial Heritage and its Expertise.

* The MIP's gardens and the League for the Protection of Birds.
In the Context of the Partnership signed by the Pôle Azur Provence Urban Community with the League for the Protection of Birds (LPO), the International Perfume Museum´s Gardens are committed to a "REFUGE LPO " APPROACH so as to promote the Wildlife on Site. It is a Commitment to using Environmentally Friendly Techniques, practicing Organic Gardening (no Phytosanitary Products - no Pesticides or Synthetic Fertilisers), cutting Trees back outside of Breeding Season, promoting Biodiversity by installing Nest Boxes, Hibernation Shelters, creating piles of Wood, and favouring Native Plants. Through this approach, the MIP's Gardens have become a Haven for Birds, Insects, Small Mammals and the Associated Flora. In 2012, a Biodiversity Inventory was completed and Birds, Mammals, Dragonflies, Amphibians, Reptiles and Butterflies were identified on the Site. As part of the Development Work on the Gardens, a Pond was also created to allow everyone to watch the Wildlife on the Site.

- La Fabuleuse Histoire de l'EAU DE COLOGNE (The Fabulous History of EAU DE COLOGNE) - June 21, 2019 ““ January 05, 2020.

* The International Museum of Perfumery is organising for Summer 2019 an Exhibition devoted to Eau de Cologne, with the Scientific and Financial Support of ARMIP. Crossing Centuries since its Creation in 1709, Eau de Cologne is today an Essential Part of Perfumery, a Real Style Exercise which all Perfumers take on, adding their Personal Touch. Its Hesperideous Notes of Citrus and Rosemary make it Refreshing, Tonic, Dynamic and Light.

* Of all Perfumes, Eau de Cologne has an obvious, readable Olfactory Structure, which everyone can understand, enshrined over the years and in the History of Perfumery. It is aHhighly Technical Perfume which is yet very simple to produce, which does not mean that it is easy to make. It plays with the Dandy, the Aristocrat, the Punk, the Banker, the Worker and the Bourgeois. It has no Type and covers all Social Strata.

Source : Press Conference given in Paris, on May 28, 2019.
With the Presence of :
* Jérôme Viaud - Mayor of Grasse & President of la Communauté d'Agglomération du Pays de Grasse
* Jean-Claude Ellena - Former Perfumeur Hermès & General Curator of the Exhibition "La Fabuleuse Histoire de l'Eau de Cologne (The Fabulous History of Eau de Cologne)
* Olivier Quiquempois - Director of Musées de Grasse & Heritage Curator
* Dominique Brunel - Publication Director of the Magazine "Le Nez" (The Nose)
* Guest of Honor - Jean-Marie Farina (descent of Creator of Eau de Cologne Farina (1909)

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU

http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-15476/musee-international-de-la-parfumerie-in-grasse-france-an-authentic-fragrance.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com