



ACTIVATING THE SENSES



Under the alias Nasevo, artist, perfumer and art collector Ernesto Ventós creates works influenced by his two passions – fragrance and fine art.

Deaf since childhood, Ventós' nose is the protagonist that connects scents with colours in a form of synaesthesia; a perceptual phenomenon where the senses are connected, synesthetes can (among other things) experience taste as sounds, hear colours and feel sight.

For Ventós, scent offers an alternative way to communicate the moods and ideas behind his artworks, which focus exclusively on the theme of the nose, as it is his sense of smell that guides him to create new paintings and sculptures.

The artist was surrounded by essential oils and essences from a very young age. Having been born into the family

fragrance business, it was no great surprise that he went on to study perfumery in Grasse. What emerged during his studies was a realisation that, for him, smell and colour were intrinsically linked; by associating the world of fragrance with his olfactory memory he could create formulas that corresponded to things he saw in nature.

For him, the perfumer is a painter; fragrant notes are equivalent to a palette of colours and it is this reasoning that informed the groupings of the works showcased in his first exhibition, *Nasevo And The Smells Of Barcelona*. Made up of seven categories, each corresponds to the smells of the city and the shades and tones with which he associated them. 'Nasevo is my artistic part, expressing the different olfactory families with art so people can associate it with everyday life.'

It's the creative's belief that our olfactory memories are often closely interlinked with our other senses. By accessing these we can discover how different notes affect our sensory experiences and, from there, find new ways to unlock our artistic potential.

While smell 'is the least educated and least exploited sense' for the majority of us, for Ventós it is an essential part of his creative endeavours. 'My art collection, olorVISUAL, is associated with my olfactory memories,' he says. 'I only buy works that smell appealing – not physically, of course.'

Intrigued? Tap into Ventós' method at a workshop led by experts from the Nasevo studio, as they explore how we can use smell as a source of inspiration.

Tuesday 27, 6pm, Soho House Barcelona