



## **“EPHEMERA” PERFUMES CREATED BY GEZA SCHOEN AND PRODUCED BY UNSOUND NOW ON SALE FURTHER “EPHEMERA” INSTALLATIONS IN 2015**

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Unsound has a reputation as a festival that presents and produces unconventional music and commissioned works – not only in its home base of Krakow, but also in New York, London, Adelaide, Minsk, and beyond.

In April this year, Unsound launched its “Ephemera” project as part of Unsound Festival New York – a synaesthetic installation in which perfumes were inspired by genres and sounds of electronic music.

The nose behind the project was Geza Schoen, known for his groundbreaking series Escentric Molecules, as well as other avant-garde scents. The musicians involved were Ben Frost, Tim Hecker and Steve Goodman (aka Kode9), who created raw musical material, which Schoen interpreted as three unique scents: Noise, Drone and Bass. The installation took place in the one-room Audio Visual Arts gallery in East Village, with hundreds of people visiting across a week, and buzz generated.

At the time, hints were dropped that “Ephemera” would also be released as a perfume, under the watchful eye and nose of Schoen himself.

Following an expanded Ephemera installation at Unsound, which took place at the National Museum in Krakow, and an installation at the Tromsø Contemporary Art Museum in Norway as part of Insomnia Festival, bottles of “Noise”, “Drone” and “Bass” eau de parfum are now for sale at [ephemera.pl](http://ephemera.pl).

Each scents is an olfactory interpretation of the audio material, the result of a fascinating process of translating sounds into scent notes. While “Bass” is the most intense, with notes of woodsmoke, leather and castoreum, “Noise” contains sharp metallic notes of aldehydes, ozone and black pepper, with a heavier base of labdanum. “Drone” is the lightest – opening with aldehydes and air notes, it also has green notes of fir and juniper, with a base in patchouli and ambergris.

The scents come in individual bottles, or as part of a set. Packed in a handmade box designed by Piotr Jakubowicz, the perfume also comes with a code, to download digital versions of the Noise, Drone and Bass tracks.

In terms of the Ephemera installation that initiated the project, this will develop further in 2015 at festivals and galleries, with the work presented in different ways according to context.

“Ephemera” is curated by Malgorzata Plysa and Mat Schulz, of Unsound.

**More information is at the Ephemera website at [ephemera.pl](http://ephemera.pl), where you can hear teasers of the sounds of Bass, Noise and Drone, and view visual work created for Ephemera installations by Marcel Weber (MFO), Optigram and Piotr Jakubowicz.**