

# ART PARFUM

## short biography / references



### BEATE MT NAGEL / ART PARFUM

PERFUMER + ARTIST

\* For 25 years I have been developing perfumes, CI fragrances and concepts, training, etc. with Prof. Dr. Dr. Dietrich Wabner, Munich.

\* In 2011, I started a more artistically oriented work with the foundation of ART PARFUM.

\* 35 years experience in meditation, preoccupation with Buddhist philosophy and a resurgent, fresh interest in one's own Central European roots.

With ART PARFUM I combine different artistic possibilities of expression, bundling them in a kind of „Gesamtkunstwerk“. The term „Gesamtkunst“ first appeared in 1827. Richard Wagner wanted the merger. He thought of the union of music, literature, architecture, dance, painting in his operas. In addition to the „Fernsinnen“ seeing and hearing and integrating the „sense

Biografie aufgeführt: Prof. Dr. Dr. Dietrich Wabner

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of smell“ and touch, Alexander Skrjabin dreamed of it. But this multimedia „mystery“ remained theory; the fusion of senses only reached the „color piano“. For his conception „Panorama“, the painter Giovanni Segantini also planned the atmospheric with the fragrances of the Engadin; for the World Exhibition in Paris 1900. In the course of the preparations, he made a fiery speech, in which he speaks of the scent of Alpine roses, the smell of stables and hay.

## ART PARFUM

PARFUM HISTORY book - published February 2019

PARFUM POETRY book - *inspired by Rainer Maria Rilke* - 2019

LUCE DI SEGANTINI – Extrait de Parfum organique - olfactory realization of the painting AVE MARIA A TRASBORDO (2015 bis 2016)

IMAGINE - interactive art project (2014 bis 2016) - *dedicated to John Lennon and Yoko Ono*

VATER UNSER LAND - socio-political art project (2015 bis 2016; scheduled for publication from the end of 2019), *dedicated to Sophie Scholl / WEISSEN ROSE*

EAST-WEST art project (2016 to 2020)

7XXX EICHEN art work, *Joseph Beuys sends his regards* (2017 bis 2019...)

PROJECT MANAGEMENT, CI-DESIGNS

BMW Group Munich: BMW 7er, BMW i. Born Electric, BMW Motorsport / BMW X5 / BMW Mini Air

SCENT MAYBACH - Daimler AG, Stuttgart

MESSE FRANKFURT - Fragrance concepts

BURJ DUBAI - Fragrance concept 2008

SIEMENS CIC - Siemens Communication Center, Munich

HP EXPO - Hewlett-Packard, Böblingen - CeBIT fair

ALEXANDER DER GROSSE / spices - Lokschruppen Rosenheim

TUI WONDERFUL WORLDS - fragrance concept with Alan Parkinson, London

EXPO 2000 - African scent for pavilion, Hannover<sup>1</sup>

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<sup>1</sup> ART PARFUM - founded in 2011 - in the time before: Aromata International GmbH