



FUNDACIÓN
ERNESTO
VENTÓS

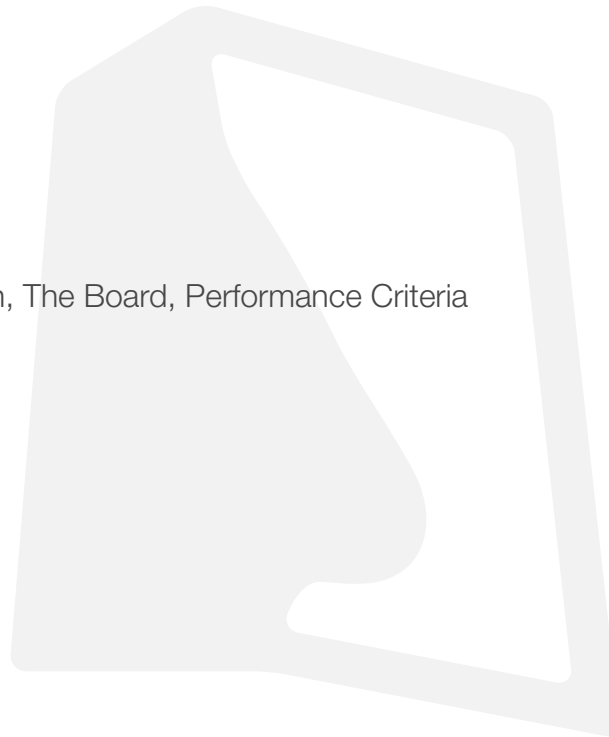
The Importance of the Sense of Smell for Social Change



Activity report_2019

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Introduction

Ernesto Ventós (Barcelona, 1945-2020), who lost his hearing at an early age, began to acquire his great knowledge of perfume when he was a boy, first from his father and later in Grasse (France) and Switzerland as an assistant to perfumer Arturo Jordi. He then joined the family essence and extract distillation firm, founded by his grandfather in 1916, which subsequently evolved into two companies: Ventós, S.A., which markets raw materials, and LUCTA, S.A., which manufactures fragrances, aromas and additives for animal nutrition, with a major presence on the international market.

In parallel with his professional career, his participation alongside other perfumers in the exhibition Olfactory Suggestions at the Fundació Joan Miró in Barcelona in 1978 sowed the seed of what was to become the colección olorVISUAL: an art collection in which all of the works are included because of the olfactory memories they evoke for the collector.

Ernesto Ventós was a far from typical collector, because he wanted to go beyond merely acquiring artworks he liked. Every piece he brought into his collection did something more, because what really fired his enthusiasm was finding works of visual art which stimulated his olfactory memory – works he then gathered together in a collection with a truly descriptive name: colección olorVISUAL (olorVISUAL – VISUAL smell).

Ernesto's work and his personal taste and interests were decisive in his choices, because this highly respected perfumer and business executive had a real passion for art, and not only as a connoisseur. He always set aside the time and space he needed to create his own visual artworks, which he exhibited under the name of NASEVO (combining NAS, the word for 'nose' in Catalan, and EVO, the initials of his full name). The sense of smell was a vital presence in Ernesto's daily life, and it is only natural that he should have made the championing of this undervalued sense a personal mission.

Aims

- To generate interest in the sense of smell
- To stimulate the use of the sense of smell
- To awaken the olfactory memory
- To highlight the importance of the sense of smell
- To match artworks and smells
- To publicize the collections
- To promote the artists that created them
- To encourage an interest in contemporary art
- To explain the disciplines through which contemporary art expresses itself

Values

The colección olorVISUAL and NASEVO were not intended to be shup up in a storeroom. For many years now they have gone out to meet the public, one of their reasons for existing. The collection works to make contemporary art better known, while NASEVO, sets out to relate art to the fascinating and largely unknown world of smell. The educational programmes are tailored to the needs of children, adults and groups with diverse abilities. It is this special sensitivity that characterizes them – something as delicate as an essence, which nonetheless leaves its mark on those who come into contact with it.

Another important goal is to contribute to increasing artistic sensibility in the community and to understanding the world of art in a different way, through smell.

In addition to educating people in the sense of smell and making the collections more widely known, we also support the artists who are the real protagonists, without whom the works – and therefore the collections – would not exist. Thus, through our patronage, we help to enable artists to produce new work and so add to the collection.

«to teach people to smell through art».

Management of the Foundation

The Fundació Ernesto Ventós (FEV) is administered and represented by the Board, which is fully empowered to carry out the activities established by the Foundation's Statutes and Code of Good Governance.

Patronato

Ernesto Ventós Omedes. **Presidente †**
María Reyes Soler-Cabot Serra. **Vice Presidenta**
Ma. Àngels Torra Ripoll. **Patró / Secretaria patronato**
Manuel J. Borja-Villel. **Patró**
Carlos Enrich Muls. **Patró**
Antonio Fournier Conde. **Patró**

Performance Criteria

We work with and contribute to projects that meet the requirements of:

- _compatibility with the mission and terms of the FEV
- _effectiveness and benefit to the people that take part in them
- _the proven integrity and reputability of the organizing institution
- _positive contribution to the standing of the FEV

Activities

_Actions during the last quarter of 2019

This report seeks to provide useful information about the FEV's projects, the bodies with which we collaborate and the participants.

The projects and collaborative ventures to which we have given support since the commencement of our activities in the last quarter of 2019 have been selected for their coherence, excellence, effectiveness and proximity to all of the people involved.

Some of these activities were initiatives of the Chair of the FEV to which we now give, in his absence, our unqualified support. Others have been taken up since our constitution, always with the idea of supporting culture while staying true to our core commitment to the importance of the sense of smell for the transformation of society.

Olfactory interpretation of the rooms of Antoni Gaudí's Casa Vicens

Place: Casa Vicens. Barcelona

Dates: desde 2018 y actualidad

Run by: Gina Ventós + colaboración perfumista

Number of participants: 329

An incomparable sensory experience which invites us to revel in the essences of Gaudí's first house, the Casa Vicens, in all their Art Nouveau glory. This special itinerary was created by the perfumer and artist Ernesto Ventós – Nasevo – to awaken the senses with a unique visual and olfactory tour of this masterpiece of Catalan Modernisme and the first flowering of Gaudí's genius.



Olfactory Workshop: Initiation to perfumery by way of Nasevo's art

Place: Soho House. Barcelona

Dates: 27/08/2019

Run by: Irene Gisbert, antropóloga y perfumista

Number of participants: 15

A selection from NASEVO's art provided the means of getting to know the different olfactory families, through analysis of the works to identify the particular family or olfactory note each one suggests and from that point beginning to smell it and describe it in as many different terms as possible.

In this way the participants became acquainted with the entire olfactory spectrum, family by family and note by note, before going on to create an olfactory chord and identify the chords that bring them closest to how they respond to visual art.

They then went on to compose their own perfumes, the scents that express their most creative aspect.



Olfactory Art Education Workshop

Place: Swab Fair Barcelona

Dates: del 27 al 29/09/2019

Workshop design: Marta Rico,

Run by: Nicolás Rico

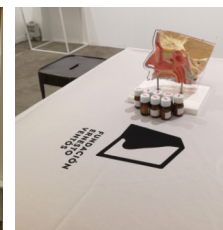
Number of participants: 105

This workshop set out to develop one of the main objectives of the Fundación Ernesto Ventós, which is to establish a clear relationship between contemporary art and our sense of smell.

The artist NASEVO and his works were presented at the SWAB art fair and a link was established with some of the essences that were on show at the stand.

The workshop participants smelled all of the artworks, then painted or otherwise decorated their own personal paper nose using the colours they associated with the smells. All of these noses were stuck onto a canvas, which was white at the start of the fair and by the close had been transformed into a great collage of noses / colours / smells which is now in NASEVO's studio.

The workshop was open to children of all ages, who could be accompanied by their parents (if they wanted to).



Art loans by colección olorVISUAL



Nil Yalter · Viviendas temporales#12. Istanbul. Turquia, 1974

Place: MAC VAL (Musée d'art contemporain du Val-de-Marne, Vitry-sur-Seine – France)

Dates: 4/10/2019 al 9/02/2020

Number of participants: 20.942 (8.954 indiv. - 11.988 groups)

Artworks from colección olorVISUAL are also regularly loaned to other bodies as part of our active involvement in the dissemination of contemporary art in this country and abroad.

Olfactory Workshop at the 19th annual Festa Modernista festival

Place: Colònia Güell. Santa Colòma de Cervelló. Barcelona

Dates: 19 y 20/10/2019

Run by: Isidro Costa

Number of participants: 19/10: 65 - 20/10:96

Over the weekend, Nasevo and the Fundació Ernesto Ventós put on outdoor workshops as part of a weekend centred on experiencing at first hand the decorative arts and some of the personalities of the late nineteenth and early twentieth century.

Isidre Grañé park was the setting for a variety of workshops in which girls and boys of all ages decorated a great many noses, engaging with the visual arts with an emphasis on the sense of smell, just like NASEVO did.



Exhibition *Smelling Art!!* with works by NASEVO at the We Act Assoc. Simbiòtic festival

Place: Teatre Nacional de Catalunya – sala Tallers. Barcelona
Dates: 29 y 30/11 – 01/12/2019
Run by: Cristina Agàpito
Number of participants: 29/11: 271 - 30/11:90 -1/12:92

A special selection of pieces by NASEVO: three artworks and three essences corresponding to these and to the olfactory pyramid, with the possibility of smelling, seeing and also, in this case, touching (with gloves provided). It goes without saying that all of the works here were related to smell and colour, integral to the artist's form of expression.

The guided tour was tailored to the diversity of abilities of the participants.

We Act Assoc. is a Barcelona-based non-profit entity set up by four professionals from the fields of art, culture, communication and accessibility for the purpose of making the performing arts more inclusive scenarios and removing barriers to communication.

The Simbiòtic festival was launched with the aim of opening theatres up to diversity as a vital aspect of our human essence and of all art.



Exhibition of works by NASEVO in the Garden of the Casa Vicens in celebration of the day of the Home dels nassos: «*A Romance of Noses*»

Place: Casa Vicens. Barcelona

Dates: del 17/12/2019 al 07/01/2020

Run by: Cristina Agàpito

Number of participants: data not available from Casa Vicens

This was an especially fragrant Christmas in the garden of the Casa Vicens in Barcelona. For the second year running Gaudí's first house hosted an exhibition of artworks by NASEVO with a nod to the Catalan tradition of L'home dels nassos, 'the man with the noses', celebrated on December 31st. Just as the house's floral decoration brings nature into the house, the show took art outside and integrated it with the garden.



Support for artistic creation

_We accompany and support NASEVO in his researches in order to continue to create new works.



Cuadronas St, 2019



Pedranas 3, 2019



Nasmarcomadera X, 2019



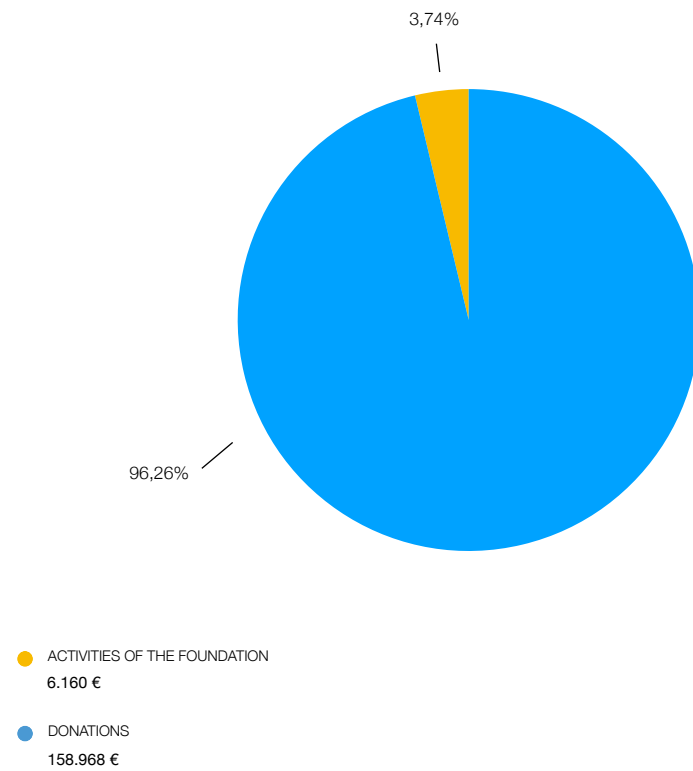
Formularios St, 2019

NASEVO's art was created thanks to the funding supplied by the Foundation, to which it therefore belongs, allowing the Foundation to offer this universe of olfactory artworks sale.

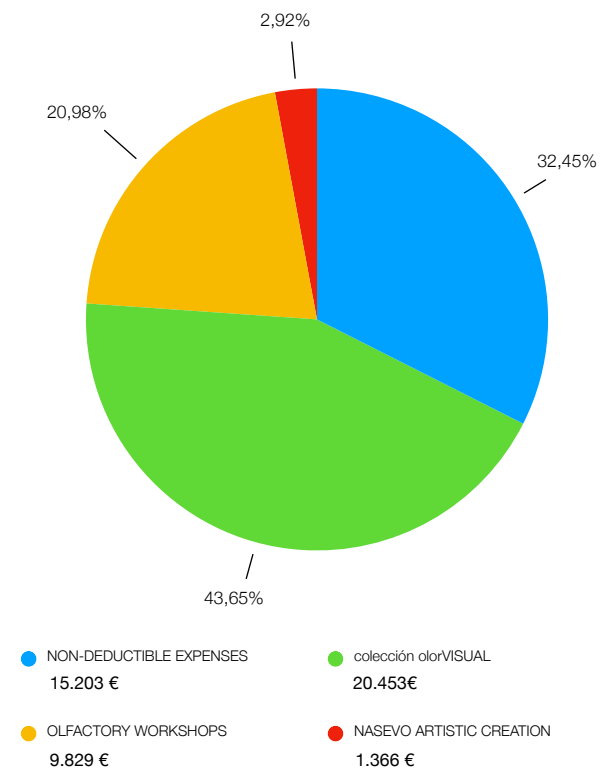
By the same token, and by way of agreements, the Foundation has artwork on deposit for sale, for example, in the Monegal stores in Barcelona.

Economic data

_Provenance of resources %



_Distribution of expenses





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