

Activity Report 2024

Table of Contents

President's Letter

Vision, Mission and Values

Governing and Management Bodies

2024 Activity Summary

Art, Exhibitions and Culture

Education, Workshops and Learning

Olfactory Consultancy

Other News

President and Director's Letter

2024 has been a year of transformation and growth for the Ernesto Ventós Foundation. A year in which we strengthened our commitment to promoting olfactory art and the legacy of Ernesto Ventós, consolidating new initiatives and reinforcing our lines of action.

We would like to highlight the fundamental role played by Lucta and Ventós along this journey, not only as companies committed to creativity and innovation, but as essential pillars for the development of our projects. This year was especially meaningful for Lucta, which celebrated its 75th anniversary. To commemorate this date, the Foundation created a special artistic piece — a tribute that brings together the essence of its history with our vocation for art and scent.

The year 2024 also marked the beginning of new adventures for NASEVO, whose work traveled to Mexico for the first time, building a bridge between cultures and bringing olfactory perception to new audiences. This internationalization reaffirms the relevance and strength of Ernesto Ventós' message, which transcends borders and continues to awaken sensitivity and curiosity around the world.

Internally, we have taken a step forward by expanding our olfactory consultancy area, consolidating a space for experimentation and guidance for institutions and creators seeking to integrate scent into their artistic projects. We also had the honor of supporting the first edition of the MACBA Foundation Awards, reaffirming our commitment to contemporary art and emerging creative practices.

This year also marked the end of an era with the retirement of Isidro, craftsman and right-hand man of Ernesto Ventós. His work was key in materializing Ernesto's ideas, and his dedication and talent have left an indelible mark on the Foundation. His departure reminds us of the importance of craftsmanship, know-how, and a legacy that transcends generations. All this growth and evolution reaffirm our mission: to continue expanding the boundaries of olfactory art, to create experiences that allow us to rediscover the world through smell, and to keep Ernesto Ventós' memory alive.

Thank you to all the individuals, institutions, and companies who made 2024 such a special year. We move forward with the same enthusiasm and the certainty that the best is yet to come.

Gina Ventós Soler

President and Director

Fundació Ernesto Ventós

Vision

We believe, like Ernesto Ventós, that creativity transcends the senses and that everyone is capable of experiencing and creating art.

Mission

The Ernesto Ventós Foundation's mission is to bring the sensory world closer to people and teach it in order to awaken curiosity and enrich their experience of art.

Values

Curiosity
Authenticity
Creativity
Sensoriality
Passion
Education

Governing and Management Bodies

As of December 31, 2024:

- María Reyes Soler-Cabot Serra – Honorary President
- Gina Ventós Soler – President
- Antonio Fournier Conde – First Vice President
- Manuel J. Borja-Villel – Second Vice President
- Jorge Enrich Sierra – Treasurer
- Tonina Cerdà – Board Member
- Oscar Folchi – Secretary

Management Team:

- Gina Ventós Soler – Director
- Isidro Costa Pérez – Craftsman
- Nicolás Rico Castro – Education and Workshops
- Cristina Cremades Carreño – Cultural Management, Art and Collections
- Àngels Peris Betorz – Olfactory Consultancy

Activity Report 2024

Art, Exhibitions and Culture

Throughout 2024, the Ernesto Ventós Foundation continued working to expand its unique perspective on art. Through exhibitions, artwork loans, artistic productions, and other initiatives, the Foundation reinforced its commitment to bringing art and the sense of smell to broader audiences, promoting unique multisensory experiences that reflect the founder's vision.

(2024) New Collaboration Agreements

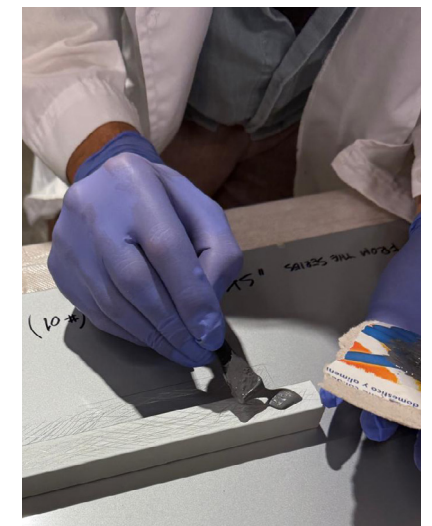
In 2024, the Ernesto Ventós Foundation signed three important collaboration agreements with key cultural institutions in Barcelona: Fundació MACBA, Fundació Suñol, and Fundació Foto Colectania.

Through these alliances, the Foundation strengthens its areas of action by promoting projects that explore the relationship between art and scent, while contributing to the city's cultural network and fostering dialogue between institutions.

(2024) Conservation of the NASEVO and olorVISUAL Collections

The Foundation once again dedicated resources to ensuring the conservation of its two contemporary art collections: NASEVO and olorVISUAL.

Thanks to a grant from the Department of Culture (2023 call), specialized professionals continued conservation work on complex works within the olorVISUAL collection, ensuring preservation and accessibility for future generations.



(05/2024) A Gathering on 'Artistic Trends in Spain between 1950–2000' at the Torreón de Lozoya in Segovia

The olorVISUAL collection travels to Segovia to take part in the exhibition "Artistic Trends in Spain 1950–2000. Tribute to the Gallery 'La Casa del Siglo XV,'" organized by the Arte, Cultura y Patrimonio Histórico Foundation, on view at the Torreón de Lozoya until July 28.

Curated by Ana Doldán (Director of the Esteban Vicente Museum of Contemporary Art and Associate Professor of Art History at the University of Valladolid), the exhibition pays tribute to the activity of the emblematic Segovian gallery La Casa del Siglo XV. This private initiative, promoted by brothers Jesús and Ángel Serrano, had a fundamental impact on the city's artistic scene between 1962 and 2001.



(05/2024) A Gathering on 'Artistic Trends in Spain between 1950 and 2000' at the Torreón de Lozoya in Segovia

The project brings together a total of 80 works from different private collections, such as the Azcona Foundation, the Espíritu Materia Collection, the BBVA Collection, and the "la Caixa" Foundation. These works represent the various trends featured throughout the Gallery's exhibition history, ranging from material and expressive Informalism to geometric abstraction and the Spanish Pop movement. All of these movements found a place within this private initiative while also being shown in major urban centers such as Madrid and Barcelona. As the first gallery to exhibit Picasso's work after the Civil War, it also featured artists of the stature of Dalí, Miró, Tàpies, Canogar, and Equipo Crónica, among others.

The Ernesto Ventós Foundation is participating in this project through the loan of two key works from the olorVISUAL collection: Untitled (RELIEF) by Equipo 57 and Untitled (B.M.-20.) by Joan Brossa. As is customary, the works are presented with their corresponding olfactory notes, in keeping with Ernesto's unique vision. The work by Equipo 57 is accompanied by a white floral note, while the piece by Joan Brossa features a very sweet and distinctive fruity note. Through this loan, the Ernesto Ventós Foundation continues to increase the visibility of its collections and contribute to enabling the public to experience art through the sense of smell.



(06/2024) What does the 'Genesis' smell like?

Once again, the olorVISUAL collection moves beyond our storage spaces to become part of exhibition projects across the country. On this occasion, the Foundation has loaned the work titled "Libro Chino" by María Aranguren to be included in the exhibition "Genesis. María Aranguren," produced by Fundación Bancaja. Curated by Gertrud Gómez, this show brings together around fifty works by María Aranguren, aiming to provide an overview of her artistic career, with particular emphasis on her creative process, which is based on experimentation and play.

Composition, color, abstraction, and figuration take center stage through the artist's various techniques and experimental materials, such as canvas panels, cardboard, or polycarbonate—a fundamental material in her work, used in the creation of the piece from the olorVISUAL collection. "Libro Chino" is presented in the space accompanied by the olfactory note designed by Ernesto Ventós for the work: Polvorosa, a fragrance composed of talcum powder, chalk, cotton flower, vanilla, oriental notes, and wind. Through initiatives like this, the Ernesto Ventós Foundation gives visibility to its collections and spreads the genuine way of understanding art that Ernesto Ventós embraced.



(06/2024) NASEVO's Work at the World Perfumery Congress in Geneva

During the month of June, a curated selection of NASEVO's work travels to the prestigious World Perfumery Congress in Geneva, accompanying Ventós at this important industry event.

Through this initiative, the Ernesto Ventós Foundation continues to provide added value to the activities and events of its supporting companies, enhancing their impact and bringing the philosophy of NASEVO—based on “teaching people to smell through art”—to an international and specialized audience.

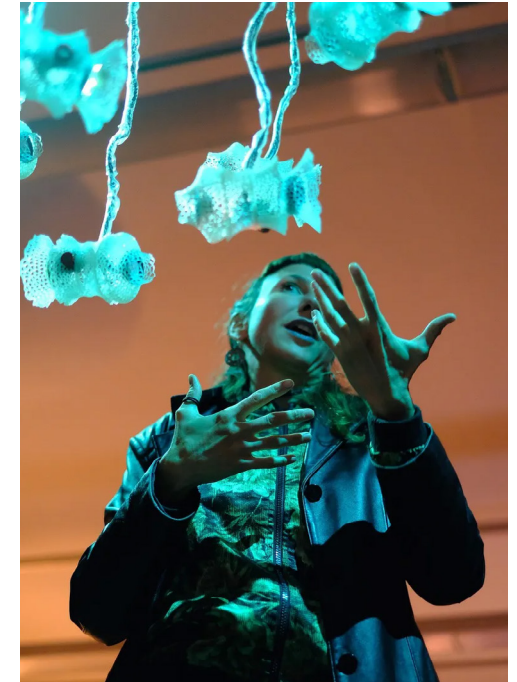


(10/2024) Yolanda Uriz's Chemical Ecosystem in 'Not to be Senseless'

The work Chemical Ecosystem, winner of the latest NASEVO grant, will be presented on October 26 in The Hague, Netherlands as part of the event Not to be Senseless, a day dedicated to neurodivergent art that seeks to open new perspectives on sensory perception.

Organized by Journey Through the Senses with the support of the Creative Industries Fund NL and the City of The Hague, this event aims to highlight artistic practices developed by neurodivergent individuals and collectives. These practices include experiences such as synesthesia, savantism, or autism, encompassing both art created by neurodivergent artists and works that explore their experiences. Not to be Senseless seeks not only to showcase neurodivergent art but also to foster dialogue around different ways of perceiving the world.

In this edition, which focuses on the sense of smell, Yolanda Uriz presents her work Chemical Ecosystem, which investigates the relationship between sound and smell, exploring how synesthesia between these senses affects our capacity for communication. Through the fusion of auditory and olfactory stimuli, Uriz invites reflection on the chemical ecosystems surrounding us and how they can trigger new forms of perception and communication.



(11/2024) The Ernesto Ventós Foundation, Collaborator in the First Edition of the Fundación MACBA Awards

The Ernesto Ventós Foundation is proud to have participated as a collaborator in the first edition of the Fundación MACBA Awards, a biennial prize dedicated to recognizing and giving visibility to the most outstanding contemporary artists from Spain and Portugal. This new award, promoted by Fundación MACBA, with which we maintain a collaborative agreement, reaffirms our shared commitment to the promotion and dissemination of contemporary art.

The prestigious award featured a jury composed of prominent national and international figures from the art world, including Adam Szymczyk, Elvira Dyangani Ose, Manuel J. Borja-Villel, Manuel Segade, Ángela Molina, Abdellah Karroum, and Ainhoa Grandes. Their deliberation highlighted the quality, innovation, and critical discourse of the submitted works, awarding the main prize to the Basque artist Ibon Aranberri (Itziar, 1969). Additionally, the careers and talent of the collective Cabello/Carceller and artists Sandra Gamarra and David Bestué, finalists of this inaugural edition, were also recognized.

The award, with a total prize fund of €80,000, allocates €50,000 to the winner and €10,000 to each finalist. As a symbol of this recognition, Ibon Aranberri also received a reduced-scale replica of *La ola* by Jorge Oteiza, an icon of Spanish sculptural art.

At the Ernesto Ventós Foundation, we reaffirm our commitment to enriching the cultural and artistic landscape. We believe in the importance of supporting contemporary artistic practice as an essential tool for building a more just, reflective, and sensorially connected society. Participating in initiatives like the Fundación MACBA Awards strengthens our mission of promoting art through its most evocative sense—smell—and inspires us to continue collaborating on projects that spark curiosity, passion, and creativity.

(11/2024) The Ernesto Ventós Foundation, Collaborator in the First Edition of the Fundación MACBA Awards



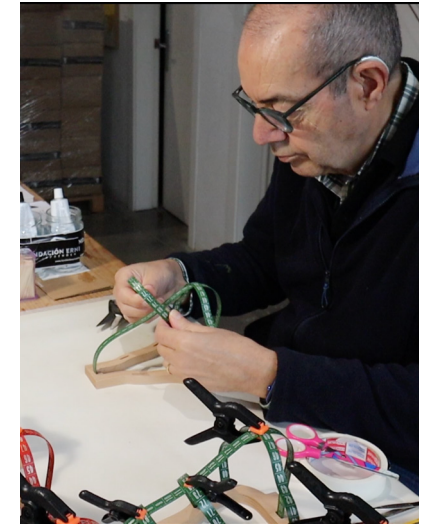
(12/2024) A Special Work for Lucta's 75th Anniversary

The Ernesto Ventós Foundation is pleased to design and produce a special work to celebrate Lucta's 75th anniversary. This piece is inspired by Nasmetric, the original work by NASEVO, which explores smell as the measure of all things.

Like the original, the work has been created using a carved wooden base, with measuring tapes of different colors arranged in the shape of a nose. Each piece has been handcrafted in the NASEVO workshop under the direction and coordination of Isidro Costa, artisan and right-hand collaborator of NASEVO during the original production period.

In total, 750 pieces were produced, distributed across 10 series of 75 units each, with variations in wood types and colors. Every Lucta employee received one of these pieces in personalized packaging, accompanied by a certificate of authenticity and a special fragrance that completes the experience of the artwork.

Through the production of this piece, the Foundation reaffirms its commitment to collaborating with its supporting companies and to continuing NASEVO's artistic legacy, allowing his creations to inspire new works and unique projects.



(12/2024) The Ernesto Ventós Foundation has the Privilege of Collaborating with the Museum of Perfume in Mexico

The Ernesto Ventós Foundation is privileged to collaborate with the Museum of Perfume in Mexico on the exhibition “Nariz de Narices,” NASEVO’s first exhibition project in Central America. Within this framework, the Foundation has loaned eleven works that capture NASEVO’s unique vision, where scent ceases to be invisible, taking on form and bursting with color.

Curated by the Museum team, the exhibition is organized into 10 stations representing different olfactory families—a central theme in the perfumer’s work, which once again invites us to learn to smell through art. Throughout the exhibition period, the Museum of Perfume in Mexico will host educational activities and workshops, giving the public the opportunity to delve into NASEVO’s creative universe and explore his distinctive way of merging art and scent.

This project is supported by Ventós, a benefactor company of the Ernesto Ventós Foundation, reaffirming the shared commitment to bringing sensory art to new horizons and awakening an olfactory perception that goes beyond the everyday.

The exhibition will be on view from December 19 to March 23, 2025, coinciding with International Fragrance Day, a perfect conclusion to this celebration of art and scent.



(12/2024) The Ernesto Ventós Foundation has the Privilege of Collaborating with the Museum of Perfume in Mexico



Didactics_Education, Workshops and Hands-On Sessions

Museums, Institutions, and Organizations

(01/2024) ‘What Does Your Christmas Smell Like?’ An Olfactory Experience for Centro Botín

This Christmas, we launched “What Does Your Christmas Smell Like?”, an olfactory experience specifically created for Centro Botín (Santander). The initiative allowed over 1,000 visitors to engage with the sense of smell as part of the center’s activity program.

Based on the exercise of olfactory memory, participants were able to design their own Christmas fragrance using an olfactory pyramid and various scent notes linked to elements of the festive season.

Scents such as nougat, moss, and cinnamon took center stage during a series of workshops, through which visitors could take home a unique olfactory memento.

With initiatives like this, the Ernesto Ventós Foundation aims to enrich the visitor experience in cultural and museum contexts, while also sparking curiosity about the sense of smell and its significance in our lives, memories, and personal experiences.



1.200
attendees

(02/2024) Olfactory Experience for the Catalan Fragile X Syndrome Association

During the month of February, the Ernesto Ventós Foundation had the pleasure of collaborating with the Catalan Fragile X Syndrome Association, offering an olfactory experimentation workshop specifically designed for children living with this condition.

During the activity, participants explored the world of smell through notes that help awaken and stimulate memory, such as mandarin, cedar, wet earth, María cookies, and coffee.

This workshop not only stimulated their sense of smell but also provided a unique playful and sensory experience, highlighting the important role the nose plays in our emotions.

Through this initiative, the Ernesto Ventós Foundation begins a series of supportive actions aimed at contributing to a more diverse range of activities for individuals and groups with special needs.



40
attendees

(12/2024) Scent and Photography Meet in Sarah Moon's Exhibition at Foto Colectania

During the month of December, the Ernesto Ventós Foundation organized a unique olfactory workshop in collaboration with Fundació Foto Colectania. The activity was designed to explore how art and scent can connect, inspiring participants to interpret artworks from a multisensory perspective.

The workshop focused on finding points of intersection between the Foto Colectania collection and the olorVISUAL collection of the Ernesto Ventós Foundation, exploring works by artists featured in both collections, such as Albarrán Cabrera, Cristina de Middel, Cristina García Rodero, and Chema Madoz. The aim was to translate the olfactory interpretations of works from one collection to the other, expanding the possibilities for understanding and perceiving the artworks.

In addition, the public was invited to interact with the work of Sarah Moon, the central figure of the exhibition Sarah Moon: Time Stands Still at Foto Colectania. In this activity, families connected olfactory proposals with the renowned artist's photographs, deepening their understanding of the relationship between visual art and olfactory perception.

Through this workshop, the Ernesto Ventós Foundation reinforces its mission of teaching people to smell through art, opening doors to new ways of understanding the world around us. Moreover, this initiative highlights the Foundation's commitment to collaboration between cultural institutions, creating joint projects that bring art closer to the public through innovative and authentic perspectives.



34
attendees

(12/2024) Exploring Memories Through Smell: Olfactory Workshop with ONCE

The Ernesto Ventós Foundation had the pleasure of offering an olfactory workshop specially designed for members of ONCE. This workshop focused on exploring olfactory memory, working with the memories and emotions that scents evoke in people with visual impairments.

Throughout the activity, participants shared their personal experiences related to different aromas, connecting with moments in their lives that might otherwise have remained hidden in memory. This sensory journey highlighted the powerful role of smell as a medium for reactivating emotions and unique narratives.

The experience proved to be particularly enriching for both the participants and the Ernesto Ventós Foundation, which remains committed to its mission of exploring the world and its perceptions through the non-visual senses. Initiatives like this demonstrate the ability of the senses to serve as vehicles for connection and enjoyment beyond visual limitations.

Through this initiative, the Foundation reinforces its commitment to collaborating with organizations that work with people with disabilities, promoting projects that embrace and value sensory diversity as a tool for collective enrichment.



12
attendees



Schools and Educational Centers

(02/2024) Nant Gregori School from Barcelona Visits Us

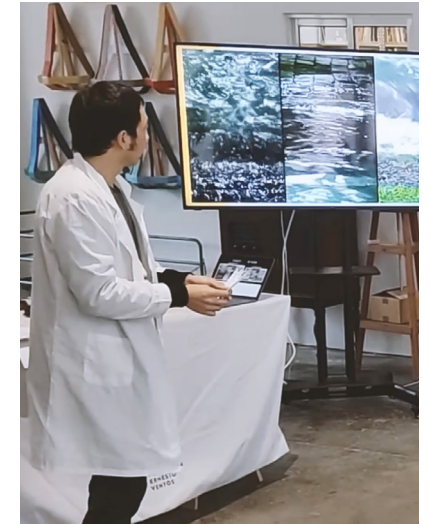
Two primary school groups from Escuela Sant Gregori visited the NASEVO space at Colonia Güell for a tour and workshop. The children discovered that art can be smelled through the workshop “A Collection of Noses,” an activity that explores the NASEVO collection through the sense of smell.

33
attendees



(02/2024) El Puig School from Esparreguera Visits Us

Two secondary school groups from El Puig School visited the Colonia Güell space. The students explored the relationship between art and smell through observation and experimentation with various works from the NASEVO collection as well as the olorVISUAL collection.



29
attendees



(10/2024) Olfactory Workshop for Centro Trama in Uruguay

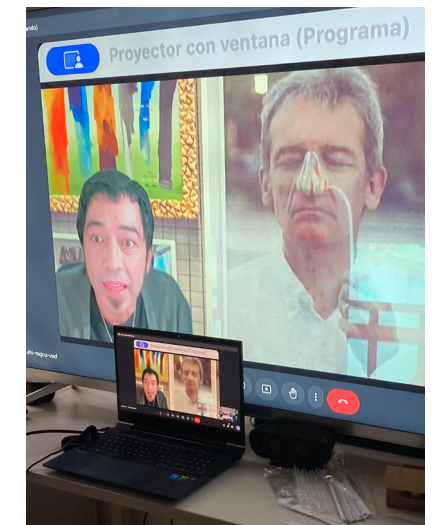
In October, the Ernesto Ventós Foundation took a further step in its educational and social mission by hosting its first virtual school workshop with an international reach. The activity was carried out with the Science Club, Espacio Trama, in Montevideo, Uruguay—a group of children aged 9 to 12 with High Abilities (giftedness) and ADHD.

To facilitate the workshop, olfactory kits containing all the necessary scents were sent in advance, allowing participants to fully engage in the experience despite the distance.

The workshop combined olfactory memory content with activities based on a collection of noses, two central elements of the Foundation's educational approach. Conducted over two 40-minute sessions, the program introduced basic concepts about smell and its connection to memory and emotions. The activity concluded with a game associating scents with works of art, fostering the participants' creativity and artistic sensitivity.

Through this initiative, the Ernesto Ventós Foundation reinforces its commitment to inclusion, educational innovation, and international outreach, demonstrating that art and scent can transcend borders.

12
attendees



Workshops for Companies

(03/2024) Workshop with Mat Woman: Exploring Olfactory and Visual Creativity

We organized a workshop for MATWOMAN designed to connect the world of scent with visual creation. During this activity, participants had the opportunity to sample carefully selected olfactory materials, representative of different scent families.

Through this sensory experience, each participant was able to design their own chromatic-olfactory palette, exploring how aromas relate to colors, emotions, and visual concepts. The activity concluded with the creation of a personalized visual composition, in which participants artistically expressed the connections they had discovered between smell and visual perception.

This workshop not only fostered creativity and experimentation but also allowed participants to explore how the senses work together to enrich our understanding of art and aesthetics.



30
attendees



(05/2024) Visit and Customized Workshop for the Beauty Cluster

During the month of May, we had the pleasure of welcoming the Beauty Cluster to our space for a guided tour and customized workshop. The activity centered on the sense of smell, with the work of NASEVO, the artistic alter ego of Ernesto Ventós Omedes, as the main focus.

During the visit, participants had the opportunity to explore the NASEVO collection and immerse themselves in the artist's creative universe, where art and scent intertwine in a unique way. The workshop allowed attendees to engage in a hands-on sensory experience, discovering how aromas can inspire artistic and emotional interpretations connected to the olfactory language developed by NASEVO.

This activity strengthened the connection between artistic creativity and the wellness and beauty sector, demonstrating the transformative power of smell as a source of inspiration and knowledge.



10
attendees



Olfactory Consulting

With the aim of continuing to explore the potential of smell across different fields, the Ernesto Ventós Foundation is expanding its olfactory consulting services for institutions, museums, and companies. This service adds unique value and identity to a wide range of projects, from experiential proposals to artistic and cultural initiatives.

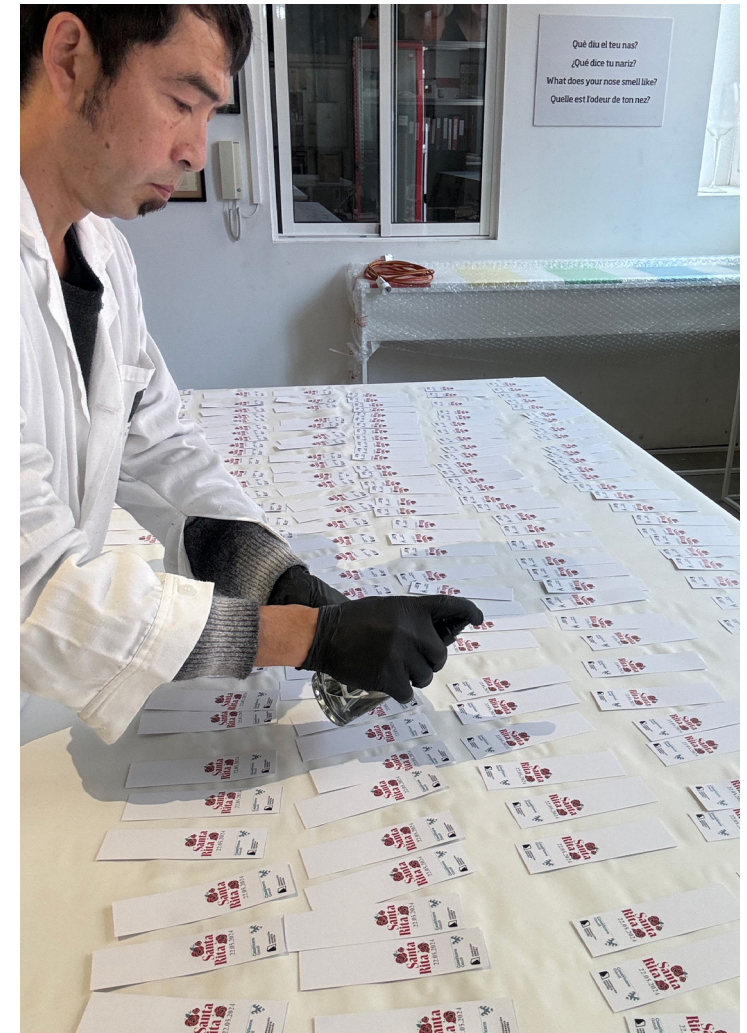
For the Foundation, this development goes beyond a simple expansion—it is the essence of our purpose. Keeping Ernesto Ventós' legacy alive means continuing to interpret the world through smell, as he did. His sensitivity and expertise in aromas inspire us to continue creating deep connections between people, memory, and emotion, making scent a universal language that transforms the way we experience art and culture.

(05/2024) Scent of Rose at Casa Vicens

The Santa Rita celebration at Casa Vicens is a special occasion that combines history, art, and tradition in one of Barcelona's most iconic settings. Every May 22, Casa Vicens, Antoni Gaudí's first masterpiece, is adorned to honor Saint Rita, the patron saint of impossible causes.

This year, the Ernesto Ventós Foundation participated in the festivities by adding the scent of roses through scented bookmarks infused with the fragrance that Ernesto Ventós created for the house's garden. Through this initiative, the Foundation celebrates its longstanding connection with this cultural landmark.

Visitors can enjoy a day full of cultural activities, including guided tours, workshops, and special events that highlight the significance of the celebration. The festivities offer not only an immersion into local devotion and customs but also a unique opportunity to explore the architectural beauty and distinctive details of Casa Vicens, all within a festive and welcoming atmosphere.



(07/2024) Oh!pera. Newly Created Micro-Operas

Whenever we collaborate with an institution, we aim to do so from the perspective of scent. On this occasion, we had the opportunity to collaborate, as part of the Grec Festival of Barcelona, with the Liceu and its Òh!pera project, specifically by providing the fragrance for one of the pieces selected for the 2024 season.

For those who are not yet familiar with Òh!pera, the project was launched three seasons ago thanks to the collaboration between the Gran Teatre del Liceu and the Barcelona City Council, through the Disseny Hub. Its purpose is to open the world of opera to young creators from diverse artistic fields: composers, librettists, stage directors, singers, musicians, lighting designers, and design school students.

The project materializes in the creation of three contemporary operas, each 30 minutes long, performed in a single evening across three unusual spaces within the Gran Teatre del Liceu.

For this year's season, three pieces were selected:

- Eliza: Presents a woman who discovers that her partner is an artificial intelligence capable of controlling her thoughts.
- Blue as an Orange: Tells the story of Sergei Krikalev, the astronaut who spent 311 days trapped aboard the Mir space station while the Soviet Union was collapsing.
- Contradir la nit: Follows a dazzling journey of two lovers through underground and edgy Barcelona, revealing the city's true identity.



(07/2024) Oh!pera. Newly Created Micro-Operas

It is in this last piece, *Contradir la Nit*, that the Ernesto Ventós Foundation has been able to contribute that distinctive touch we so enjoy, by proposing a fragrance for the micro-opera. The chosen scent for the work is called **BARRIS DE BARCELONA**, and it fits perfectly both with the staging of the micro-opera and its narrative, as the perfume is a blend of the various smells and essences of Barcelona that emerge throughout the performance.

As always, we are passionate about collaborating with major institutions, especially local ones, and even more so when the projects are linked to artistic disciplines. On this occasion, our commitment has deepened, driven by the idea of contributing to a better future for opera—one that embraces a new generation of professionals from diverse fields, explores new aesthetics for contemporary operatic works, and seeks to attract audiences eager to discover aesthetic universes full of promise.



(08/2024) What Does the Copa América Smell Like?

The 37th America's Cup has arrived in Barcelona, bringing with it a one-of-a-kind experience. From August to October, the America's Cup Experience is offering a series of unique immersive activities, and at the Ernesto Ventós Foundation, we have sought to add our signature olfactory touch to ensure that these experiences are fully sensory.

On this occasion, we immersed ourselves in the excitement of one of the oldest competitions in the world: the "F1 of the seas." At the heart of Port Vell is the first official exhibition of the 37th America's Cup Barcelona. Cutting-edge technology, multimedia rooms, and a series of immersive experiences allow visitors to experience the competition in an entirely new way.

In this setting, the Ernesto Ventós Foundation wanted to add its distinctive touch with the fragrance MAR. Created by our founder Ernesto Ventós, MAR lives up to its name: its scent transports us directly onto a boat, sailing across the Mediterranean at full speed, feeling freedom while our noses are filled with marine notes.

Among all the activities, a highlight is the world premiere of "One Hell of a Battle", a film that tells the story of sailing, a thrilling, beautiful, and ancient sport. It delves into the history of the sport, its teams, and some of the secrets that make these boats soar above the water. Diffusers strategically placed in the simulator and screening rooms ensure that the scent of MAR is present in every corner, providing a complete and unique sensory experience.



(11/2024) What Does Jules Verne's Universe Smell Like?

Journey to the Center of the Earth, 20,000 Leagues Under the Sea, Around the World in 80 Days, Michel Strogoff, Five Weeks in a Balloon... These are titles that undoubtedly form part of the collective imagination of many generations.

Now, Ideal, the Digital Arts Center of Barcelona, invites visitors to rediscover these works through an immersive experience that combines a surround room, 360° virtual reality, the metaverse, and interactive activities.

In addition to offering the latest in virtual reality technology, Ideal has chosen to be a pioneer by integrating the sense of smell into this experience. In collaboration with the Ernesto Ventós Foundation, five key spaces have been scented, making this immersive experience a unique event and the first to include an olfactory component.

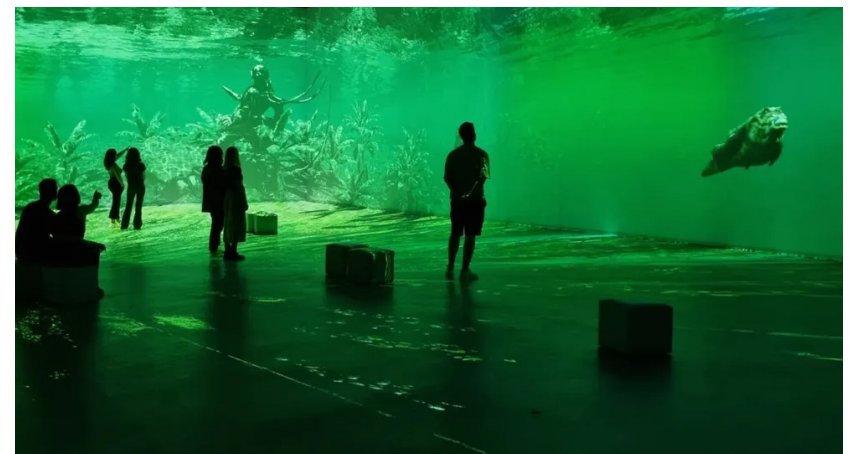
The selected fragrances are:

For Rooms 1 and 2: SICILIAN FLAME → Highlights a citrus lemon note accompanied by cedar, with an ambered moss base.

For Room 5: MASALA → A combination of spicy notes with cinnamon, nutmeg, and orange, complemented by a white floral heart.

For the Metaverse Room: BYRON BAY → Features marine and citrus notes with green undertones.

For the Shop: CEREZO DE ASIA → A floral and fruity blend, highlighting melon and plum with green accents, a white floral heart (lily of the valley), and finally violet with a woody base.



(11/2024) The Ernesto Ventós Foundation Collaborates on 'Amazonias: The Ancestral Future' at CCCB

The Ernesto Ventós Foundation is honored to collaborate on the project "Amazonias: The Ancestral Future" at the Centre de Cultura Contemporània de Barcelona (CCCB), contributing an olfactory installation that complements the exhibition curated by Claudi Carreras.

This exhibition invites visitors to immerse themselves in the immense natural and cultural richness of the Amazon, exploring its territories, cities, and indigenous communities. Through art and critical thought, the exhibition highlights the beauty and complexity of the region, emphasizing its crucial relevance for ecological balance and the sustainable future of the planet.

Thanks to collaborative work with the curators and the region's inhabitants, the Ernesto Ventós Foundation has created an installation composed of four fragrances, along with a fifth diffused in the space. Through these scents, the Foundation seeks to add a sensory layer that allows visitors to connect more deeply and immersively with the Amazonian environment: the richness and depth of the rainforest, the aridity and uncertainty of deforestation, the vitality and transformation of urban spaces, the social and ritual significance of the maloca, and the symbolic weight of dreams in Amazonian society.



(11/2024) The Ernesto Ventós Foundation Collaborates on 'Amazonias: The Ancestral Future' at CCCB

Through this intervention, the Ernesto Ventós Foundation reaffirms scent as a fundamental element for understanding and defining the identity of a culture, society, and territory. Through this sensory experience, the Foundation highlights how the sense of smell, often underestimated, plays a key role in emotional connection with places and in shaping a region's collective memory. The exhibition "Amazonias: The Ancestral Future" was on view from November 13, 2024, to May 4, 2025, at the Centre de Cultura Contemporània de Barcelona (CCCB).



Other News

Isidro Costa, Craftsman from the NASEVO Workshop, Retires After a Long Career with the Foundation

December marked the retirement of Isidro Costa, the craftsman who, over the past year, carried out maintenance, conservation, and oversight of the NASEVO collection with dedication and commitment. During this time, he also completed specific projects for organizations and companies such as Lluch Essence, Beauty Cluster, and Lucta, one of our sponsoring entities.

Among his most notable contributions was the creation of a commemorative work for Lucta's 75th anniversary, consisting of 750 pieces inspired by the Nasmétric series, all infused with the creative universe of Ernesto Ventós.

Isidro first met our founder in 2002, when Ernesto invited him to collaborate on several artistic projects. He witnessed firsthand the birth of the artist NASEVO and quickly became an indispensable collaborator in bringing many of his works to life. Initially, he balanced this role with his work as a model maker at Catalunya en Miniatura; later, his dedication to the workshop became full-time and uninterrupted.

Over 18 years of collaboration, a bond of exceptional understanding and complicity developed between them. Perhaps the connection was strengthened by their shared hearing impairment, which fostered a more intuitive and profound form of communication. Ernesto Ventós found in Isidro someone who could precisely understand his ideas, capture the essence of his creations, and shape them with fidelity and sensitivity.

Isidro recalls with particular fondness Ernesto's tireless energy in the workshop: moving from one side to the other, explaining ideas, drawing sketches and diagrams that would later become artistic projects. Then came the discussions on how to execute them: the most suitable materials, techniques, finishes... a shared creative process that resulted in countless works, in which a nose—or several—would always appear in one form or another.

From the Ernesto Ventós Foundation, we express our deepest gratitude for Isidro Costa's career, professionalism, and dedication over all these years. His work has been, and will continue to be, a fundamental part of the material and human legacy of the NASEVO universe.

Isidro Costa, Craftsman from the NASEVO Workshop, Retires After a Long Career with the Foundation





Colonia Güell

Calle del Tint Vell (D), núm. 29
08690 Santa Coloma de Cervelló
Barcelona

Office

Calle Gósol, 14 – bajos
T. 932 805 467
08017 Barcelona

fev@fundacionernestoventos.org

fundacionernestoventos.com