

---

# Annual Summary — Activities and Projects 2025

---



---

# Table of Contents

---

---

Vision, Mission, and Values  
Art and Exhibitions  
Workshops and Educational  
Activities  
Olfactory Consulting  
Conferences and Events

---

---

# Vision, Mission and Values

---



---

## **Vision**

Like Ernesto Ventós, we believe 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, teaching them to explore it, awaken their curiosity, and enrich their experience of art.

---

## **Values**

Creativity, Curiosity, Sensory Awareness, Generosity, Educational Spirit, Passion, and Authenticity

---

# Art and Exhibitions

El limón es un rico juguetón que define las fiestas castizas de Madrid, es mucho más que un simple sabor. En agosto, la limonada refresca el bullicio de los barrios madrileños, mientras que, en los festejos de San Isidro, su esencia se mezcla con la tradición de las rosquillas caseras entre chulapos y el meneo de los volantes. Este aroma tan familiar, que antaño viajaba desde tierras musulmanas, impregnaba los perfumes y ungüentos preferidos por los madrileños, tanto mujeres como hombres, dejando en la ciudad una fragancia que se fundía con el alma de su gente.

Ácido y punzante, el limón es una nota de salda que siempre nos aporta una explosión de frescura que despierta nuestra nariz, así como el resto de nuestros sentidos. Su naturaleza, chispeante y efervescente, nos irradia una sensación de energía y vitalidad, a la vez que nos sugiere la idea de ligereza y movimiento. Asociado generalmente con el color amarillo, también se relaciona con tonalidades frías o intensamente vibrantes, así como con pinceladas o composiciones visuales cargadas de dinamismo y fuerza.

En la colección olorVISUAL, el limón se manifiesta con el mismo carácter que su homólogo olfativo. Ernesto Ventós percibió su intensidad en los colores vivos de la pintura de Yturralde, así como en el dinamismo de la abstracción geométrica de Palazuelo. También en las intersecciones punzantes de Leskinen, la expresividad del retrato de Cahn y el humor ácido de las narrativas visuales de Lafont.

Lemon, the playful citrus fruit omnipresent in Madrid's traditional festivals, is much more than a mere flavor. In August, lemonade refreshes the bustling neighborhoods of Madrid, and during the festival of San Isidro, its essence melds with the custom of homemade doughnuts, traditional costumes and dancing ruffles. This familiar aroma, which made its way here from Muslim lands, permeated the perfumes and ointments favored by the Madrileños, men and women, leaving the city in a fragrance that merged with the soul of its people.

Sharp and acidic, lemon is a top note that brings a burst of freshness and awakens our nose—and the rest of our senses. Its sparkling and effervescent nature radiates a feeling of energy and vitality, while simultaneously suggesting the idea of lightness and movement. Generally associated with the color yellow, it is also connected with cool or intensely vibrant tones as well as with brushstrokes or visual compositions charged with strength and energy.

In the collection olorVISUAL, lemon manifests itself with the same character as its olfactory counterpart. Ernesto Ventós perceived its intensity in both the vibrant colors of Yturralde's paintings and the dynamism of Palazuelo's geometric abstraction. He likewise perceived it in Leskinen's sharp intersections, the expressiveness of Cahn's portrait, and the acidic humor of Lafont's visual narratives.

CARLOS JOSÉ GILJA  
The Faculty of Pasado Suave (1962)



ERNESTO VENTÓS  
Limon (2018)



ERNESTO VENTÓS  
Limon (2018)



---

## Museo del Perfume de México

(México)

Nariz de narices //

Exhibition NASEVO

19/12/2024 – 27/04/2025

Attendes: 28.732



---

## Biennial Helsinki – HAM (Helsinki)

Invasive Scent de Raimo Saarinen

(Finlandia) // Support for

Production

08/06/2025 – 21/09/2025

Attendes: 568.000



---

## Barcelona Perfumery Congress – Beauty Cluster (Barcelona)

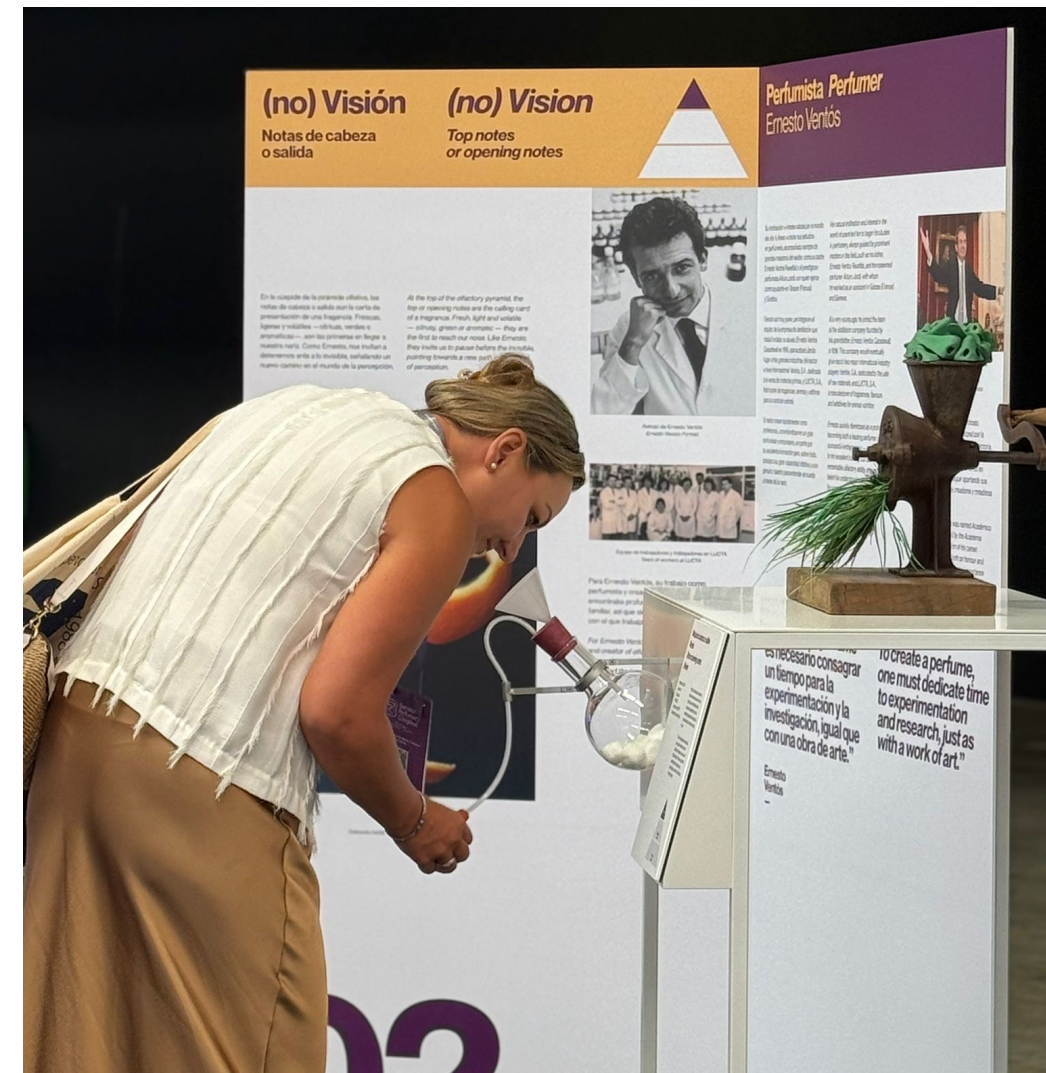
*Quiero olor. El legado de Ernesto Ventós* //

Exposición homenaje

a Ernesto Ventós

18-19/06/2025

Attendes: +2.000



---

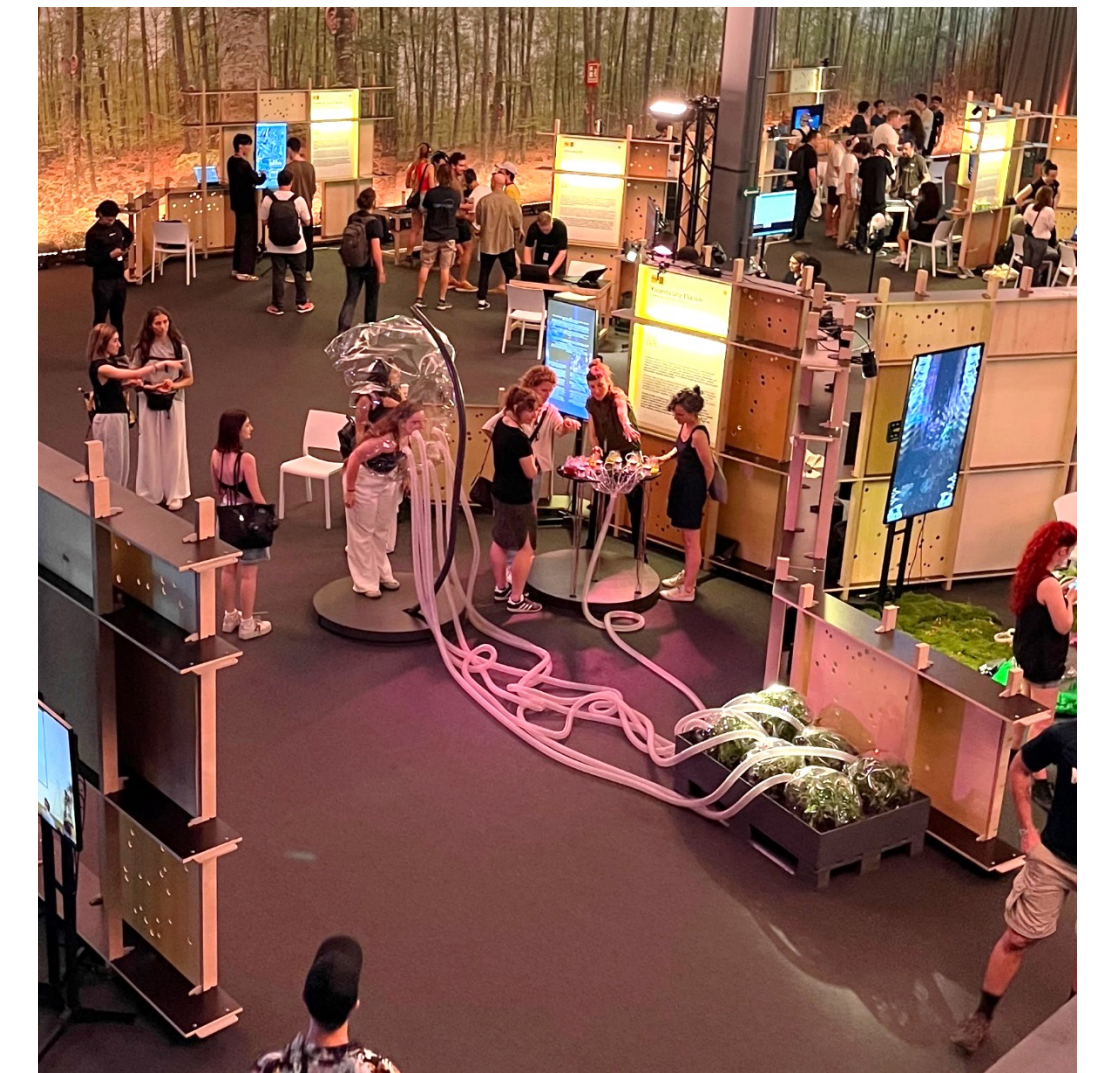
## Sónar +D - New Art Foundation (Barcelona)

Chemical Calls of Care de Yolanda Uriz (España) //

Support for Production

12-14/06/2025

Attendes: +20.000



---

**La Nueva Fábrica – New Roots  
Foundation** (Guatemala)

*La dimensión sensorial sagrada  
de los olores* de Karola Braga (Brasil)

// Support for Production

25-28/09/2025

Attendes: (Pendiente)



---

**Veranos de la Villa – Academia  
del perfume** (Madrid)

*En el compás del Verano.*

*Percepciones olfativas de la Villa  
de Madrid* // Exhibition Colección  
olorVisual y NASEVO

10/06/2025 – 03/08/2025

Attendes: +4.200



---

**Fundació Joan Brossa**  
(Barcelona)

*Confeti Poètic* // Exposición  
colección olorVisual

1-19/10/2025

Attendes: 473



---

**Centre de Cultura Contemporània  
de Barcelona** (Barcelona)

*Rodoreda, un bosc*

05/12/2025 – 25/05/2026

Visitantes: (*Datos disponibles  
en 2026*)



---

## Upcoming or Ongoing Exhibition Projects

---

---

Institut Químic de Sarrià – NASEVO Exhibition

Fundación Caja Burgos (Burgos) – olorVISUAL  
Collection Exhibition

Museo del Perfume de México (Mexico City) –  
olorVISUAL Collection Exhibition

Museo Esteban Vicente (Segovia) – olorVISUAL  
Collection Exhibition

La Nueva Fábrica – New Roots Foundation  
(Guatemala – United States) – Exhibition

---

---

# Workshops and Educational Activities

---

---

## Schools

---

Attendes: 490

---

---

## Foundations

---

### Fundación “la Caixa”

1. *El árbol de los sueños*

Attendes: 24

2. *Gent Gran*

Attendes: 24

### Casal del Raval

1. Centro BCN

Attendes: 20

2. Centro Salt

Attendes: 25

### Fundació Pere Claver

Attendes: 6

### Fundació Tallers

Attendes: 30

### Fundació Nen Déu

Attendes: 14

---

## Other Institutions

---

### Centre Cultural La Volta

Attendes: 50

### Hospital Sant Joan de Déu Salut Mental (Torrent d'art)

Attendes: 27

### Hospital Infantil

Attendes: 20

### ONCE

1. ONCE - CRE

Attendes: 60

2. ONCE – Gente mayor

Attendes: 23

3. ONCE – Mandos intermedios

Attendes: 14

### Le Spot

Attendes: 14

### UNED

Attendes: 16

---

**All attendes  
Workshops:  
2025 = 872**

---

**Reservations 2026 =  
595**

---

# Olfactory Consulting

# Olfactory Consulting

Projects for Institutions, Museums, and Companies

## CaixaBank

Corporate Scent for Headquarters in Diagonal (Barcelona) as Part of the 'Tree of Dreams' Project



## Casa Batlló

Scented Candles for Marina Porté's Project (Sant Jordi)



## CCCB

Olfactory Installation as Part of the Exhibition 'Amazonias: The Ancestral Future'. Main project at CCCB (Barcelona) and traveling to San Telmo Museoa (San Sebastián)



## CUPRA

Development of Corporate Scent and Installation at CUPRA Garage



# Olfactory Consulting

Projects for Institutions, Museums, and Companies

## DHUB

Olfactory Proposal for an Accessibility Resource in the Exhibition 'Matter Matters: Designing with the World'

# MATTER MATTERS

Dissenyar amb el món

## Diputació de Barcelona

Olfactory Proposal for Three Works in the Traveling Exhibition 'I, de sobte, l'atzar'



## Festival Peralada

Olfactory Proposal for Hort/Garden, the Latest Opera at the Peralada Festival



## MACBA

Olfactory Proposal for the Micro-Opera AURA at MACBA, as Part of the Today's Micro-Operas Program



# Olfactory Consulting

Projects for Institutions, Museums, and Companies

## Gran Teatre del Liceu

Olfactory Proposal for Festa Criolla  
by Jordi Savall and Santi Moix



## Veranos de la Villa

Olfactory Route Through Various Tourist  
and Cultural Sites in the City of Madrid



## Museu del Cau Ferrat

Olfactory Proposal of Eight Scents for the  
Museographic Tour of the Facility



# Olfactory Consulting

Projects for Institutions, Museums, and Companies

## Academia del Perfume

Webinar 'Ernesto Ventós, Artist of Scents' – Tribute to Ernesto Ventós as Honorary Member, Sillón Césped



## Aktiva Design

Training Workshop on Scent and Fragrances for a Fine Fragrance Packaging Company



## Casa Vicens

Training of Guides for the Olfactory Proposal (Permanent Offering) Across Different Spaces of the Facility



## Fundación ARS

Roundtable on Accessibility and Installation of an Olfactory Station for Attendees



## Institut Químic de Sarrià

Training (classes) in the IQS study program and specialized masterclass for the Master in Cosmetics and Perfumery of the Beauty Cluster



---

# Conferences and Events

---

De la pasión  
por el arte a una  
misión social:  
una fundación  
con todos  
los sentidos

Guadalupe Ventós Soler  
Directora  
Fundación Ernesto Ventós

---

## Event: 'Anosmia. Esencias y Ausencias'

---

27/02/2025

---

Attendees: 107

---

---

A day dedicated to exploring the relationship between science, art and smell, as well as raising awareness of anosmia and educating the public about this condition.

Participants:

Ms. Silvia Anguera (Spanish Association of Anosmia)

Dr. López Mascaraque (Research Scientist at the Spanish National Research Council (CSIC) and leader of a research group at the Cajal Institute in Madrid that studies brain development)

Dr. Andrés Clarós Blanch (MD, University of Barcelona. Specialist in Otolaryngology, Faculty of Medicine, University of Barcelona)

Marina Barcenillas (Independent Perfumer)

Jordi Roca (Pastry Chef at El Celler de Can Roca restaurant)

Gregorio Sola Vela (Lifestyle Brands Perfumer at Puig)

Dr. Cecilia Bembibre (University College London)

Vicenç Altaió (Poet, essayist, and idea broker).

---

# Thank you!



## Recinte Industrial Colònia Güell

Carrer del Tint Vell (D), 29  
08690  
Santa Coloma de Cervelló  
Barcelona

## Oficina

Carrer Gósol, 14 (bajos)  
08017 Barcelona  
T. (+34) 932 805 467