



**«Scent Festival»
17-22 October 2017
Wildegge Castle**

Fragrances, perfumes and essences will be the focus of attention at Wildegge Castle from 17-22 October. For the first time in Switzerland, five national and international «noses» and three creative teams will create new fragrance compositions for 15 rooms ranging from the attic down to deep in the cellar for the «Scent Festival», where the public will be able to embark on a pleasurable journey through the castle and be transported into a new world. The six-day «Scent Festival» also offers a varied and comprehensive accompanying programme.



Fragrances and perfumes have been part of people's lives for thousands of years. In ancient times, people experimented eagerly with aromatic woods, grasses, herbs and flowers. Is there anyone who doesn't know the story of Cleopatra, who allegedly knew how to use components of perfume to bewitch not only men but also the wind? Back then, perfume had a spiritual and mystic meaning. Perfume was first elevated from an everyday tool to a status symbol for the wealthy in Rome.

The ingredients are the history of the castle, the present and the future

For over a year, the SCENT association has tasked five «noses» and three creative teams with presenting the historic rooms in an innovative, olfactory way. From the entrance hall to the magnificent salon, an unimagined wealth of fragrances and perfumes unfolds, created by national and international perfumers and aromalogists for this event. The public can embark on a fascinating journey through the world of fragrances.

The names of the «noses» involved, who have created the perfumes exclusively for Wildegge Castle read like a «Who's Who» of the perfume world: Laurence Fanuel has staged fragrances at Grasse cathedral, Christophe Laudamiel has worked for Ralph Lauren and Tom Ford, Jean-Claude Richard



founded the perfume shop Farfalla, Ralf Schwieger has already created fragrances for Hermès, and Andreas Wilhelm is responsible for the taste of the popular Yotea.

In addition to these five individual professionals, three creative teams from the Mibelle Group have examined various locations in the castle and created fragrances. They went in search of the «castle's essence» on the attic level and brought the stables and corridor in the cellar back to life with fragrance inspirations. Laurence Fanuel traced the castle's female inhabitants all the way into the maid's room, while Christophe Laudamiel took inspiration from the salon and the ceremonial hall. For Jean-Claude Richard, the return home to the castle was a key topic, and Ralf Schwieger dreams of old books in the library and of eternal spring in the garden pavilion. And finally, Andreas Wilhelm accompanies the visitor with a concluding bouquet through the small tower back into the real world.

Festival programme

The event centres around the fragrant journey through Wildegg Castle which will enchant visitors and transport them to a different world. But the six-day «Scent Festival» also features a varied and comprehensive programme. Visitors can create their own perfume with Bibi Bigler, make their personal soap, take an enjoyable guided tour with the perfumers and historians or listen to an interesting talk on the economic, creative and artistic aspects of the perfume industry. Special tours will be available for school classes, and special programmes will be arranged for children. The museum shop and a bar round out the offering.

Information on the «Scent Festival» is available at www.scent-festival.ch and www.schlosswildegg.ch. Tickets can be purchased at www.ticketino.ch or by calling 0900 441 441. Pictures are available at www.scent-festival.ch/medien or upon request.

Scent Festival 17-22 October 2017 (première)

WILDEGG CASTLE
Effingerweg 5, 5103 Wildegg

OPENING HOURS
10 a.m. - 5 p.m.: All rooms open; 5-8 p.m. Rooms with fragrance stations open

ADVANCE SALES
Admission tickets, guided tours, workshops, talks
www.ticketino.com, 0900 441 441 (CHF 1.00/min.)
A limited number of admission tickets and tickets for guided tours are available at the ticket office.

ADMISSION & ADVANCE SALES & RESERVATIONS
Adults: CHF 19; Children and students: CHF 9.50; Groups: CHF 14.



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The «Scent Festival» is a cooperation between the SCENT association and MUSEUM AARGAU.



MUSEUM AARGAU
Geschichte am Schauplatz erleben