

Wallis Annenberg Center for the Performing Arts

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THE WALLIS PRESENTS "TIMELESS SCENTS: 1370-2013" EXHIBITION CHRONICLES FRAGRANCES THROUGH THE AGES

Companion Exhibit to *Parfumerie* Open to Patrons and the Public

December 4, 2013, Beverly Hills – "Timeless Scents: 1370-2013," a history of iconic fragrances through the ages will be the first public exhibition held at the Wallis Annenberg Center for the Performing Arts (The Wallis). Chronicling the evolution of scents throughout time, the interactive exhibit will be on view in the Lovelace Studio Theater beginning Wednesday, December 4th and throughout the engagement of *Parfumerie*, the first theatrical production at the newly opened center, which runs through December 22, in the Bram Goldsmith Theater.

Curated for The Wallis by Chandler Burr, curator of olfactory art at the Museum of Arts and Design in New York and former New York Times perfume critic, the exhibit will afford guests an opportunity to explore the intricate world of fragrances from their earliest recorded history through today's celebrated scents, what goes in to the creation of a timeless scent and great works of olfactory art from Aromatics Elixir, Drakkar Noir and Aramis to Prada Amber and La Vie Est Belle.

"It was a terrific opportunity to curate some of the most fascinating and aesthetically important works of olfactory art for The Wallis," said Chandler Burr. "The role of The Wallis in bringing the performing arts is of course extraordinarily important, and they are playing an equally important role in being a part of placing scent as a major artistic medium in the mainstream of art history."

"Timeless Scents" is the ideal companion piece to *Parfumerie*, a romantic comedy set during Christmastime in 1937 Budapest. The play centers on a romance that unfolds through love letters, a perfect homage to the historic Beverly Hills Post Office, between two bickering employees at an upscale fragrance boutique. The two have been building an anonymous romantic relationship through letters to each other for two years. A popular play in Europe, it is rarely seen in the United States. Its charming plot was been adapted to film several times including *The Shop Around the Corner*, *In the Good Old Summertime* and *You've Got Mail* and, on Broadway, as the musical, *She Loves Me*.

"This exhibition represents one of our primary goals at The Wallis," said Executive Director, Lou Moore, "We are eager to engage our audiences on many levels. Whenever possible, create exhibits, artistic demonstrations or workshops that reflect elements of our productions. In doing so, we allow audiences to broaden their enjoyment and knowledge, beyond what they see on our stage."

"Timeless Scents" is free to the public; December 4 through December 22; Tuesdays – Saturdays, 12:00 p.m. – 8:00 p.m.; Sundays, 12:00 p.m. – 7:00 p.m.; closed Mondays. For patrons attending a

performance of *Parfumerie*, the exhibit will remain open for 30 minutes following the conclusion of the performance.

Tickets for *Parfumerie* (\$49.00 - \$129.00) are available in person at The Wallis Box Office (9390 N. Santa Monica Blvd., Beverly Hills CA 90210;) by phone at (310)746-4000 or online at www.thewallis.org.

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