

Vacationing Down Under

A RHYMED ESSAY

TEXT & PHOTO
ALFRED DE ZAYAS, UN SOCIETY OF WRITERS

An urge of old nomadic restlessness
induces temporary homelessness.
An animus to disconnect by choice
allows a reconnect with primal joys.
Adventuring in endless roads of dust,
accustomed to the laws of getting lost,
we boost our confidence to find the way
at least before the end of any holiday.
The yellow road signs often make us smile,
recurrent wildlife crossings
in Australian style.

Clear hiking panels give the history of sites,
the rules of camping setting forth
the outback's rights.

The coastal winds and surf roar on the shore,
while inland bakes the sun, as eagles soar.
The waterfalls bring welcome cool to woods,
while aviary concerts liven up our moods.

We love high mountains, rugged cliffs,
majestic trees,
exotic flowers swaying in the breeze,
mysterious billabongs, secluded creeks,
white ibis, kookaburras, black swans
with red beaks.

Grey and brown koalas grunt in eucalyptus.
Down in streams and lakes swim
skilful platypus.

Red kangaroos with joeys hop about,
black wallabies and wombats don't come out.

On balmy nights sea turtles
come ashore to nest,

they struggle up the tempered sand
and have no rest,

until in trance they lay a hundred eggs,
year after year.

The mystic task achieved, they turn
to sea and disappear.

Green turtles, loggerheads and flatbacks
hatch at dawn

in Queensland's golden beaches.

Instinct drives them on
to seek the light in the horizon, head to sea,
escaping crabs and seagulls in a run to be.

The natives called this weathered
land their home,

a habitat to hunt, to fish and roam.

Here lived and loved for sixty
thousand years a heart

that pulsates still in music, dance and art.

Rock paintings, etchings
feature lizards, crocodiles,

anatomies of rainbow snakes, whose wiles
created hills and billabongs.

Bark paintings dream
of barramundis, boomerangs
and birds that teem.

Aborigines know nature still and seasons,
live according to ancestral reasons.

We can learn from them the harmony
of cosmic forces and the will to be.

They managed fire, vast forests
and the desert sand,

until white settlers came in ships
to claim the land.

The settlers brought the cows,
the rabbits and the sheep.

They opened mines, built roads,
raised buildings steep.

As awesome as the fauna in the parks,
art galleries and orchestras deserve high marks.

The sails of Sydney's Opera take us in flight.
Killara's Seidler house breathes art and light.

There's music too in chequered cultivated fields,

There's drama in plantation
and in harvest yields,

There's pride in macadamia,
ginger beer, superior wine,

There's joy in living, mate. "No worries"
Life is fine!

Ephemeral as dappled butterflies,
invigorating as the radiant skies,
vacations mean discovery and learning,
shifting gears and reassessing,
dreaming, yearning.

Ethereal as a passing cloud,
ephemeral as silence in a crowd,

vacations hover timelessly,
and soon - too soon - recede in memory.



A Perfumed Art Talk with the Founder

AN INTERVIEW WITH MRS. GOAR SEKHIAN SANFILIPPO, FOUNDER,
CURATOR, AND CEO OF PERFUME ART CREATION GALLERIES

TEXT
NORA PAPP, CONTEMPORARY VISUAL
ARTIST AND BLOGGER



"Purity" by JIRO, at Perfume Art Creation Venezia.
Perfumed painting, acrylic on fabrics, 100 x 70 x 3 cm.
© Perfume Art Creation, Zollikerberg, Paris, Venezia.

Thank you for the warm welcome! It's a privilege to share this space with you for this conversation.

The genesis of melding art with fragrance was birthed within the confines of my professional sphere. It's essential to note that both art and fragrances have been intertwined with my existence since childhood. Yet, my career trajectory for two decades was anchored in international trade, a field seemingly distant from these passions. The epiphany to fuse visual and olfactory pleasures arose from the strains of an unfulfilling work environment. This longing for aesthetic and aromatic stimulation became my muse. I envisioned an art piece on the barren wall beside me and a fragrance that could transport me from the drab confines of the trading floor. This wasn't just a fleeting daydream; my deep-rooted appreciation for art and scent fueled this aspiration.

How should we imagine the encounter with a perfume-combined work?

The creation of perfume-infused artworks is deeply personal and tailored, with my role being more of a conduit than a direct influencer. My background in art and olfactory senses serves as a foundation, yet it's the immersive study of an artist's portfolio that truly sparks my creativity. Every brushstroke, colour palette, and technique of the artist acts as a catalyst, igniting my visual and olfactory imagination. This process is collaborative at its core. As I delve into the nuances of an artist's work, the interplay of visuals and scents begins to take shape in my mind, forming the initial concept of a collection. It's a dialogue of inspiration, where my insights and the artist's vision converge to conceptualize a collection that is not just seen but experienced through scent.

And what kind of perfume is it?

Viewers are invited to not only connect with the visual aspect of the art but to also infuse it with a more intimate, personal layer by selecting a scent. This could be their own signature perfume or a fragrance that holds significance to someone dear to them. This integration allows for a unique synthesis where the chosen artwork is not just visually captivating but also intimately connected to the viewer's or their loved one's olfactory identity, enriching the overall experience and creating a deeply personal connection with the art.

How do you position yourself as a collaborator and gallery owner in the artistic work presented?

Building on what I shared earlier, the culmination of our collaborative efforts—the artist's work—emerges as a manifestation of our shared vision and inspiration. This creative synergy often results in a collection that is akin to a “newborn,” crafted with care, passion, and a deep-seated connection between all involved. As the relationship between the gallery owner and the artist evolves through this process, it transcends traditional professional boundaries. It blossoms into a creative friendship, where mutual respect, understanding, and shared aspirations form the cornerstone. This unique bond not only enriches the art but also adds a layer of depth and intimacy to the collection, making each piece a testament to the collaborative spirit and the profound connections formed along the journey.

What messages are you trying to communicate with your curatorial work? What differentiates your approach?

My curatorial vision is rooted in a belief passed on by my father: “Art is noble. You can learn many things, but art must be in your blood.” This conviction has guided my work since I began organizing exhibitions in 2017.

In 2018, I founded Perfume Art Creation, a project dedicated to perfumed art that places olfaction at the heart of the visual experience. Based in Zollikerberg, near Zurich, the gallery adopts an intimate, human-scale approach deeply connected to local nature and history. By integrating scent into exhibitions, artworks are experienced multi-sensorial, allowing artists' practices to unfold beyond sight alone. What distinguishes my approach is a sustained commitment to expanding perception in contexts where olfactory art remains rare. A recent collaboration with the Ortsmuseum Zollikon, combining historical maps with scents from local flora, marked an important step in anchoring perfumed art within a cultural and historical narrative.

How do you select the artists and what is really important to you in terms of an artist's approach?

As I've touched upon previously, the creative process we engage in significantly transforms the dynamics between the gallerist and the artist, often leading to a deep-seated friendship. Such a bond is predicated on unwavering trust, forming the foundation for a lasting relationship. In the realm where galleries and artists intersect, while talent undeniably plays a critical role, the core human values of respect, loyalty, honesty, and creativity hold paramount importance. I approach

all my professional relationships with sincerity, transparency, and a forthright attitude. It is essential for these fundamental values to be reciprocated and upheld. Should there be any deviation from these principles, our paths diverge swiftly and decisively.

Since you founded the concept in Zurich in 2020, you have already opened new galleries in Venice and Paris. Can you share with us some experiences of how the collaboration with the artists' works? Are there specific things that work very well and those that don't?

Every locale brings its own unique flavour to the art scene, and for us, Venice holds a special place. My husband and I were merely 21 when we first visited Venice and found ourselves captivated by the majestic Scuola Grande di San Rocco. The profound spirit and philosophy of this place inspired a heartfelt vow between us: to one day emulate the Venetian middle-class families' tradition of nurturing young talent in the arts. Fulfilling this aspiration, we inaugurated our first international gallery in Venice in April 2022.

A year later, a serendipitous opportunity emerged: the possibility of acquiring a gallery space in Paris—a city where art is not merely practiced, but lived as tradition, conviction, and spirit. Located in the Village Suisse at 78 Avenue de Suffren, just steps from emblematic landmarks such as the Eiffel Tower, the site carries a powerful cultural resonance. Establishing a presence in such a prestigious setting once felt far beyond our reach.

What is your focus with curating an exhibition?

Our galleries in Zürich, Venice, and Paris are abuzz with activity, hosting new exhibitions bi-monthly. Each collection is personally curated by me, a responsibility I cherish deeply. It's a privilege to intersect paths with such incredibly talented and creative artists, which in turn, enriches my own creative journey immeasurably.

Running a burgeoning gallery demands an immense commitment, often translating into 16-hour workdays that intertwine with family life. Such a rigorous schedule is sustainable only because of the joy and fulfilment derived from working alongside individuals who inspire and invigorate me daily.

Are there any forthcoming exhibitions or related creative works you would like to highlight for our readers?

The current solo exhibition of impressive JIRO are simultaneously in Venice, Paris and Zurich. The Art of JIRO and the Philosophy of Levinas: The Epiphany of the Face. JIRO's perfumed artworks “Holy Visions” —particularly his series devoted to female faces and figures of saints—resonates deeply with the thought of Emmanuel Levinas. His concept of the “epiphany of the face,” which places the face of the Other at the very heart of ethics, finds here a singular and subtle artistic expression.

In Holy Visions, JIRO unites his two countries, his philosophy, and his spirituality in a single creative breath.

For JIRO, perfumed art becomes a total art: visual, olfactory, and spiritual emotions meet, blend, and reveal the inner colour of the world. This collection is a journey through sacred faces and inner souls. It draws its roots from the Church of Saint Hripsimé in Armenia, a testament to ancestral faith, while also being deeply anchored in the presence of contemporary saints—everyday women whose eyes and faces seem to carry light and inner clarity.

Perfume Art Creation extends its curatorial vision into fragrance creation. Two years ago, the gallery conceived “Zürcher Heimatduft”, a limited-edition unisex eau de parfum, presented for six months in the Swiss International airplanes catalogue. Designed as a true sensory experience, the fragrance opens with smoky notes inspired by Zurich's iconic bars - gin, whisky, and vermouth - before unfolding into green and woody accords that evoke the surrounding landscape. Fresh citrus notes add a vibrant, contemporary finish.

The experience was further enriched by an exclusive chocolate creation developed in collaboration with a Swiss chocolatier, allowing Zurich to be both smelled and tasted. //

A new eau de parfum, “Genfer - Le Genevois”, is currently in development.

This fusion of art, scent, and taste defines the creative identity of Perfume Art Creation.

We will be delighted to ensure a memorable private visit to any of our gallery locations contact us by phone or email www.perfumeart.ch. I greatly appreciated the opportunity to share this interview with you.

Perfume Art Creation Galleries in Zollikerberg (ZH), Paris, and Venice, www.perfumeart.ch