



Museum Ulm | Marktplatz 9 | 89073 Ulm

: Press Release 25/03/2022

Stadt Ulm

ulm

: Invitation press briefing

Follow your nose!

Guided tours with smell in the Museum Ulm

Wed | 06 April 2022 | 11 am

With Sofia Collette Ehrich and Lizzie Marx from the EU research project Odeuropa and the museum curator Dr. Eva Leistenscheider



Smell in a museum? Not an obvious idea at first. art museums are strongly oriented towards the sense of sight. Hearing, touch or smell seem to play an increasingly important role for artists of the recent past, at best. But is this really the case? Do most works of art really contain no information or clues about smell?

For the new guided tour concept "**Follow your nose!**" the **Museum Ulm** and a team of the **EU research project Odeuropa** have selected artworks from the museum collections that depict smell or smelling things: fragrant gardens, a perfume ball (a so-called musk apple) on a piece of clothing, the clouds of smoke from hell, or an artist's dining table. These smells have become reality: **International Flavors and Fragrances (IFF)**

perfumers have "recreated" them for the museum.

From **April 10, 2022**, previously undiscovered stories behind the paintings will be discovered in regular as well as freely bookable "**Guided Tours with Smell.**" With "**Follow your nose!**", visitors will experience selected works from the collection of the **Museum Ulm** in a surprisingly different way as part of the new guided tour concept.

Below you will find the **public Sunday guided tour dates** until fall 2022:

10.04.22 | 15.05.22 | 12.06.22 | 10.07.22 | 14.08.22 | 11.09.22 each at **11 am**

10.04.22 | 24.04.22 | 29.05.22 | 24.07.22 | 28.08.22 each at **3 pm**

Further dates will follow.

The **guided tour format** can also be **booked for private groups, school classes or daycare groups** via www.museumulm.de under "**Education**".

In cooperation with:



Further **information** is also available at www.museumulm.de. There you will also find further **text and image material** to **download** in the **press section**.

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Opening Hours
Tue - Sun : 11 a.m. - 05 p.m.
Sat - Sun : 11 a.m. - 06 p.m.
www.museumulm.de