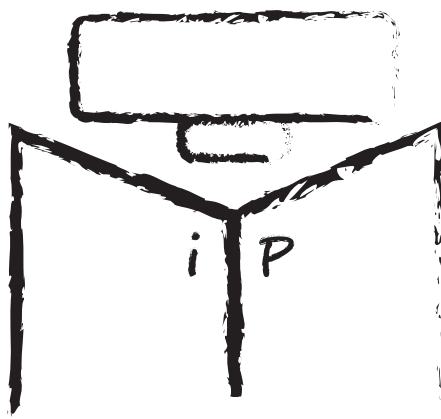




INTERNATIONAL MUSEUM OF PERFUMERY

Grasse



**PRESS KIT
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FOREWORD

Renovated and expanded in October 2008, the reopening of the International Museum of Perfumery is the happy conclusion of a project that was the focus of Grasse and the surrounding region for years, with stakeholders working together in the field of perfumery, a secular form of heritage. While the museum's collections showcase a vast historic overview extending back thousands of years across all continents, the goal was also to explore the story of perfumery that has existed in Grasse since the 18th century, an exceptional human feat combining technology, industry, economics and finance. The first two or three years following the reopening was a heady and euphoric experience, but now that the museum has had time to mature, the result is as positive as ever. The goals set during the inauguration have all been sustainably met. The museum is recognised as the international



and cultural display case for the history of perfumery by a diverse range of audiences from all backgrounds, who flock to the museum's different rooms and exhibitions year after year, as well as by perfumery and cosmetics professionals who provide the museum with significant patronage and sponsorship, and who make regular use of its spaces.

Today, we need to push forward, setting new targets that serve as a natural extension of the initial idea, covering new ground in the largely unexplored lands of perfumery. And there are many roads to get us there. To name but a few, there is contemporary art, a field increasingly exploring olfaction as a central theme, and a regular feature in our exhibitions and on our picture rails.

We aim to develop collaboration between the museum and its official gardens in Mouans-Sartoux, registered as a Musée de France. The grounds stretch over more than two hectares, and form an outdoor learning centre that will allow us to broaden and deepen our selection of temporary exhibitions for members of the public, by weaving cohesive ties with works from our museum and fragrance plants, with the latter being living, ephemeral collections in themselves. Thanks to the gardens, our work takes on a new, original and innovative dimension, never before seen in a museum.

The world of perfumery is not frozen in time. It is an ever-shifting world, and the museum's layout and structure must mirror its changeable nature through a complete design overhaul of our rooms carried out in 2018 and 2019. The 21st century space has thus given a makeover: its rooms currently close the museum tour, and are now served as the apex and thrilling conclusion of a journey that opens with Ancient Egypt.

Developing our tools and public-facing techniques to make our rooms accessible to visitors with disabilities and facilitate understanding of our collections among members of the public who may not be used to visiting museums is also a priority we will be pursuing and working on over the next few years.

Society, fine art and technology: the International Museum of Perfumery wears many hats. Its collections delve into the ancient history of human civilisations, following the story of mankind and ending in the middle of the 21st century. A place of wonderment and learning open to all visitors of all nationalities, it is a place of excellence, expertise and exchange for all perfumery professionals. So many fantastic challenges await the museum in the years to come.

Olivier Quiquempois

Director of the Musées de Grasse museums
and the International Museum of Perfumery Gardens
Head Curator of Heritage

PERFUMERY IN GRASSE... OUR HERITAGE

Our heritage is the secular industry of perfumery that was born here as a result of our fertile land and innovative, passionate and courageous people. Its know-how has been registered since 2018 in UNESCO's Immaterial Cultural World Heritage.

Perfumery has its roots in the tannery industry, beginning as a craft before expanding to an industrial scale. Just like the people of Grasse themselves, perfumery was forced to overcome obstacles and adapt to the constraints of the times. Like all periods since the dawning of time, the past thirty years have seen deep changes. The flower fields of the Grasse hillsides have all but disappeared, as did the stalwarts of the local perfumery trade in the early 20th century (Chiris, Roure, Méro and Boyveau, to name but a few), hinting at industrial decline to come.

But the popularity of scented products, developments in fragranced compositions, Grasse's exceptional expertise in natural products and the arrival of new companies thanks to expansions of larger ones, have resulted in Grasse being able to withstand the choppy economic waters of the times.



Facade of the Hugues-Ainé perfumery



This heritage is an opportunity to be seized by the Grasse region. All that's left to do is to build on it, and give it all the tools it needs to tackle the challenges of the 21st century head on.

This gives some idea of why the museum was restructured in 2008 and 2019. The museum aims to be the central hub of perfumery's past, present and future, and that of the little-understood sense of smell. Permanent and

THE HISTORY OF PERFUME

The word 'perfume' dates back millennia, taken from the Latin word *perfumare*, meaning 'by smoke', a necessary factor in its original use for sacred, medical, or ritual fumigations. From scents and perfume to fragrance: a story of sacredness and seduction.



Ointment pot - Egypt, Middle Kingdom - Carved alabaster.

ANTIQUITY

Of all ancient civilisations, Egypt left the deepest mark on the history of perfume. Fragrance occupied a central role in religious and profane rites, and priests, considered the very first perfumers, prepared high quality products used only in ritual ceremony and the royal court.

The Egyptians are known for having mastered scented compositions very early on, mixing concoctions used in fumigations, ointments, scented oils and embalming. Faced with a lack of raw materials, Egypt imported ingredients from abroad, such as mastic from the Near East and juniper from the Sahara. Perfume was put to use in various different ways, gradually being incorporated into everyday life and used to heal, seduce and scent homes. While they too used fragrance in their ritual celebrations, the Ancient Greeks expanded on non-religious use of perfume, using it for medicinal and hygiene purposes, too. From the baths to the stadium, the body and beauty cult applied to both men and women.

Perfume featuring heavier aromas of incense and myrrh from the Orient, as well as animal-derived products (musk, ambergris, etc.) skyrocketed in popularity. Greek artisans adapted bottles and recipients to their contents: *aryballos* were used for oil, while *lecythus* held thinner products. The value of a bottle mirrored the value of the concoction it contained, with ceramic vases used for 'low-end' products, and faïence vials containing luxury scents. Inspired by the Greeks, the Romans developed a taste for new perfumes. In the 2nd century BC, the Roman conquests stimulated trade and the importing of spices, incense and products from Arabia, Africa and India.

Under Julius Caesar, the body cult, with perfume serving as an essential accessory, reached its apex. In this polytheistic society, each divinity was even allocated their own fragrance. Rome may not have shown innovative flair in terms of creating new fragrances, but it popularised its use and revolutionised its transport and trade: lighter glass (blown or moulded) packaging was used for its air-tight qualities, dethroning earthenware as the go-to packaging.



Piriform bottle - 2nd/3rd century BC - Syria - Blown glass

FROM THE MIDDLE AGES TO THE 18TH CENTURY

From a wider perspective of the history of scent, there was no real difference between the Middle Ages and the Renaissance era. Secular uses of perfume lost ground to religious austerity.

But the crusades and discovery of the New World ushered in a host of new raw materials. The powers of plants, spices and herbs were revered as proof of God's love in contrast to the stench caused by the great epidemics of the times. In this golden age of mysticism and symbolism, plants were allocated therapeutic virtues based on their colours and shapes.



17th century Murano crystal bottle - Venice - silver-gilt base and stopper.



Early 18th century - pear-shaped bottle - Germany - Crystal, silver-gilt base and stopper.



Apothecary

This was the period of the famous medieval 'medicine cupboards' curated by the monks. The transition from 17th to 18th century marked a shift from intense scents to lighter floral notes. The rise of perfumery was triggered by technological and scientific progress, and encouraged by libertinism. Clothes and scent were changed every day in a bid to seduce. Ever more sophisticated, perfume was worn like jewellery, and the fashion was for pendant bottles.

The idea was to have a signature scent but also to disguise bodily smells caused by bathing restricted to a bare minimum.

In the late 18th century, the major perfumery dynasties began popping up in Paris: J.B. Dulac, J.L Fargeon, Lubin, J.F. Houbigant, Louis Toussaint Piver...

In the 19th and early 20th centuries, perfumery was popularised. To stand out in a now crowded market, a perfume was required to show off its assets thanks to the talents of master glass-makers, among others. The Art Nouveau followed by Art Déco styles aimed at creating sophistication. Perfumers worked closely with crystal glassworks to create the most desirable receptacles possible. The Industrial Revolution encouraged this new aesthetic in which image was aligned with the product itself. The bottles made for perfumer François Coty from 1920 on by master glass-maker René Lalique combine artistry and technical, mechanical skill, and are emblematic of the period. The bottles reflected the scents they contained. In parallel to this, the rise of automation produced the concept of mass-production on the market. Perfume was now an industrial, global product, drawing on the powers of communication embodied in its packaging.

THE UBIQUITY OF PERFUME TODAY

After a burgeoning trade in extravagant and elitist scents, the second half of the 20th century saw deep-rooted change: sales strategy in perfumery now targeted all social classes, resulting in sales prices being slashed, and costs decreasing as a result. Launch after launch followed suit, cashing in on this new-found popularity. Scent fashions and trends began rapid-cycling, stimulated by marketing and consumers hungry for new products. This thirst for newness had never felt as urgent. But for a handful of exceptions, perfumery shifted from the exceptional to the habitual, from an exclusive accessory to a mass-market product. Long neglected, scent became more popular than ever before, cropping up in food, household products, car air fresheners, offices and public spaces. And while a great many of these scents were designed to heighten pleasure, many were used to trigger desire and encourage buying.



Étoile de Napoléon - Paris - Viville - 19th century



Leurs âmes - Paris - Lalique



Jicky - Paris - Guerlain - 1889

PROTECTING OUR HERITAGE

Perfumery in the broadest sense of the term has been one of the most significant social phenomena since protohistory, appearing across civilisations and irrespective of social, political or religious context. For over five millennia now, fragrance has prompted the creation of thousands of objects made from precious and modest materials alike, in a dizzying array of shapes and colours.

And of course, perfume is the theme for many a private collection. But prior to the opening of the International Museum of Perfumery, no public establishment dedicated to safeguarding this heritage existed. Soap, make-up and cosmetics all fall under the remit of what we now consider to be perfumery, meaning luxury alcohol-based perfumery.



Olivert-Legrain soap poster - L. Capiello - 1920

GRASSE, CRADLE OF PERFUMERY

It seemed only natural and right that such a museum should find its home in France, where contemporary perfumery was born in the early 20th century thanks to leading names such as François Coty and Coco Chanel. Over the decades, Grasse has proved itself able to safeguard and perpetuate its expertise in growing the raw materials used by the giants of the industry.

Grasse wanted to be the first to found an International Museum of Perfumery, and the town put forward a well-researched scientific proposal, backed by a tenacious desire to see the project come to light.



Grooming case - 18th century - Venice, wood, glass, carton, cloth, metal
International Museum of Perfumery, inv. 94 48

François Carnot was one of the most ardent proponents of the concept. He remains a central figure in the history of the International Museum of Perfumery, the son of the President of the Republic and a passionate supporter of the town.

Inaugurated in January 1989, the International Museum of Perfumery is the living memory of a trade, as well as of a Grasse speciality with a deeply rooted sense of identity: Grasse remains synonymous with perfumery around the world.

In 2008, plans to expand and restructure the International Museum of Perfumery were entrusted to architect Frédéric Jung. He designed a project encompassing four ancient buildings in the historic centre of Grasse.

The museum takes an anthropological approach to exploring the history of fragrance in its many guises, from raw materials and industry to design. It also looks at its uses through a range of different forms, including decorative arts, archaeological traces and industrial materials.

In 2018-2019, the International Museum of Perfumery wanted to renew the presentation of its permanent route. Indeed, some themes were worthy of further development particularly the process of the manufacture of perfume, from the plant to the end product, as well as current themes such as globalisation and niche perfumes. The content of sections has been overhauled: texts, videos, iconography and olfactory equipment have had a face-lift. The graphic charter and signage have been redesigned. The permanent route today has a new visual identity. Temporary exhibitions are now on display in a new space, more suited to their ambitious scale. To complement the visit, a catalogue of the flagship collections was published in 2019.

As well as showcasing the only public perfumery collection in France and the world, the museum is a place given over to pleasure and research, and is open to all. The permanent exhibition includes educational features aimed at the public and at promoting the collections: auditorium, temporary exhibitions, resources centre, learning workshops for kids and adults, etc.



The International Museum of Perfumery displays pieces that fall into the categories of decorative arts, botany, industry, ethnography and sociology, ranging from exceptional masterpieces to everyday items.

This 21st century museum takes a closer look at the past, but at the present and future too. Through its exceptional collections, it looks back on the history of perfume, as well as soap, make-up and cosmetics of the past five thousand years. Simultaneously a living memory and an industrial perfumery partner, the museum reveals every step involved in fragrance-making, from harvesting to processing raw materials and launching finished products.

The museum has a collection of more than 50,000 objects: Egyptian, Greek and Roman bottles as well as others from the five continents, Queen Marie-Antoinette's travel case, the perfumer's "organ" of Jean Carles, posters...

The resources centre is easily accessible to researchers.



Bergamot box - Bergamot peel - France - wallpaper and varnish - 18th century

THE CULTURAL RELATIONS TEAM

The cultural relations team offers a range of workshops and tours aimed at promoting our heritage, inspiring emotion and encouraging visitors to interact with the museum's content through multi-sensory features.

Through a carefully curated line-up and by forging ties between the collections and members of the public, the cultural relations team asks questions, inspires curiosity and equips each visitor with the tools needed for self-expression and pro-activeness.

Day after day in Grasse, the cultural team promotes the museum's scientific agenda while adapting it to their audience, works within the museum itself, but also in off-site events: in prisons, hospitals, schools and beyond...



Figurine bottle in the shape of a young woman picking a bunch of grapes - Chelsea Porcelain - 18th century

In light of its reopening in 2008, the museum decided to treat visitors to an additional point of view to sit alongside the main feature, exploring an artistic vision of the world of perfumery. To do so, they gave a handful of renowned international artists free reign to produce art in some of the museum's indoor and outdoor spaces.

Provoking thought, inspiring emotion, and questioning while remaining relevant: this artistic streak lends the museum a true multi-sensory aspect.

Different points of view, from a chemist and flavourist to a manufacturer, designer, perfumer, historian and artist converge, enriching the view we might hold of the many facets of perfume. The pieces by **Berdaguer & Péjus, Gérard Collin-Thiébaud, Peter Downsbrough, Jean-Michel Othoniel and Dominique Thévenin** are inspired by perfumery: smells and an awakening of the senses, luxury and design, glass work and layers of transparency, industry and materials.

A series of temporary exhibitions are devoted to contemporary artists at the International Museum of Perfumery and its gardens: **Boris Raux, Bernard Abril, Cathy Cuby, Armand Scholtès, Lionel Favre, Yves Hayat...** By offering up this different take on the subject, the International Museum of Perfumery is consolidating its position in the contemporary art circuit of the Communauté d'Agglomération du Pays de Grasse (Espace de l'Art Concret à Mouans-Sartoux) region, and the wider Côte d'Azur area, sitting alongside the MAMAC and Villa Arson in Nice, the Fondation Maeght in Saint-Paul de Vence and the monographic museums such as those dedicated to Chagall, Matisse, Picasso, Léger, Cocteau... The museum enjoys the support of establishments devoted to contemporary art: Collections Régional d'Art Contemporain (FRAC) Provence Alpes-Côte d'Azur, CNAC-Villa Arson (Nice), Musée Gassendi (Digne), CIRVA-Marseille (International Centre for Glass Research), as well as the support of the Fonds National d'Art Contemporain (FNAC), the Regional Directorate for Cultural Affairs, the Musées de France service and private collectors.

The museum is also made possible thanks to funding from the state, the PACA South Region and the sponsors and patrons who have supported the project since the museum was expanded.

ARTWORK IN THE SPACES

PETER DOWNSBROUGH Pose/De, Et, La - 2007

Peter Downsbrough's work showcases the Grasse landscape and surrounding countryside that has seen a shift from the agricultural to the residential, based on the relics of an industrial past. He plays on the line and words (POSE/DE, ET, LA) that structure the space and uphold the architecture.



JEAN-MICHEL OTHONIEL La Fontaine des cœurs renversés - 2008

"La Fontaine des cœurs renversés" is a joyous, sensual sculpture that evokes the fluidity and eroticism of perfume. Tucked away in the orange garden, it is an invitation to let the imagination run wild. The dynamic shape of the serpentine is reminiscent of distillation stills. The piled glass beads point to the delicate world of perfumers.



DOMINIQUE THEVENIN

Apode tronconique - 2008

"L' Apode tronconique" is a reference to the industrial chimneys that progressively vanished from Grasse's landscape. Dominique Thévenin uses iron in most of his sculptures, all of which focus on balance. Their movement is generated by nothing more than draughts and breezes. This one weighs around 300 kg, and moves at the slightest hint of a current of air: as surprising as it is fantastical.



The "Jardin d'Addiction" features smells of addictive substances (whiskey, tobacco, coffee, etc.). Its shape is inspired by the synapses found in the brain, in a nod to the unique link between olfactory nerves and some key parts of the human brain. The substance aromas were developed by Christophe Laudamiel and Christoph Hornetz and are the result of a complex and original process. The smells can be experienced within the sculpture itself, and in close proximity thanks to a miniature perfumer's organ designed for the public, in order to safeguard the original piece. Christophe Laudamiel and Christoph Hornetz Perfume designer partners and creators for the company DreamAir LLC, based in New York.

GÉRARD COLLIN-THIEBAUT

Parfums de papier peint - 2008

Gérard Collin-Thiébaud plays on the concept of wallpaper by using labels collected from closed perfumery factories. Gérard Collin-Thiébaud investigated the large collection of labels kept at the museum to create a repetitive, accumulative pattern, thus forming his own kind of wallpaper. Stuck up on the walls of the museum's two lifts, this piece is a commentary on the industrialisation, automation and mass production so characteristic of the 19th century. Viewed from afar, the piece plays on illusion and the gap between the real and the false.



BERDAQUER & PEJUS

Jardin d'addiction - 2010

With the support of perfume designers Les Christops (Christophe Laudamiel and Christoph Hornetz), produced and created by CIRVA Marseille. Artwork co-funded by the FRAC Provence-Alpes-Côte d'Azur, Marseille. This piece urges each visitor to question their own weaknesses, frustrations and desires.



A DYNAMIC EXHIBITION POLICY

Since its reopening in 2008, the International Museum of Perfumery has taken a pro-active approach to temporary exhibitions and loans. Each exhibition is an opportunity for the museum to examine the highlights and issues covered by the many illustrious names who contribute.

Winter 2017-2018 (Oct./Jan.): Yves Hayat - Perfume, that obscure object of desire.

Summer 2018 (May/Sept.): Armand Scholtès, Gardener of Shapes.

Winter 2018 (Sept. Nov.): Lionel Favre - Perfuma Technika.

Winter 2018-2019 (Oct./Jan.): Eléonore de Bonneval - Smell, the invisible sense.

Summer 2019-2020 (June/Jan.) : The fabulous story of Eau de Cologne.

Winter 2020-2021 (Sept./March): Leonetto Cappiello - The poster and Perfumery.
An exhibition devoted to the illustrator Leonetto Cappiello, who distinguished himself brilliantly at the beginnings of the advertising poster.

Summer 2021 (May/Sept.): The century of powder compacts (1880-1980). Beauty powder and its cases.

An exhibition devoted to beauty powder from 1880 to 1980, based on the private collection of Anne de Thoisy-Dallem, expert collector.

Winter 2021-2022 (Dec./March): Khôl The secret of spellbinding look from the East.

An exhibition on kohl, around the acquisition of a private collection of kohl pots which Françoise Leblanc donated to the museum in 2016.

Summer 2022-2023 (May/March): Breathing Art when contemporary art exalts the world of perfume.

A collective exhibition focusing on perfume and contemporary art.

Summer 2023 (16 June/1 Oct.): Perfume on display - When artists reinvent advertising.

An exhibition in summer 2023 dedicated to the brand creation process of perfume houses.

Winter 2023-2024 (16 Dec./10 March) : What perfume has the earth to thank for - Photography by Célia Pernot.

Photographic artist Célia Pernot's work tackles the environmental, sociological and human issues embedded in complex geopolitics or local issues. This exhibition of around forty photos combines portraits of perfume plants with those of key figures in the Pays de Grasse region in their professional context to make connections between natural heritage and contemporary art.

Summer 2024 (14 June/12 Jan. 25) : Exhibition "Perceptible worlds.

A sensory history of the total work of art", curated by Sandra Barré.

With Perceptible Worlds, three young contemporary artists — Tiphaine Calmettes, Camille Corrêas and Florian Mermin – have been given complete freedom in creating a sensory trail within the museum's spaces that immerses visitors in an olfactory experience calling on all their senses. The artists will thus recreate a world that awakens the full five senses: sight, hearing, taste, touch and smell.

Summer 2024 (18 May/3 Nov. 24) Installation: "Olfactory territories" by Léa Hiram (TheOdore Design Olfactif).

The International Museum of Perfumery is partnering with TheOdore Design Olfactif, represented by Léa Hiram, to showcase an immersive and multisensory installation designed with the help of Artificial Intelligence. It embarks visitors on a sensory and poetic journey to the other side of the Atlantic, in which Léa Hiram, perfumer, anthropologist and artist, explores the notion of olfactory landscape from the perspective of memory, her thought process taking the form of scents.

THE ASSOCIATION FOR THE PROMOTING OF THE INTERNATIONAL MUSEUM OF PERFUMERY (ARMIP)

Established in July 1990, the association took on its current acronym in 1997 as the Association for the Promoting of the International Museum of Perfumery. Its chairs have been: Mr Henri Sozio, Mr Ivan Coste, Ms Thérèse Roudnitsdka, then Mr Jean-Claude Ellena and currently Mr Jacques CAVALLIER-BELLETRUD.

The ARMIP boasts 200 members including perfume industry professionals, companies and private individuals who pool their skills, expertise and connections to help keep the museum alive.

Both a stake-holder in and partner of the museum, the ARMIP is involved in a number of aspects of museum life:

❖ **Adding to the collections,**

❖ **Contributing to the exhibitions,**

❖ **Holding conferences as part of the 'Thursdays at the MIP' initiative,**

❖ **Running the digital design Prix de l'Odeur competition.**

Thanks to sponsorship, the ARMIP adds to the MIP's collections by acquiring bottles, books and advertising posters.

It also helps improve the museum's facilities in terms of lighting, purchasing furniture and technical equipment.



Goll Wogg bottle, Vigny - Glass - Franc

THE INTERNATIONAL MUSEUM OF PERFUMERY'S PARTNERS

The International Museum of Perfumery enjoys the sponsorship of:

Perfume houses/companies

Armani Parfums
Chanel
Christian Dior Parfums
Coty
Fondation L'Occitane en Provence
Guerlain
Hermès
Interparfums
Kaloo Parfums
Kenzo Parfums
Thierry Mugler
Unilever Cosmetics
Yves Saint Laurent Parfums

Raw materials/compositions companies

Albert Vieille S.A.S.
Astier Demarest S.A.
Charabot S.A.
Expressions Parfumées S.A.
Firmenich
Fragrances Resources
International Flavors And Fragrances (I.F.F.)
Jean Niel Parfex
Payan Bertrand S.A.
Robertet S.A.
SFA Romani
Symrise
V. Mane Fils

Packaging companies

Tournaire S.A.

Designers

Aesthete
Qsld Qu'on Se Le Dise
Sylvie De France Der

And

Fondation Harmonie Solidarités
Fonds de dotation Véronique et Thierry Drecq
HSBC
In Extenso Innovation
Mc Donald's Grasse
World Perfumery Congress

The International Museum of Perfumery is supported by the follow state bodies:

Ministry of Culture and Communication
Regional Directorate of Cultural Affairs
Provence-Alpes-Cote D'Azur
Provence-Alpes-Cote D'Azur Region
Departmental Council Alpes-Maritimes
Association for the Promoting of the International Museum of Perfumery (ARMIP)
Comité Français du Parfum (French Fragrance Committee)
Cosmoprof (Sogecos S.P.A. - BolognaFiere Group)
Fédération des Industries de la Parfumerie (Federation of Perfumery Industries)
Fragrance Foundation France
Institut Supérieur International du Parfum, de la Cosmétique et de l'Aromatique Alimentaire (ISIPCA)
Osmothèque Société Française des Parfumeurs (French Society of Perfumers)
The University of Avignon and Pays du Vaucluse
Laboratoire Culture and Communication
The University of Bourgogne, Laboratoire sur l'image, les Médiations et le Sensible en Information Communication (LIMSIC)
The Côte d'Azur University



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Bus: 'Grasse Centre-Ville' stop

Sillages lines/Gare SNCF Grasse:

Navette Centifolia, line 5

