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PRESS RELEASE

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Laboratory Perfumes

THE NATURAL SCIENCE OF SCENT

Laboratory Perfumes launches The Lab; a series of creative experiments in scent, with a fragrance-visualisation project by set designers Lightning & Kinglyface



LIGHTNING + KINGLYFACE

As part of the relaunch of their website, the London-based perfumer **Laboratory Perfumes** has created 'The Lab', a new series of online experiments intended to explore and express the concept of fragrance across a variety of different disciplines, media and visual arts.

Commissioning set-design duo **Lightning + Kinglyface** for the first collaboration, Laboratory Perfumes challenged them to render the intangible character of scent in solid, three-dimensional form. The resultant images are each inspired by one of the four fragrances in the Laboratory perfumes range: **Amber, Gorse, Samphire** and the newly released **Tonka**.

Rendering ideas of scent through other sensory means is a notoriously difficult task. Discussing the challenges associated with conveying ideas of fragrance via visual media, **Lightning + Kinglyface's** Anna Fulmine says: *'To evoke the senses you have to make sure that what you are representing isn't misconstrued in any way. Abstracting the ingredients means the viewer can't make the connection with smell straight away. Rosemary and lavender have to resemble rosemary and lavender.'*

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Photographed by **Kate Jackling**, the four images use a combination of water and clear glass laboratory equipment, together with natural fruits, herbs and plants to create beautiful still lifes that transport the aromatic into the realms of the visual. Jackling's photos of the designs are now on display in the Lab, together with a detailed interview with Lightning + Kinglyface, explaining their creative approach to the project.

Titled 'Imagining the Invisible', the project is the first of the Lab's attempts to employ scent as a muse to generate works of innovation and creativity. Outlining its plans for the Lab, Laboratory Perfumes says: 'Our aim is to encourage new ways of thinking about fragrance, to consider its composition, help us understand its social role and appreciate its power to evoke and inspire.'

For further information and imagery – or to arrange an interview with **Lightning + Kinglyface**, please contact **Sabine Zetteler** at hello@sabinezetteler.com or call +44(0)7791 568890.



About Lightning + Kinglyface

Lightning + Kinglyface (otherwise known as Anna Fulmine and Victoria Shahrokh) are a London-based design duo with a gift for creating extraordinary and evocative imagery, often capturing fluid motion, defying gravity and playing with light in their work. Their work has been commissioned by the likes of Wallpaper*, Bon Magazine, Esquire and more. Their commercial clients include Cartier, Dunhill, Balmain, Barclays, BAFTA, Channel 4, Exposure, Glenfiddich, Hyundai, John Lewis, Nike, Nokia, o2, Selfridges, Sony, Stella McCartney, Studio Fury, Swarovski, Tate, Topshop, V & A Museum, Volvo, Westfield and Zaha Hadid.

www.lightningandkinglyface.co.uk

About Laboratory Perfumes

Founded in London in 2011, Laboratory Perfumes crafts unique, natural and gender-free fragrances, scientifically formulated to react to the wearer and evolve over the course of the day. Inspired by the flowers, herbs and aromatic botanicals of Britain and beyond, the range of scent and candles is made from natural oils, selected with care and blended with precision. It's a new method of making perfume the old-fashioned way.

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