



PRESS RELEASE

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The Secret Power of Scent

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Some people get along well, others have a keen sense of smell, and some stink to high heaven. The sense of smell has made a name for itself, and not just proverbially. Humans have around 400 different olfactory receptors, which together can perceive an almost infinite number of scents. Scents influence what we feel, how we perceive people, rooms, or objects, and ultimately also our actions. Smells are closely linked to our memories.

Knowledge of the power of scents has a long tradition and has been used for centuries, whether in religious contexts, at European courts, or in contemporary brand building. Whereas in the past only purely plant and animal raw materials were processed, today synthetic molecules are increasingly playing a role.

With this exhibition, we invite you to experience the history of scent through your sense of smell: embark on a sensory journey through our collection rooms and discover a wide variety of scents and smells from over a thousand years of art and cultural history at 29 scent stations and rooms.

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PAGE

1/1