



FRANCE, INTERIOR DESIGN, MUSEUM, PROJECTILES

THE GRAND MUSÉE DU PARFUM BY PROJECTILES



Photo © Vincent Fillon

The Grand Musée du Parfum, an institution dedicated to the realm of scent, has opened in a hôtel particulier on the rue du Faubourg Saint-Honoré.



Photo © Vincent Fillon

The Grand Musée du Parfum is a world of sensory experience, emotion, and enjoyment, offering an original, educational, entertaining, and immersive experience to help visitors understand the world of perfume and unravel its many mysteries.

Designed by Projectiles, the museum offers an innovative three-part sensory tour from ancient Egypt to nowadays as well as an olfactory ensemble of more than 70 scents.



Photo © Vincent Fillon

The project involved renovating the Hôtel Roederer (formerly the Maison Christian Lacroix), a former private mansion and converting it into a Perfume Museum.



Photo © Vincent Fillon

Designing the scenography for a museum of this kind is an original experience.

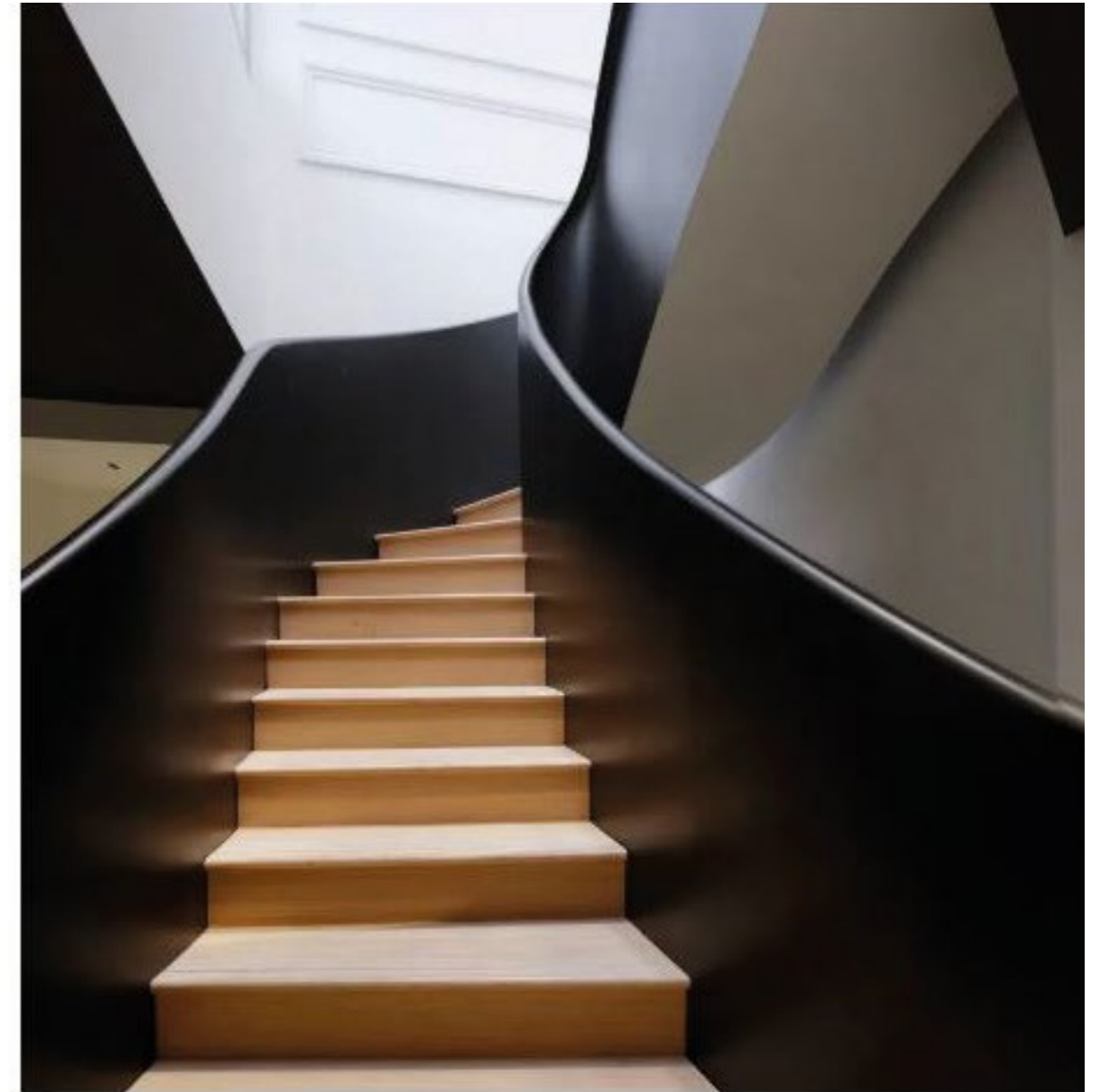


Photo © Vincent Fillon

Beyond the aesthetic and visual dimension of its context, closely linked to the world of luxury items, the multi-sensory dimension of perfume brings into play an original mediation in the world of the exhibition staging.



Photo © Vincent Fillon

The visit, as conceived by Projectiles, combines a set of unique experiences, some of which have been designed and given form from scratch, in line with a first design phase consisting in describing and giving spatial form to unusual situations, without the architectural environment having to be defined.