



ATELIER DES ORS

— ABSTRACTION COLLECTION —



PRESS RELEASE

ABSTRACTION

Explore the frontiers, invoke the imagination, and cultivate a multiple elsewhere, balanced between the obvious and the abstract. Shaped, from the very beginning, by the unique worldview of the founder of Atelier Des Ors. Encourage a change in perspective, offer a different point of view, and present things in a new light...

A hybrid stance, like the seahorse, neither terrestrial nor marine, neither feminine nor masculine, neither real nor unreal, yet all of these at once. Question. Use the obvious as a bridge to abstraction for those willing to see it, and draw from the material to open up this imagination.



ABSTRACTION

f.n.

Abstract idea, as opposed to concrete facts, to lived reality.

A purely imaginary being or thing.

Abstraction is this starting point towards a new representation of reality.

Far from the usual landmarks.



ABSTRACTION

INSPIRATION

Pierre Soulages' approach nourished the new collection because it relies on the evidence of black to reach an abstract elsewhere that he named: the «outrenoir» (beyond black).

“Black, for me, has pictorial qualities, it's a strong, violent color. You put black on a dark color suddenly, the dark color lights up.”

“All of this pigment covers the canvas, but I don't work with this pigment as weird as it sounds. What interests me is the reflection of light on the surface states of this black color.”

“What we see in front of my paintings is transformed light, transmuted by black .”

Pierre Soulages. Painter.



THE COLLECTION

Each of the materials, in turn highlighted in this new Abstraction collection, is central, evident, the common thread of each fragrance. The starting point towards abstraction.

Just like Soulages' black, the material in each creation is very "readable" and majestic but also, like Soulages with light on black, chiseled and metamorphosed by other materials.

Material is no longer one but multiple, emphasized, exacerbated, transmuted. What seemed known and obvious to us is no longer so.





An exploration at the frontiers of the evidence of olfactory material. An exploration that shows known and almost common smells in a different way but whose evocative power is very strong: Coffee - Cocoa. Materials that have crossed borders for centuries, crisscrossed trade routes, opened up perspectives...

Worked with chiaroscuro, hybrid associations, between here and elsewhere, suggestive enough to open the imagination and abstract enough so that everything can be imagined.

Two opuses with radical fragrances and aesthetics, “of violent materiality, and, all at the same time, of changing and vibrant “immatter” which never ceases to transform depending on the angle from which it is approached .”*

Two new creations with both a monolithic note of clarevidence, which is expressed from the start, and a juxtaposition of layers of materials which respond and speak to each other in an abstract dialogue. Bright notes reflect into dark notes and illuminate them.

From known material, we dive to the depth of material, the unknown and the creation. Abstraction.



ATELIER DES ORS

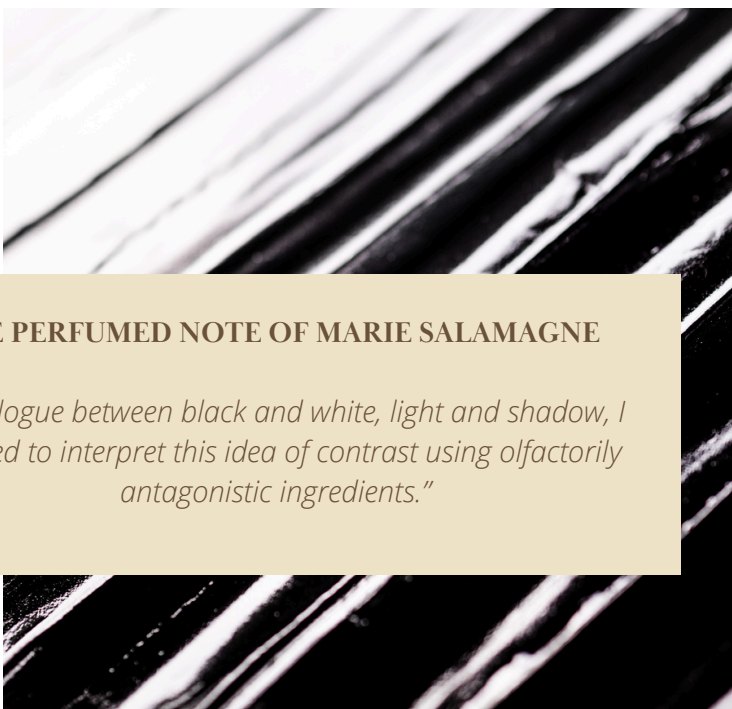
KAWA KARDA

EXTRAIT



WOODY SPICY FLORAL

Abstraction is the starting point for a new representation of reality. Beyond the ingredients, open up your imagination and let it guide you away from the usual reference points.



THE PERFUMED NOTE OF MARIE SALAMAGNE

"A dialogue between black and white, light and shadow, I wanted to interpret this idea of contrast using olfactorily antagonistic ingredients."

Kawa Karda is matter and evidence.
Kawa means coffee in Turkish.
Karda recalls Cardamom, transmuted with a K. (Greek name kardamōmon).

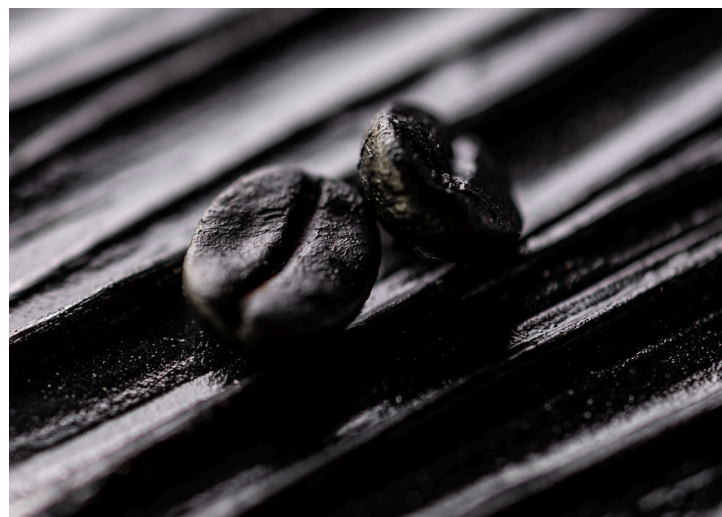
Kawa Karda is also abstraction.

Kawaakari: in Japanese evokes the luminosity of a river in the dark, the shimmer of the moon on the water at dusk.

Throughout conquests and explorations, in the pockets of adventurers or in the holds of merchant ships, coffee has accompanied a process of exploration at borders, of discovery of the world.

A creation around a powerful, addictive and contrasting coffee, illuminated by a fresh and dazzling cardamom.

Rich in natural and exceptional raw materials, this extract is crafted at 40%, with a concentration of ingredients seemingly amplified. It embodies their essence and the power of their imagination.



COCOA KIMIYA

EXTRAIT

Alchemy of Cocoa and Kimiya.

Cocoa is obvious.
Subtle transmutation of «cacao».

Kimiya: from the Arabic al-kīmiyā meaning alchemy. Transmutation of metals into gold, here of evidence into abstraction, of material into immaterial, of one reality into another.

Alchemy of matter. Alchemy of ourselves.

Coming from the distant lands of Latin America, cocoa is considered a sacred plant, “food of the gods” (meaning of cocoa tree, theobroma in Greek). The divine in matter.

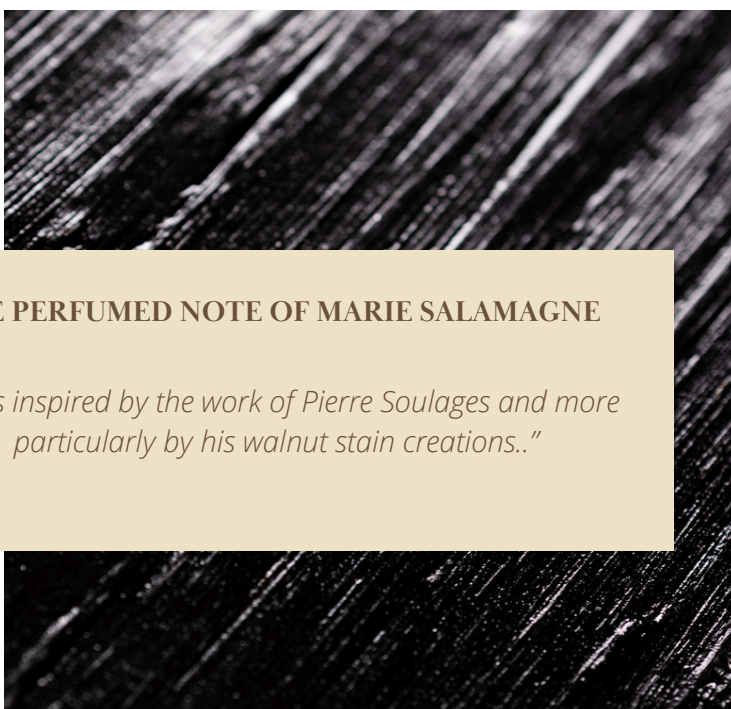
A creation around a dark and intense cocoa contrasted by the light of a singular and radiant cardamom.

Rich in natural and exceptional raw materials, this second extract is also at 40%, a concentration of materials as if enhanced. It oscillates between shadow and light, shine and mystery, addiction and bitterness.



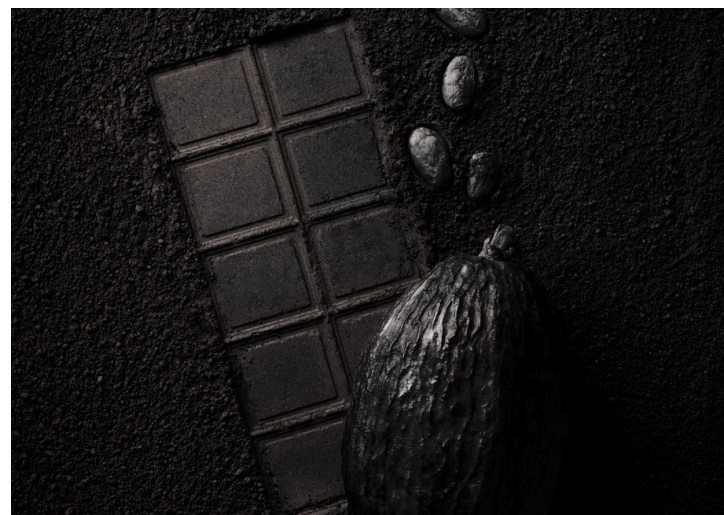
AMBERY WOODY PATCHOULI

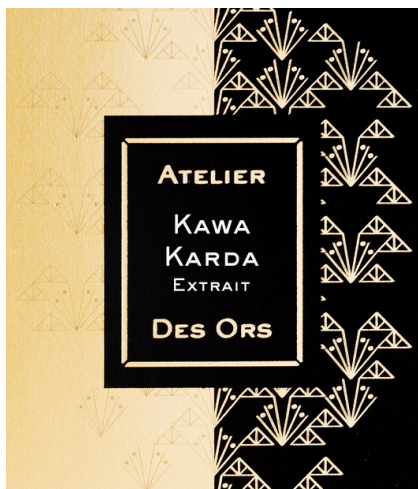
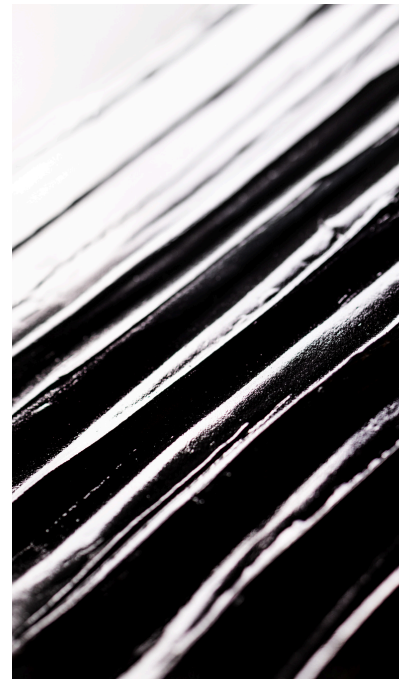
Abstraction is the starting point for a new representation of reality. Beyond the ingredients, open up your imagination and let it guide you away from the usual reference points.



THE PERFUMED NOTE OF MARIE SALAMAGNE

"I was inspired by the work of Pierre Soulages and more particularly by his walnut stain creations.."





KAWA KARDA
EXTRAIT



COCOA KIMIYA
EXTRAIT

100ml - 390€ / Release date : October 2024 / www.atelierdesors.com

PRESS CONTACT : Laëtitia Raymondou
lr@atelierdesors.com