

IAO Olfactory Storylab Maker-in-Residence

June 7 – September 7, 2025



LOS ANGELES- *IAO Olfactory Storylab: Maker-in-Residence* is Craft Contemporary's first scent-based residency program featuring The Institute for Art and Olfaction as the Maker-in-Residence. As the Craft Contemporary Maker-in-Residence, The Institute for Art and Olfaction will introduce visitors to the rich creative possibilities of scent and craft facilitated by a curated group of visiting perfumers. Their project, *IAO Olfactory Storylab*, is an onsite perfume laboratory featuring an organ of perfume materials in appropriate solutions. Every Saturday between 11 am and 5 pm, the perfumers will work in the museum's lobby to create an olfactory sketch that relates to a myth from their culture or in response to a piece in the museum. As part of the residency program, the perfumers will also provide a short text explaining their work. The collaborative project will eventually make up a collection of 12 aromatic interpretations that will remain on display at Craft Contemporary for the duration of the residency, and subsequently at The Institute for Art and Olfaction.

"The perfumers participating in the Maker-in-Residence program reflect the diversity of the Los Angeles community and bring their unique cultural and intellectual heritage to the task of interpreting story with smell," says Julianne Lee, Director of Projects at the Institute for Art and Olfaction. IAO founder Saskia Wilson-Brown adds: "The IAO team is delighted to stand behind this roster of talented people in presenting perfumery for what it is: a heterogeneous, vibrant, and ever-evolving artform."

Participating perfumers include Dana El Masri (Jazmin Saraï), Daniel Krasofski (IAO), Debbie Lin and Na-Moya Lawrence (SAMAR), Joe Merrell (The Eyes Are Always There), Julianne Lee (IAO), L'lia 'Tizzle' Thomas (Aromakaura), Maxwell Williams (UFO Parfums), Minetta Rogers (IAO), Miss Layla (fūm fragrances), Persephenie (Persephenie Botanicals), Saskia Wilson-Brown (IAO), Terry Carter (Travertine Atelier).

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Image of workshop by The Institute of Art and Olfaction.
Courtesy of IAO.

Craft Contemporary

5814 Wilshire Boulevard
Los Angeles, CA 90036

FOR IMMEDIATE RELEASE
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Beginning in June 2025, Craft Contemporary will present a series of exhibitions and will invite makers through its residency program to interpret the varied interactions between craft and the natural elements: air, water, earth, and fire. *IAO Olfactory Storylab* is the first of these residencies and will explore the ethereal qualities of air and its relations to scent and memory. *IAO Olfactory Storylab Maker-in-Residence* and the exhibitions and residents to follow will highlight sustainability, accessibility, and connect visitors to the universal rhythms of the Earth.

Significantly, these exhibitions will tell a new story of Craft in a contemporary world as we work together to heal global wounds through creativity and making.

The materials for this residency program are generously provided by MANE, a leading fragrance and flavors manufacturer based in France and the United States.



MANE

SUMMER SOLSTICE OPEN HOUSE

Saturday, June 21st, 2025

12-5 PM

Celebrate the beginning of summer and the opening of our Summer/Fall exhibitions: *Ether: Aromatic Mythologies*, *the air we share*, *IAO Olfactory Storylab Maker-in-Residence*, and *Light Gauge*. During these uncertain times, we want to open our doors to everyone working in and supporting the arts in Los Angeles. This event is free and open to the public, and all are welcome. Enjoy the new exhibitions, drop-in crafts, summery refreshments, and the arts community!

Visit craftcontemporary.org/programs/ to learn more and register.

SCENT FAIR

May 30th – June 1st, 2025

Artists Meet and Greet: May 31, 6:00 – 8:00 pm

Event Schedule

Ether will be enlivened by an on-site residency program: *IAO Olfactory Storylab* which includes the participation of twelve perfumers from Los Angeles and beyond. Each Saturday, a guest perfumer will activate this on-site creative space that is dedicated to experimental applications of scent in the context of mythology and storytelling.

OLFACTOR STORYLAB PERFUMERS-IN-RESIDENCE

<https://artandolfaction.com/collaborations/iao-olfactory-storylab-at-craft-contemporary/>

Week 1: Saturday, June 7, 2025

Joe Merrell (Eyes Are Always There)

IG: @eyesarealwaysthere

Email: joe@uhhuhohyeah.com

Joe Merrell grew up in Olympia, Washington and studied philosophy, literature, and history at The Evergreen State College. He later went on to earn an MFA in film at CalArts in Valencia, California. Based in Los Angeles, he makes various sorts of media art — video, installation, print — for exhibition in galleries, festivals, and museums. Since 2016, he has been working creatively with scent, both in his fine arts practice and with a perfume line called “The Eyes Are Always There”.

Week 2: Saturday, June 14, 2025

Minetta Rogers (Institute for Art and Olfaction)

IG: @minettaartolfaction

Email: minetta@artandolfaction.com

Minetta Rogers is an artist whose work is focused on the small, the disposable, and the everyday. She studied architecture at California College of the Arts and worked in the industry and its adjacent industries (architecture, landscape architecture, interior design, production design) in a former life. She currently works as the Director of Programs at the Institute for Art and Olfaction. Minetta Rogers lives in Los Angeles.

Week 3: Saturday, June 21, 2025

Dana El Masri (Jazmin Saraï)

IG: @jazminsarai.scents

Email: info@jazminsarai.com

Dana El Masri is a perfumer, interdisciplinary artist, lecturer, and storyteller. She is inspired by the sights, scents, and sounds of our contemporary landscape, her rooted Egyptian-Lebanese cultures, and her global life experience. In 2014, Dana created Jazmin Saraï, an indie line of small-batch, unisex perfumes and scented products handmade in Los Angeles, CA. Dana's work bridges different cultures and media to create multi-sensory, synaesthetic, and immersive experiences. Focusing on the importance of olfaction in social interaction, cultural belonging, and how scents make us feel. Her ultimate goal is to swap the euro-centric lens of perfumery with a multifaceted, multicultural, flourishing universe of narratives. Her work (perfumes, olfactory & interdisciplinary installations) has been presented in Arlington, Amsterdam, Dearborn, Denver, London, Los Angeles, Montreal, New York and Tunis. Her written work has been published in the US, UK, and online.

Week 4: Saturday, June 28, 2025

Julianne Lee (Institute for Art and Olfaction)

IG: @j_s_e_l

Email: julianne@artandolfaction.com

Julianne Lee is a perfumer and writer. With a B.A. in visual art and philosophy from Bennington College and a technical degree from the Grasse Institute of Perfumery, she currently serves as Director of Projects at the Institute for Art and Olfaction. Beyond client work in fine fragrance formulation, she exhibits olfactory art installations, collaborates with artists on cross-modal projects, and has presented research challenging orientalism in the perfume industry.

Week 5: Saturday, June 5, 2025

Debbie Lin and Na-Moya Lawrence (SAMAR)

IG: @samarpitcrew

Email: samar.pitcrew@gmail.com

SAMAR is an indie perfumery using scent to explore the liminal space where uncanny realism and dreamy fantasy unite. Perfumery is a natural coupling of art and science that exists to both spark curiosity and bring us joy. While many avenues of self expression are visual and fraught with ever-changing beauty standards, we feel that anointing oneself with perfume is a uniquely personal ritual. Any "note" is worthy of becoming the focal point of a story, so it's with that perspective we craft lush olfactory narratives that transport wearers to moments both familiar and surreal. Beyond the desire for creative expression, shaping SAMAR was also motivated by our drive to contribute meaningfully to our communities. We aim to have a positive impact by fundraising for and volunteering with grassroots mutual aid groups providing vital services both here at home and to our global community. We believe that indulging in kindness is key to connection and communal happiness!

Week 6: Saturday, June 12, 2025

L'lia 'Tizzle' Thomas (Aromakaura)

IG: @aromakaura

Email: Connect@aromakaura.com

L'lia (Eye-Lee-Uh), also known as TIZZLE, is a Multipassionate Artist, Intuitive Perfumer, Astrology Oracle, and former Arts Educator whose work explores scent as a bridge between personal mythology and ancestral memory. She is the creatrix behind AROMAKAURA, a soul-led brand offering Reiki-infused perfume blends and elemental rituals that support inner transformation and energetic alignment. With certifications in Medicinal Aromatherapy and Reiki, and advanced degrees in Art Education and Psychology, her practice blends Elemental Perfumery, Intuitive Arts, and energy work to support deep emotional alchemy. Drawing from her Afro-Indigenous lineage, TIZZLE creates custom scents as tools for ritual, remembrance, and reconnection. Her approach is both sensory and spiritual—honoring the unseen, the inner child, and the wisdom of the natural world. As a storyteller through scent, she treats perfume as a language of feeling—a way to decode the past, reclaim power, and realign with sacred truth.

Week 7: Saturday, June 19, 2025

Saskia Wilson-Brown (Institute for Art and Olfaction)

IG: @saskiacwb

Email: saskia@artandolfaction.com

Saskia Wilson-Brown is an artist who works across media to explore ideas that are interesting to her. This is most often expressed through collaborative social practice works (and most commonly through the Institute for Art and Olfaction), but often incorporates other expressions such as education, curation, community events, visual art, writing, filmmaking, and scent. In addition to co-running the Institute for Art and Olfaction, she is working on a PhD at University College Dublin's SmartLab. More information can be found at artandolfaction.com, or at saskiawilsonbrown.com.

Week 8: Saturday, June 26, 2025

Terry Carter (Travertine Spa Atelier)

IG: @travertinespacollection

Email: tcarter@travertinespa.com

Terry is the Chief Perfumer and Founder of Travertine Spa Atelier. Terry brings more than 20 years of experience and extensive perspective to the table. He is in collaboration with Osmo Labs on the forefront of fragrance technology. Terry is an accomplished legal scholar, businessman and a Paris-trained perfumer. He custom formulates fragrance and body care products for ultra-luxe resorts, multinational corporations and is a perfumery educator. He blends bespoke perfumes for celebrities but rarely name drops. Terry's branded product received the distinction of a Forbes travel product of the year. He has been quoted in the Los Angeles Times, Entrepreneur, Medium and as a Master Perfumer in HuffPost. Travertine products have been featured on ABC, NBC, CBS, BRAVO, FOX, EXTRA and NPR.

Week 9: Saturday, August 2, 2025

Persephenie (Persephenie Botanicals)

IG: @persephenie_studio

Email: persepheniework@gmail.com

Persphenie is a creative with interests in art, design, and the olfactory. Her expertise is in perfumery and incense, and she moonlights as a painter and crafter. With personal shifting priorities and existing in complex times, sharing a different aspect of her work and offering experiential encounters feels intimately important and relevant. She opened her aromatic studio in 2004, and has been teaching scent related classes since 2006. She has a small, specialized line using natural and rare materials, and occasionally she develops scent for other brands. She looks forward to extending her art into new experiences.

Week 10: Saturday, August 9, 2025

Daniel Krasofski (Institute for Art and Olfaction)

IG: @labdk1

Email: daniel@artandolfaction.com

Daniel Krasofski is a fragrance artist, perfumer, and educator whose lifelong passion for scent began at age five during a formative visit to a Bermudian perfumery, where he first encountered the art of enfleurage and distillation. Raised in North Dakota, his work is deeply informed by an early appreciation for Native American lore and the natural world. With a background in Ayurveda and aromatherapy, Krasofski spent two decades developing spa products and consulting for leading resorts worldwide before dedicating himself fully to perfumery. As Lab Manager at the Institute for Art and Olfaction in Los Angeles, he teaches, mentors, and fosters global community among independent and experimental perfumers, while also helping to produce the Art+Olfaction Awards. His creative projects span historically inspired fragrances, collaborations with the entertainment industry, and olfactory art installations, all reflecting his commitment to scent as both an aesthetic and holistic experience.

Week 11: Saturday, August 16, 2025

Miss Layla (fūm fragrances)

IG: N/A

Email: MissLayla@fumfragrances.com

Miss Layla is an interdisciplinary artist and self taught perfumer. Her diverse background and interest in the arts inspired her creative journey into the world of perfumery. Layla believes in perfume's ability to conjure unseen worlds. Using scent as a medium, she creates from within to weave her fragrance compositions into narratives that transport the wearer to far off landscapes, places within imagination and beyond.

Week 12: Saturday, August 23, 2025

Maxwell Williams (UFO Parfums)

IG: @ufoparfums

Email: okamax@gmail.com

Maxwell Williams is a perfumer, olfactory artist, researcher, DJ/producer, and writer based in Los Angeles. They have been the subject of solo exhibitions and presentations at Olfactory Art Keller, New York (2022 and 2024); the Museum of Contemporary Art Los Angeles (MOCA, 2023); the Institute for Art & Olfaction, Los Angeles (2022); Galerie de Thorigny, Paris (2020); and SEASON, Seattle (2019). They have collaborated with artists including Sean Raspet, Parker Ito, DJ Python, Bri Williams, Ry Rocklen, Carolyn Pennypacker Riggs, Natasha Tomchin, Ariana Reines, Reggie Watts, and Paul Kopkau to bring scent into the gallery or performance space; and brands including Everybody.World, Cinnabon, Come Tees, OBEY, and Boot Boyz to create perfumes. They founded UFO Parfums in 2019.

SUMMER PROGRAMS 2025

May 30- Sept 7

- ***Craft Youth Culture 2024-25 Celebration and Catalog Launch***

Sunday, June 8 | 1:30 – 3:30 pm | In-person, museum courtyard | Free with RSVP

Craft Youth Culture is a free after-school program designed for creative high-school students. This year a group of LA youths worked with artist Natalie Godinez to create personal archives, learn from each other and collaborate. Come meet the artists and celebrate their work! If you are a highly motivated 9th - 12th-grade student who is interested in applying for our Fall class, come to the event and visit craftcontemporary.org/teens to learn more about the program.

- ***Open Clay Time***

Weekly, Fridays, June 20 – September 5, 2025 | 3 – 6 pm | In-person, museum drop-in class

Museum admission + \$5 materials fee per person

Join us weekly on Fridays throughout the summer for open-ended air-dry clay drop-in classes. Try your hand at a selection of clay projects using simple sculpting and joining techniques. All ages welcome!

First-come-first-served, no RSVP required. Family passholders do not need to pay a material fee.

- ***Drawing Together with Wayne Schroeder***

Sat June 7 | 1:30–3:30 PM | in-person, in gallery and in courtyard | Free with RSVP | Ages 5+

Enjoy some collaborative creativity exercises in the gallery and then make your own large-scale collaborative drawing and mark-making with teaching artist Wayne Schroeder. Drawing together brings us together! Drawing materials will be provided. Visit craftcontemporary.org/programs/ to learn more and register.

- ***Craft Lab Family Workshop: Sense and Story***

Sun July 13 | 1:30–3:30 PM | in-person, indoors

\$10 adults | \$10 children | free for members

Get inspired by Ether's smell-based art, creating plant-based "smell" collages as well as recycled flower 3D creations inspired by Karola Braga. Visit craftcontemporary.org/programs/ to learn more and register.

- ***Craft Lab Family Workshop: Sun Printing Our City***

Sun Aug 10 | 1:30–3:30 PM | in-person, indoors/outdoors

\$10 adults | \$10 children | free for members

Let's take a short walk in the neighborhood to find sidewalk treasures and make our own LA-specific cyanotype prints (with pre-treated paper) inspired by the work of Felix Quintana. We'll also learn about the power of the sun with M + A's solar panel installation. Visit craftcontemporary.org/programs/ to learn more and register.

- ***Smells Like Art: Last Saturday Multisensory Tours***

Sat June 28 | 11 – 12 pm | free with museum admission

Sat July 26 | 11-12 pm | free with museum admission

Sat Aug 30 | 11-12 pm | free with museum admission

Experience art through all of your senses by getting up close and personal with smell-based art from the Institute of Olfaction, and engaging in multisensory play with artists' work from The Air We Share. Ages 5+. Visit craftcontemporary.org/programs to learn more and register.

- ***Evening for Educators at Craft Contemporary***

Thu Jul 31 | 5 – 7 pm | free evening for educators

Visit our galleries after hours, connect with local educators and get an inside scoop on curriculum development and creating multisensory, accessible gallery tools. Enjoy open-ended art-making activities with our education team and meet new friends. Refreshments and snacks provided. Free for all educators. Visit craftcontemporary.org/programs/ to learn more and register.

- ***Community Craft Day with Raymundo Reynoso***

Sun Sept 7 | 1–4 PM | in-person, outdoors | free | drop in | RSVP recommended

Join exhibiting artist Raymundo T. Reynoso in a collaborative artmaking activity using stenciling, found images and found typography. Enjoy a gallery conversation with Reynoso and explore how text and image interact to create stories of our city. Visit craftcontemporary.org/programs/ to learn more and register.

- ***Back to School with Craft Contemporary***

Guided school visits for the 2025-26 year will be open on September 1! Guided school visits are designed for 3rd to 12th grade students and include a hands-on craft workshop as well as an interactive gallery experience. Request a visit and find out more at craftcontemporary.org/schools/

Craft Contemporary is an art museum whose purpose is to reveal the potential of craft to educate, captivate, provoke, and empower. Craft Contemporary achieves its mission by exhibiting the artists of our time who favor craft materials and processes. We give a voice to local, emerging, and mid-career artists whose works are overlooked. The museum strives to achieve equitable access through free and low-cost programs, and the inclusion of multiple teaching artists from communities throughout Los Angeles who offer unique art-making workshops, K-12 school programs, senior adult workshops, and art talks. For more information, visit www.craftcontemporary.org.

LOCATION: 5814 Wilshire Blvd., Los Angeles, CA 90036

ADMISSION: \$9 for adults; \$7 for students, teachers, seniors; free for Craft Contemporary members; FREE admission every Sunday

HOURS: Monday - Tuesday: Closed

Wednesday - Sunday: 11 am to 5 pm

First Thu every month: 12 - 8 pm

ABOUT THE INSTITUTE OF ART AND OLFACTION

Founded in September 2012 in Los Angeles by Saskia Wilson-Brown, The Institute for Art and Olfaction (IAO) is a 501(c)3 non-profit devoted to advancing public access to scent. The organization opened its first public location in downtown Los Angeles in February 2013 before moving to its current location in Los Angeles' Chinatown in 2015.

The IAO fulfills its mission by initiating and supporting experimental projects with scent, providing accessible education in its laboratory and through partnerships with institutions and community groups, curating art exhibitions that incorporate scent in its gallery, and raising visibility for independent, artisan, experimental, and artistic practices with scent as a whole. Through these efforts, the IAO extends the world of scent beyond its traditional boundaries of appreciation and use.

In April 2014, the IAO held the first annual Art and Olfaction Awards, a yearly awards mechanism designed to help celebrate excellence in independent and artisan perfumery. This important international event has since been held in Los Angeles, Berlin, London, Amsterdam, and Lisbon.

Since its inception, the IAO has partnered with global institutions and has launched several initiatives including Scent Week, Experimental Scent Summit (in partnership with Smell Lab, Berlin), Scent Fair LA (with Darin Klein and Craft Contemporary), the IAO Gallery, IAO Library, and many others.

Currently, the IAO is helmed by Executive Director Saskia Wilson-Brown, Co-Directors Minetta Rogers and Julianne Lee, Lab Manager Daniel Krasofski, Library Curator Charles Rosenberg and the larger community of volunteers and friends.