



## PRESS KIT

### MÚSES - EUROPEAN ACADEMY OF ESSENCES

Múses - facts & figures

Origins of the project

Palazzo Taffini

Múses and contemporary art

The exhibition itinerary

Scientific evolution

Learn through play

A concise and far-reaching document  
revealing all the secrets of MÚSES

## Contents

<b>1. Múses - the essence of the unexpected</b> .....	2
<b>1.1 Múses - facts &amp; figures</b> .....	3
<b>1.2 The Uniqueness of Múses</b> .....	4
<b>2. Origins of the project</b> .....	5
<b>2.1 Le Terre dei Savoia Association</b> .....	6
<b>2.2 YEG!</b> .....	6
<b>3 Headquarters: Palazzo Taffini d'Acceglio</b> .....	7
<b>4. Múses and contemporary art</b> .....	8
<b>5. The exhibition itinerary</b> .....	9
5.1 Inclusiveness.....	9
<b>6. Scientific evolution</b> .....	9
<b>7 Learn through play</b> .....	10
<b>7.1 Education-experiential workshops</b> .....	10
<b>7.2 Mystery games</b> .....	10



## 1. Múses - the essence of the unexpected

MÚSES - European Academy of Essences - **is much more than just a museum.**

**It is a journey** into the history of perfume, through time and space, with the biographies of significant figures, the tools of perfumers, essential oils and the mysterious alchemy of perfumes.

**MÚSES is the museum you didn't expect to find**, a surprising and exciting place thanks to our most ancestral perception: the sense of smell, the most evocative sense, capable of overcoming cultural and linguistic barriers and making dreams float to the surface from the lake of memory.

**MÚSES is a sensory itinerary** which stimulates all the channels of perception of every visitor: sight, hearing, touch and smell transform a visit into an introspective itinerary in search of our own "essence".

2



## 1.1 Muses - facts & figures

- 1 Sensory Lecture Room with 18 sensory analysis workstations
- 22 Perfume organs, each of which holding 4 basic blends and 44 precious essences
- 24 Olfactory devices in Murano glass to present 6 olfactory families
- 1 Main Hall of Honour
- 1 Hall of the Gods
- 1 Garden of the Senses
- 13 Multi-sensory rooms
- 1 Olfactory fountain
- 5 Essence bell jars
- 7 Site-specific works of contemporary art
- 1 Museum tour and 1 concept store
- 208 opening days every year
- 2 types of workshop for kindergarten children
- 4 theme-based educational activities for primary school pupils
- 5 different experiences for lower secondary school pupils
- 4 types of visit and theme-based study for higher secondary school pupils
- 2 Different Muses mystery games to visit the premises through a challenge requiring intuition and skill
- 12 days dedicated to families every year
- 50 Various and theme-based Ateliers of the Perfumer every year
- 1 *maître parfumeur*
- 1 team of sensory marketing experts who design sensory itineraries, fragrance logos and olfactory involvement projects for venues or events



## 1.2 The Uniqueness of Múses

The exhibition route at Muses has an **unusual and innovative character** which immediately impacts visitors. This is achieved thanks to:

- the unusual and effective **interaction between the XVII century building, the typical essences cultivated in Piedmont and the contemporary artwork** dedicated to sensory awareness and aromatic herbs created by various artists from Italy, Japan, Slovenia and Germany specifically for Múses;
- the chance to **experience the itinerary through all the senses** in an extremely inclusive, innovative and engaging way. This multi-sensory approach ensures that the itinerary appeals and interests everyone by providing particularly **stimulating interpretive keys for people with cognitive, perceptual or socio-relational disabilities**;
- **playful moments, workshop opportunities** and the experiential approach:
  - **everyone in the Sensory Room at Múses can create “their own” perfumes**, under the guidance of an expert, by blending the 44 essences and the 4 basic blends in the Perfume Organ;
  - a book of tickets is available for families and schools comprising **15 different workshops and experiential activities** arranged by age groups to learn through play;
  - **two different Mystery games** offer visitors the chance to discover the history of the building and the special features of the essences by playing and challenging each other in an enjoyable and engaging way.



## 2. Origins of the project

MÚSES - European Academy of Essences **was founded in 2015** as a **cultural and exhibition project**. It was conceived by [Le Terre dei Savoia Association](#) with the aim of promoting centuries-old knowledge in Piedmont relating to **aromatic and medicinal essences**.

In fact, Piedmont:

- produces about 30% of Italian GDP in the medicinal plant sector;
- has more than 250 specialist companies in this sector;
- boasts at Savigliano one of the few degree courses in Herbal Techniques through the University of Turin.

Múses is hosted in Palazzo Taffini d'Acceglio, a splendid, noble building owned by the Cassa di Risparmio di Savigliano bank at no. 53 Via Sant'Andrea in Savigliano (Cuneo).

Today, this XVII century building has converted its facilities into a modern Academy Garden that offers visitors the opportunity to learn the secrets of sensory experiences.

Múses enjoys ideal links with the experimental activities that developed in the agricultural field in the nineteenth century in the Park and Racconigi Castle. It also takes part in numerous other projects run by Le Terre dei Savoia Association focusing on the topic of essences, especially *Essence of the Territory* and *The Gardens of Essences* (bringing together the gardens of Bene Vagienna, Lagnasco, Cherasco, Racconigi and Cavallermaggiore) as well as *The Way of the Royal Essences* and *Essica Lab*, as well as others with different themes such as *Dukes of the Alps* and *Mappae*.

Múses has been managed by the [YEG!](#) company since 2019 and is currently developing important educational projects and innovative sensory logos for brands, cultural projects, exhibition itineraries and cities.

Thanks to Múses, international relations have expanded with collaborations and loans from prestigious institutions, including: Farina Haus in Cologne, National Library of Madrid, National Library of Vienna, British Museum, Library of Lyon, Officina di Santa Maria Novella in Florence, the new Civic Museum in Santa Maria Maggiore del Verbano, ASTUT Scientific and Technological Archive of the University of Turin.



## 2.1 Le Terre dei Savoia Association

Le Terre dei Savoia Association involves several local councils in Piedmont and is based at Racconigi Castle.

It handles promotion to develop the territory through three main guidelines: European planning, identity promotion and scientific & socio-economic evolution.

Le Terre dei Savoia Association operates in the area between Turin, Cuneo and Asti to promote the historic-artistic heritage and the historic, cultural, agro-food and naturalistic identity of the area - which is distinguished by four Savoy residences (Racconigi, Pollenzo, Govone and Valcasotto), recognized by UNESCO as a World Heritage Site.

## 2.2 YEG!

YEG! designs and produces communication events, inspired by the MAYA principle - i.e. the Most Advanced Yet Acceptable.

Our daily research focuses on achieving a perfect hybrid between past, present and future and exalting the balance between innovative tools and historic traditions.

YEG! has a mission to improve the interaction between the company and its target, thanks to attentive research into the world of innovation and the vertical design of data-driven events.

Making the most of the dichotomy inherent in the term "essence", in its dual meaning as fragrance and primeval, central and characterizing core, YEG! has endowed Muses with a team of experts to

- develop sensory marketing projects;
- design fragrance logos for brands or projects;
- design itineraries and/or olfactory experiences to promote venues, shows and events by enhancing them through multi-sensory perception.



### 3 Headquarters: Palazzo Taffini d'Acceglio

In the second half of the XVI century, the Savoy family identified Savigliano as an important military stronghold and strategic defensive outpost for the Savoy noble family against French and Spanish expansionism.

The Taffini family, of ancient origin and evident courtly standing, was appointed by the Savoy family to hold important military and administrative positions and became the point of contact between the Savoy central power and the local context.

In the early XVII century, the Taffini family expressed the need to combine in a coherent and elegant manner a number of buildings they had purchased between Via Jerusalem, Via Sant'Andrea and Via delle Beccherie and commissioned the ducal architect Ercole Negri di Sanfront to design them.

Inasmuch, in the XVII century, Palazzo Taffini became the seat of representation for the Savoy Court and the place assigned to welcome the Dukes of Savoy Carlo Emanuele I, Vittorio Amedeo I and his wife, Madama Reale Maria Cristina of France, as well as Carlo Emanuele II and his wife, Maria Giovanna Battista of Nemours. The Royal Dames, who held the office of Regents for some considerable time, received solemn honours here and ensured significant impetus to life at court.



## 4. Múses and contemporary art

MÚSES has embraced the stimuli of contemporary art and, following the example of the Athens Academy, has not only welcomed such interplay but has even made it one of the cornerstones of its exhibition set-up.

Internationally renowned artists have created absolutely unique, site-specific works especially for MÚSES. They stimulate all the senses of visitors, embracing them in an exciting, full-immersion way.

The itinerary around the XVII century palace is consequently enhanced by the evocative works of art which - through continuous, stimulating references to different sensory perceptions - encourage a new and deeper level of awareness.

*The painter's palette* by Franz Stähler, *The medicinal plant laboratories* by Angela Colonna, *In God we trust* by Ryts Monet, *Fuscum Subnigrum* by Spela Volcic and *Reminiscence of Emotions* by Maja Smrekar and Andrej Strehovec are some of the works that can be admired here as they speak about Palazzo Taffini, the essences of the local area and the inspirations of the Baroque period.



## 5. The exhibition itinerary

The Múses exhibition itinerary begins by passing through the imposing XVII century gate at no. 53 Via Sant'Andrea. The austere façade and the external *portico* hardly suggest the splendour hidden inside the building.

The deep entrance hall opens out, on the left, to the Sensory Room - the heart of the educational activities, olfactory research and the sensory marketing studies promoted by Múses.

The tour then explores the Garden of the Senses, climbs the Staircase of Honour to pass through the Baroque rooms of the baronial floor, the Main Hall of Honour and the Hall of the Gods, where visitors can discover the XVII century frescoes, site-specific contemporary works of art and all the installations dedicated to essences and their history.

### 5.1 Inclusiveness

Múses is a venue designed to ensure inclusiveness as a concept as well as an exhibition path. A visit to Múses becomes an exciting and engaging experience for everyone and especially for people with perceptual, cognitive and socio-relational disorders or attention difficulties. The halls and installations are all suitable for people of below average height, weight problems and walking or perceptive difficulties.

The halls - such as in the one named "Delle Campane" where the work *Reminiscence of Emotions* is displayed - are equipped with several mobility steps so that children can also make the most of the tour.

## 6. Scientific evolution

Recent international studies and the evolution of markets confirm that, in an increasingly global and standardised scenario such as the one we witness today, **multi-sensory innovation can well become an effective and authentic distinctive feature** when applied to marketing. Today, a team of neuro-marketing experts and the *maître parfumeur* at Muses are on hand to elaborate **marketing and development projects** that leverage the sense of smell - the sense that more than any other evokes ancestral memories and deep emotions.

The experts at Múses conduct in-depth analysis to identify the values of a company, a venue or a project in order to translate them into a **sensory logo**, an exclusive and unique essence to evoke the message that the client seeks to convey to the outside world.



## 7 Learn through play

### 7.1 Education-experiential workshops

Events at Múses have developed an impressive range of varied and specific play & learn experiences designed specifically for:

- Families
- Schools
- Summer centres

### 7.2 Mystery games

Inspired by actual historical episodes, the experts at Múses have created a Mystery game set in 1638, when Vittorio Amedeo I, Duke of Savoy, had just died and his French wife, Maria Cristina Borbone, had to defend herself and her children against the power games of her brothers-in-law.

The Mystery game is divided into two, equally difficult parallel itineraries so that two groups can play at the same time, taking up the challenges that mark off the path and thereby save the Duchess from an ambush.

