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PATRICK PALCIC @MILAN DESIGN MARKET

March 22, 2017 | Silvia Macellari



After the great success of IMM Cologne 2017, the German designer **Patrick Palcic**, former student of product design at Berlin University of the Arts, is leading the visitors of **Milan Design Market** onto olfactory experiences never felt before, thanks to the installation **Odor Per Imbrem** and his **copper clock** called Es Liegt was in Der Luft, literally **"There's something in the air"**.

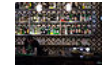
Dopo il grande successo riscosso all'IMM Cologne 2017, il designer tedesco **Patrick Palcic**, ex studente di product design alla Berlin University of the Arts, è pronto a condurre i visitatori del **Milan Design Market** verso esperienze olfattive senza precedenti, grazie all'installazione **Odor Per Imbrem** e al suo orologio in rame chiamato Es Liegt era in Der Luft, letteralmente **"C'è qualcosa nell'aria"**.



Fresh, stimulating or narcotic fragrances define **Odor Per Imbrem**, a modern reinterpretation of common atomizers, projected to make each smell visible or isolated thanks to an intricate pattern of copper tubes, thermal tubes and dry ice; customizable fragrances that change during the day according to its users' sense of smell are hidden in the olfactory clock, able to mark the time in a different way. A time that becomes smelleable with perfume leaks released at hourly intervals onto the copper surface of the clock, where twelve small holes have been punctured around the perimeter. Each hour is assigned to a different fragrance that trickles down the copper itself, heated up to let the scent evaporate. It also oxidises the metal, leaving lighter markings.

In effetti, mai come in questo caso gli odori sono protagonisti indiscussi. Fragranze fresche, stimolanti o stupefacenti in **Odor Per Imbrem**, una moderna rivisitazione dei comuni atomizzatori per ambienti, progettata per rendere ogni profumo visibile e definito grazie ad un intricato meccanismo costituito da tubi in rame, tubi termici e ghiaccio secco; fragranze personalizzabili che cambiano durante il giorno a seconda delle preferenze degli utenti, nell'orologio olfattivo in grado di scandire il trascorrere del tempo in modo del tutto nuovo. Ogni ora un'essenza differente gocciola dal retro dell'orologio sino alla superficie frontale in rame, appositamente riscaldata per consentire al profumo stesso di evaporare, innescando un processo di ossidazione del metallo che crea segni sempre più evidenti.

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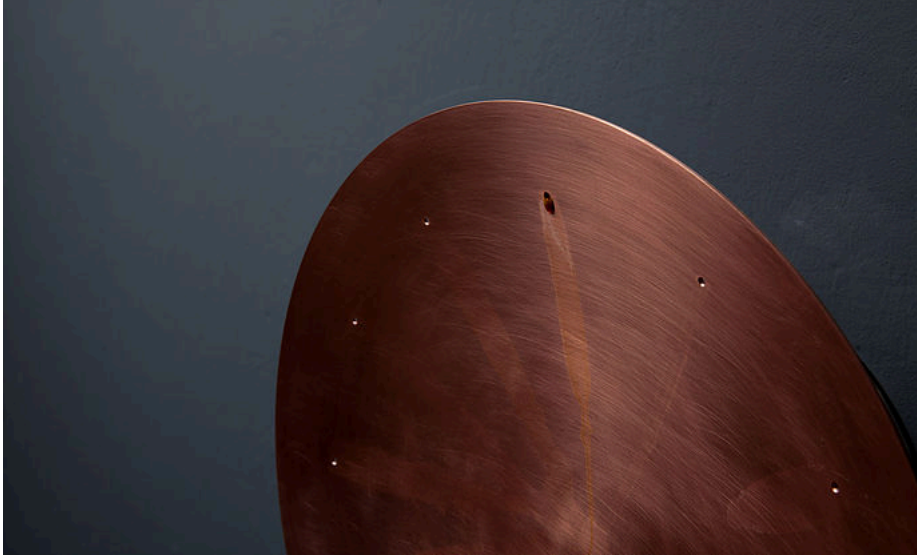
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Bergamotte, peppermint, patchouli, ginger, lavendel and natural oils are carefully mixed with alcohol, providing a little training for your nose that you are going to experience from 4th to 9th April. Are you ready to smell them?

Bergamotto, menta piperita, patchouli, zenzero, lavanda ed oli naturali mixati con alchool sono solo alcune delle fragranze utilizzate nel corso dell'esposizione. Siete pronti a mettere alla prova il vostro olfatto?

LOCATION
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