

## When Perfume and Culture meet : Odorarius Mirabilis – I profumi di D’Annunzio

The Venetian company **Mavive**, founded in 1986 and currently under the management of the third and fourth generation of the Vidal family, launched a fragrance line expressly created to pay homage to the Italian Poet Gabriele D’Annunzio (1863 – 1938).

Besides having a primary place in the Italian literature from 1889 to 1910, D’Annunzio was a perfumes lover, collector and nose. He was often referred to under the attribute “**Odorarius Magister**”. For him “*the perfume is everything, and everything is in the perfume. The ethereal takes the form of a blaze, as if it were music*”.

The line, **Odorarius Mirabilis - I Profumi di d’Annunzio**, is part of a project that will celebrate the importance of perfume for the Italian Poet. It is a niche brand with a strong cultural connotation, not a simple product but a complete project covering art and literature. The line is composed of four fragrances that recalls the life of the poet and some of his masterpieces:

- **Aqva Nvntia**, the leader of the olfactory line, reminds the fragrance that the Poet himself created but never commercialized; it was stated in the Renaissance books, *Experimenti*, which inspired the poet’s experimentations and it is the result of the vision of the antique;
- **Ermione** recalls the spirituality of nature and the well-known poem “*The rain in the pine wood*” “*La pioggia nel pineto*”;
- **Divina Musa** is dedicated to Eleonora Duse, Italian actress who can be considered the main source of inspiration for the Poet;
- **Il Piacere** celebrates a luxury from another era and recalls the most important novel written by D’Annunzio.



The bottles of the four fragrances are a modern representation of the one designed by D’Annunzio for the original fragrance Aqva Nvntia.

According to **Marco Vidal**, Commercial Director of Mavive and CEO of The Merchant of Venice, perfume is more a fact of culture than of marketing. Besides numbers and market researches, they have always aimed at creating projects focused on something wider, expressing their history, traditions and the search of beauty. For them, culture is something immaterial, which needs to be studied and not only consumed, it is a value that must create synergies and develop new points of view.

The D’Annunzio project originates from a passion for this great artist and poet. It has been a complex project, which also included an accurate analysis of the Poet’s texts undertaken in collaboration with Paola Goretti, historian and Academic expert. In March, the exhibition “**D’annunzio and the Art of Perfume. Odorarius mirabilis**” will be inaugurated at *The Vittoriale degli italiani* (The shrine of Italian victories) to recreate the scenographic locations where the Poet lived and its particular olfactory universe.

**Sources:**

<http://www.mavive.com/en/index.asp>

<http://www.repubblica.it/economia/affari-e->

[finanza/2017/12/11/news/i\\_profumi\\_di\\_dannunzio\\_lultima\\_sfida\\_di\\_mavive-183742882/](http://www.repubblica.it/economia/affari-e-finanza/2017/12/11/news/i_profumi_di_dannunzio_lultima_sfida_di_mavive-183742882/)

<http://www.gardapost.it/2017/10/24/dannunzio-larte-del-profumo-odorarius-mirabilis/>