



For Immediate Release

Los Angeles, CA
October 2014

Molecule: Designing the Unseen

October 4, 2014 - November 16, 2014

Reception: Saturday, October 4, 6-9pm at Fifth Floor Gallery



Fifth Floor Gallery is very excited to announce the culmination of its collaboration with the Institute for Art and Olfaction. Together with the I.A.O. we have developed a signature scent available exclusively at Fifth Floor Gallery and packaged in a limited edition wooden vessel for its launch. To commemorate the event, Micah Hahn, the creative director of the I.A.O. has created a series of limited edition prints to be exhibited in the gallery. These prints are an intricate graphic representation of a selection of the molecules that make up the new scent and are printed with gold foil on heavy linen paper. For the exhibition, each Molecule print will be accompanied by its scent sample.

An olfactory palliative for the urban Angeleno, the scent itself counterbalances dry concrete, hot shimmering metal and the dog days of a never-ending summer with bright herbaceous citrus, tropical fruits, lush florals, and dry, musky woods: a scent oasis for the road-weary.

Carving out a hybrid practice between visual design and fine art, Micah Hahn is a typographer, an award-winning graphic designer and an artist. His print, design and collaborative work have been exhibited internationally, and in 2013 a selection of his prints were acquired for the Bibliothèque Nationale in Paris. Micah has been invited to speak at institutions such as AIGA, the BDA Awards and California College of the Arts. He lives and works in Los Angeles.

The Institute for Art and Olfaction was founded in October of 2012 by Saskia Wilson-Brown. Together with the other I.A.O. collaborators, Saskia and Micah have spearheaded many projects that interweave the practices of Art, Design, Performance and Scent-making. In April 2014, the I.A.O. launched the first annual Art and Olfaction Awards, a yearly awards mechanism designed to help celebrate excellence in independent and artisan perfumery. In January 2014, the I.A.O. launched its first large-scale public arts project with 'A Trip to Japan in Sixteen Minutes, Revisited' at the Hammer Museum. The organization is also active in launching its educational programs, open sessions, and a number of curated arts programs, talks, and partnerships.

About Fifth Floor Gallery: Opened in January of 2008, Fifth Floor Gallery is a store and exhibition space in the heart of LA's Chinatown. Owner, Robert Apodaca's background in architecture sees that the space delights in a mixture of contemporary art and design. Work by varying artists, designers, and architects rotate through the exhibition areas, while a steady base of unique accessories, jewelry, furniture and design objects remain on display. **Fifth Floor Gallery is open Thursday-Sunday, 12-6pm or by appointment.**