



ANNOUNCING THE AWARDEES FOR THE INAUGURAL IAO ACCELERATOR

December 15, 2020

Los Angeles – The Institute for Art and Olfaction (IAO) is pleased to announce the Awardees for the 2021 IAO Accelerator program.

The IAO Accelerator is designed to assist initiatives and individuals whose work is devoted to inclusive practices that are reflective of the global and historical diversity in perfume and scent practices.

AWARDEES

Due to a tie in the scores, we are awarding the IAO accelerator to two initiatives in 2021, our inaugural year.

BLACKPERFUMERS.COM

Led by Elle in New Orleans, Blackperfumers.com has as its goal to (1) promote Black perfumers as an expected presence rather than as an anomaly in niche and mainstream perfume outlets and platforms around the world. Further goals include (2) to inspire STEM educators to introduce Perfumery to Black youth in schools as a potential career choice where they can explore arts, design, and science, and (3) to make the contributions from the global Black diaspora in the evolution of contemporary fragrance more visible to perfume wearers and perfume producers. An emerging perfumer herself, Elle seeks to build bridges while promoting inclusivity and diversity awareness in the global and niche Perfumery industry.

SCRATCH'N'SNIFF OPEN DATABASE

Led by Jas Brooks in Chicago, this project aims to create a public database of scratch and sniff books. It's meant to (1) provide information for researchers, authors, and parents interested in purchasing and analyzing existing books or producing their own work, as well as (2) take into consideration olfactory engagement for blind or visually impaired persons (BVIP) - much like tactile graphics, but for smell. This is inspired by the handful of literature (McGee and Tompkins, 1982; Brown, 1972; Miller, 1985; Irwin, 2018) exploring the use of scratch and sniff for blind and visually impaired children from the perspective of educators and parents.

932 Chung King Road
Los Angeles, CA. 90012

hello@artandolfaction.com
www.artandolfaction.com



ABOUT THE ACCELERATOR

The IAO Accelerator is designed to assist initiatives and individuals whose work is devoted to inclusive practices that are reflective of the global and historical diversity in perfume and scent practices.

In our inaugural year, awardees were selected by judges Rubia Chaudri, Julianne Lee, Minetta Rogers, Lakenda Wallace, and Saskia Wilson-Brown. Together, the judges assessed the submitted projects assessing them based on the factors that included the benefit to the applicant, the benefit to the community, project feasibility, project originality, and project urgency.

WHAT'S NEXT?

The awardees will be provided with a start-up stipend of \$1,000.00 each, as well as business, legal, and technical assistance from individuals identified by the awardees and the IAO as being potentially helpful to their specific needs.

We invite the larger perfume community to join us in supporting Elle and Jas to bring their projects to light. We need particular assistance with:

- + Identifying and connecting with perfume materials producers in Africa and the broader Black Diaspora communities
- + Technical perfumery and microencapsulation
- + Donations of old scratch and sniff books

Please contact saskia@artandolfaction.com if you would like to lend a hand.

###

Press Inquiries: hello@artandolfaction.com // 415-518-3613

More information can be found on artandolfaction.com/accelerator/

932 Chung King Road
Los Angeles, CA. 90012

hello@artandolfaction.com
www.artandolfaction.com