



**From Memory to A Sign من ذكرى إلى علامة**  
**By Dana El Masri**

On View: September 4 - October 23, 2026

Opening Reception: Friday, September 4, 2026 from 6-8pm

The IAO Gallery is pleased to host From Memory to A Sign من ذكرى إلى علامة by Dana El Masri.

This exhibition gathers works created from 2009 to 2026; a constellation of pieces in dialogue with each other across time. Each work forms a living archive of memory, imagination, and material.

The space unfolds as a multi-sensory playground, a room of inner workings, wonder and expression. Foraged fragments from nature, collected across countries and years, merge with memory to reveal how identity is built from many specific and special parts.

Through ceramic, flowers, sound, and scent, the exhibition invites us to rediscover traces of home in faraway places, and to feel how memory can be both fragile and rooted. An act of remembrance and rediscovery.

**Artist Statement**

“I want to use olfaction to question what we call ‘exotic,’ treating fragrance as a vehicle for navigating layered geographies and displaced narratives.

Smell becomes my tool for building intimate temporal landscapes and moments of growth and self-reflection.

I care about how scents make us feel, seen, and how they can bring us together”

- Dana El Masri



Image: Dana El Masri, *Bou'Hanamiya*, 2023, Acrylic and gold paint on canvas

IAO Gallery at The Institute for Art and Olfaction  
932 Chung King Rd., Los Angeles CA. 90012  
artandolfaction.com



## About Dana El Masri

Dana El Masri is a perfumer, interdisciplinary artist, lecturer, storyteller, and writer. Rooted in her Egyptian-Lebanese heritage, born in Budapest, raised in Dubai. With a BA in Communication Studies, and trained at GIP in Grasse in 2010, she has also lived in Montreal, New York, and now Los Angeles. She owns and operates, Jazmin Sarai, an artisan line of small-batch, unisex perfumes and oils exploring the intersection of scent, music, and culture, established in 2014.

Dana's work bridges cultures and media to create multi-sensory, synesthetic experiences focused on social interaction, cultural belonging, and representation. Her goal is to replace the euro-centric lens of perfumery with multifaceted narratives. Her scented installations and residencies have been presented globally, including Amsterdam, Cairo, London, Los Angeles, Montreal, New York, Toronto, and Tunis.

Dana has collaborated with artists, musicians, lifestyle brands, and hotels on cross-modal projects. She conducts olfactory workshops on SWANA social rituals and has presented theories on cultural imprints and orientalism in perfumery since 2017.

She provides cultural consulting, and co-founded the Diverse Talent in Perfumery database. An IAO lecturer and five-time AOA judge, her writing has been published in the internationally and online, and is a Jasmine Award and Perfumed Plume winner.

Learn more about Dana's work: [www.danaelmasri.com](http://www.danaelmasri.com) | [www.jazminsarai.com](http://www.jazminsarai.com)

## About IAO Gallery

The Institute for Art and Olfaction's gallery is devoted to exhibitions, performances, installations and other expressions that make use of or engage with the medium of scent. The space includes a dedicated 154 square foot room within the IAO, and two window galleries that face the pedestrian street, Chung King Road.

## Open Hours

Fridays from 1 to 5pm and by appointment, contact us at [hello@artandolfaction.com](mailto:hello@artandolfaction.com)

The IAO Gallery is accessible by wheelchair. However, please note that there is a one inch cement lip at the entry to the IAO.