

The Snifferoo

Frank Bloem



works



perfume

The first perfumes of The Snifferoo were made in small batches and had names like: Parakeet, Wheelchair, Manatee and Pumpjack.



The wandering Dutch is a series of perfumes, based on Dutch history. The scents: Secreti del Piemontese, Oranda Yuki and Alexine bear witness to an interest in the exotic and are a voyage of discovery through the centuries, in search of adventure, seduction and freedom.



Zeelucht (sea air), a perfume created for The Embassy of the North Sea. It is the result of the second phase of an art project. Frank Bloem researched the smells from and around the North Sea in 2019. This led to a series of exhibitions and performances. On Dutch beaches, in art spaces, theaters, a church and an Amsterdam ferry.

In 2020 Frank designed a perfume on the basis of the scent project. The perfume opens with the fresh sensation of outdoor wind. You smell grass, pine and sea. In the drydown you meet more complex hints of sea wormwood, metal and rust. To end with a soft tingling sensation on the skin after a walk by the sea.

Fleur de Vache

Fleur de Vache is an eau de toilette with a tincture of cow fertilizer as its main ingredient. The scent of a cowshed in late summer characterizes this eau de toilette. Notes of bitter orange and lavender harmonize with the invigorating sensation of dry cow manure. The base of this eau de toilette consists of synthetic ambergris.



Scent design





9 million scratch and sniff cards for the Postcode Lottery: Rose, Rapeseed and Honeysuckle

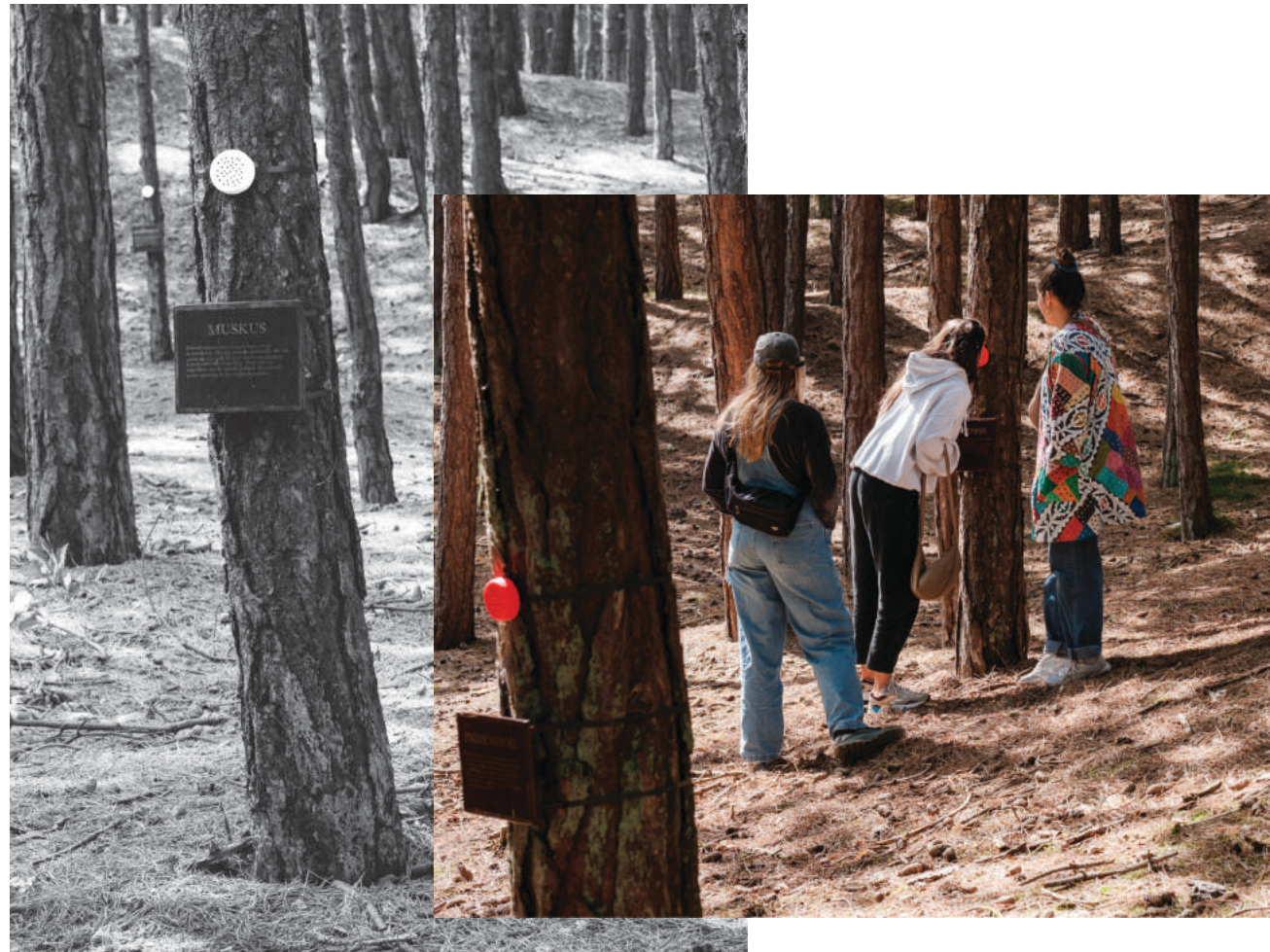


Scent design for marine biologist Lisa Becking, Gala of Science, Stadsschouwburg Amsterdam

In the artwork Dennenlust, Into The Great Wide Open Festival 2023, Frank Bloem brings the scent of a warm pine forest to life.

The artwork is an ode to the planted and mature pine forest that occurred on the Dutch northern islands in the 1980s, in contrast to the (now more common) mixed forest. He uses the imagery of the red dots with which forest rangers marked the trees that needed to be cut down to create a more diverse mixed forest. The dots in the artwork contain scents that match this exciting Pine scent. The musk fragrances have an erotic effect, but other fragrances that appear in this work can also be seen as mind-expanding. As is the case with smells, some people swoon at the smell that is released when unpacking the tent, while others only smell the groundsheet and a slightly moldy canvas.

Together with this work Bloem designed a perfume that was on sale (and sold out) at the festival.

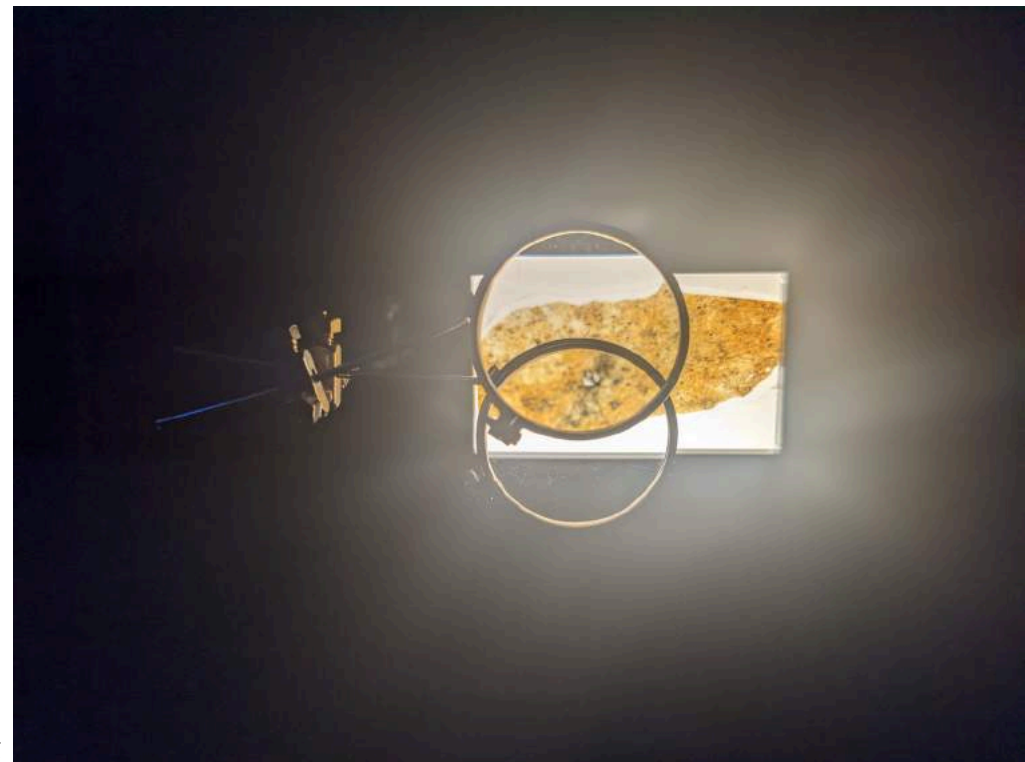




In 2018, The Snifferoo created three fragrances of Elephants for Artis Zoo. It concerns the female elephant in heat, the male in rut and the young male. Elephants communicate with fragrance. In order to inform the public about their secretions, Artis thought it would be fun to make an installation that allows you to smell through the elephant's nose. And it is. Although the Male elephant in rut is quite a sniff.



Scent tour for Het Fries Museum, 8 scents that corresponded to works in the exhibition Á la Campagne



The Scent of a meteorite, collaboration with artist Mathilde Calamet



Scent exhibitions for The Ambassey of the North Sea



Teaching

For the past 5 years Frank has been running the Aroma Lab of Amsterdam Art Centre Mediamatic, giving workshops organizing events and in general informing people about the intriguing world of scents.



Books



In 2022 Frank released a book about his journeys through the world of scent. Geur, de vergeten sensatie [Scent, the forgotten sensation] Ten Have publishers

In 2023 The book Neuswijzer was released with contributions of Frank. Neuswijzer, Boom publishers

Frank currently works on a new book. For Ten Have publishers that will be released end of 2024.



Frank



Frank Bloem (1978) studied visual arts at the Gerrit Rietveld Academy and Philosophy at the University of Amsterdam. After graduating from the Rietveld Academy in 2007, he focused on working with scent in 2014. In 2016, this led to the establishment of The Snifferoo, a laboratory for scent in the broadest sense. In addition to perfumes, Bloem develops fragrances for Artis (elephant fragrances) and De Ambassade van de Noordzee (the perfume Zeelucht). He makes his own scent installations and collaborates with artists who want to use scent in their work. Bloem gives scent workshops at art institution Mediamatic, where he manages the Aroma Lab. In November 2022, the book *GEUR, the forgotten sensation* was published by Ten Have publishers, in which Frank takes the reader on a journey of discovery into the world of fragrance. In a light-hearted way, he provides insight into how smell influences our daily lives and how it marks great moments in world history.

Frank has taught at various art academies. He is also involved with Odeuropa and Neuswijzer. Both projects of the Dutch Royal Academy of Sciences.

Assingments

2024:

Postcodeloterij, NL
Scent design of flower cards, scratch and sniff

Princessehof, ceramics museum, NL
exhibition scents + potpourri

2023:

Stadsmuseum Veenendaal, NL
Sheep scents (schapenpoep, wolverf, gras)

Hygiene Museum Dresden, DE
Scent presentations for a festival on camp:
scented film, panel presentation host,
perfumed spaces

Into The Great Wide Open Festival, NL
Open Air art installation, perfume design and
scent performance with the movie Polyester
by John Waters.

Ruigoord, Ambassade van de Noordzee, NL
Bulk, open air exposition.

Lisa Becking, Stadsschouwburg Amsterdam,
NL. Scent design for lecture at The Gala of
Science

Exhibition 'On the scent of olfactory art'
Oranjehof, New Zealand Aoteroa,

Exhibition MITU580 New York, Brooklyn.
collaboration with artist Sarah Cameron
Sunde.

Exhibition Museum Tot Zover, Amsterdam,
Scents of death.

The Messyverse, Exhibition Felix Mertitis,
Amsterdam, NL 'Opening Earth' collaboration
with Frederik Heyman

2022

Collaboration with artists Eva Grongrijp,
Richtje Rijnsma, Mathilde Calamet on several
art installations

Nomination Sadakichi Award, Art and
olfaction awards Los Angeles, US

Fries Museum, NL 2 scent tours and an
installation for visitors to experience the
Proustian effect.

Altyered States Festival The Hague, NL, Scent
Performance with screening Polyester John
Waters

Biblos, cedarwood exhibition Museum van
Oudeheden, Leiden, NL

The Ways of Water, Melkweg Expo
Amsterdam, NL

September Me Festival, Amersfoort, NL, 5
scents for music performances

Floriade, Almere, NL collaboration with
Onkruidenier, 3 scent designs. International
garden expo.

2021

Ambassade van de Noordzee release of a
perfume based on the art installation

Collaboration Cartlotte Mumm on an art

installation

Used Future Scent design to go with a type
face for design studio Our Polite Society

Radical Reverseability, Exhibition ,
Looiersgracht 60, Amsterdam, NL

Sprout, Rotterdam, NL Plan to make the
subway of Rotterdam more green.

2020

Ambassade van de Noordzee, various
exhibitions outdoors

2019

Collaboration Barbara Langendijk en Nour
Accoum, scent for a fashion brand. Faux fur.

Menno Kroon, a line of 4 scented candles
based on te seasons

2018

Elephant scents in Artis Zoo, Amsterdam, NL

From 2016 onwards

Workshops on scent through Airbnb an
Mediamatic Amsterdam.

Manager of the Aroma Lab at Mediamatic
Amsterdam since 2019.

The Snifferoo

A scent company, by Frank Bloem, with the
focus on scent design, perfume and scent art.