

Cesar Majorana is
~~in search of something hauntingly beautiful~~
an artist working with scent



Some questions and answers about my work.

What is The Hmmsphere?

- That's a fragrance I created after a 3-month research project with internet community The Hmm. It smells like the internet.

What does the internet smell like?

- A little bit like a printer machine running at full speed. Plus an ocean filled with high speed data cables. And grass.

What is The Syntax of Smell?

- A performance where people sit in front of me, tell me about a memory that relates to a scent and I make a fragrance for them on the spot while simultaneously underlining the links between our memories, our notion of 'artificiality', and pollution.

Has there been any press on it?

- Yeah, a bunch actually. [De Volkskrant](#) & [Financieel Dagblad](#) & [Mister Motley](#) & [MetropolisM](#) & [RTL EditieNL](#)
My favorite is Jeroen Woe [describing his experience of the performance on Radio 1](#)

What is the next project you're working on?

- The scent of a birth.
- A scent for the architecture biennale in Nieuwe Instituut
- A special scented experience for the Albert Serra expo in Eye

Can I also, you know, just buy a fragrance?

- Well, yes and no. The Hmmsphere is still [for sale here](#).

And?

- I do sometimes re-create formulas discovered during performances and occasionally people can visit my studio and have a one-on-one where we create a custom project.

Where can I find the *other* work you do?

- I have a [podcast](#), weekly column in the vpro gids, [de volkskrant \(where I write my weekly column De Winkelman about consuming fashion\)](#) and I make tv-shows. Some links to some of that are [here](#).

Where has your work been displayed?

- [An Eye For An Eye, A Tooth For A Tooth, Project Space 34/40, Amsterdam, 2024](#)
- Something about a double-edged sword, Morpho, Antwerp BE, 2023
- De geur van het internet curated exhibition, 38CC, Delft, 2022-2023
- The Overkill Festival, Sickhouse, Enschede, 2022
- Sonic Acts biennial, W139, Amsterdam, 2022

- Leiden International Film Festival, Schouwburg Leiden, Leiden, 2022
- De geur van verdriet x Stippenlift, Van Gogh Museum, Amsterdam, 2022
- Sandberg Grad Show, Het Hem, Zaandam, 2021

Do you have an artist bio?

- Cesar Majorana (1996) is a performer and artist working with fragrance, text and video.

He graduated from Sandberg Institute in 2021 and doesn't hold any other degree besides a masters.

His work has been on display at NPO3, Van Gogh Museum, IFFR and Rijksmuseum. It deals with the internet, culture, metaphor and memory and you're absolutely allowed to touch the art.

Most of the work I make starts from collaboration.

You can mail my agent oscarvangelderren@gmail.com or DM me on [instagram](#).

For performances of *The Syntax Of Smell* or studio visits (I have a tiny laboratory in Rotterdam) you can email [here](#).