

RETURN SERVICE REQUESTED

Mai 2009

Visit the Alliance Française de Fresno website: <http://www.affresno.org/>



The Délégation Générale in Washington, DC, the Alliance Française de Fresno, and the Fresno County Public Library are pleased to announce:

Lecture in English: *Fact and Fiction of French Perfume*

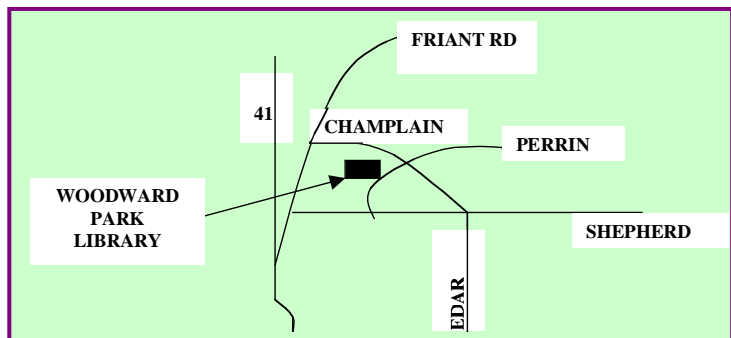
Presented by: Christophe Laudamiel

Thursday, May 21, 2009, 7:00 PM

Woodward Park Library, 944 E. Perrin (see map below), 433-3135

There is no charge for the lecture. The public is invited to attend. A reception will follow.

Christophe Laudamiel is a creator of perfumes. His childhood was spent learning the names of exotic fruits, spices, and other plants and flowers. Today he puts his skills to work for the organization International Flavors and Fragrances in New York. After significant scientific training, including graduating at the top of his class from the École Européenne des Hautes Études des Industries Chimiques (European School of



Advanced Studies in Chemical Industries) in Strasbourg in 1991, he went on to teach chemistry at the Massachusetts Institute of Technology (MIT) and received a Perfumer-Creator certification from Proctor & Gamble in 1997. His work has focused on the relationship between the world of perfumery and that of art and design. His creations are infused with a sense of ambiance, and his inspiration comes from various sources: a living room, a music video, a new scientific discovery, famous people or characters, or a geographic place could inspire the perfume that everyone will be wearing next year. With the International Flavors and Fragrances Foundation, Laudamiel has organized programs to increase awareness about scents in primary schools. Activities include simple exercises: children are asked to relate a series of photographs to scents, and, in order to help teach good penmanship, to relate perfumes to words. This technique has been effective in helping with visual memorization of vocabulary. Christopher Laudamiel boasts an impressive number of creations for well-known clients, including: *Happy Heart and Happy in Bloom* (Clinique); *HN for Men* and *HN for Women* (Harvey Nichols); *Le baiser de l'Artiste* (Orlan) (The Artist's Kiss); *Mimosa* (Slatkin & Co.); *the Perfumes of Perfume* (Thierry Mugler for Patrick Süskind); and *Polo Blue for Men* (Ralph Lauren).

Fact and Fiction about Perfuming at the Dawn of the 21st Century

Receptors in the nose are almost one hundred times more complicated than those in the eyes; nevertheless, olfactory senses have remained underestimated. As perfume companies, wine growers, botanists, and even doctors can attest, scent can bring to mind endless memories. In addition, in the world of business, more and more publicists, designers, and architects are looking to scent to attract customers. Christophe Laudamiel invites us to travel to the heart of our senses, to biological levels within the universe of emotions awakened by smells. He will show us how olfactory senses are a powerful means of communicating and educating, in the business world, as well as in our personal lives. Laudamiel will talk about the use of technologies associated with the spread of a scent in order to create a specifically intended ambiance or concept.

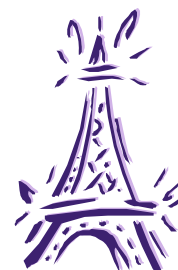
French Classes: For information on adult French classes contact School Directress Odette Cohen at 435-3285 and for children's classes contact Micheline Curnyn at 435-5532. (Summer Classes will be available!)



CAFÉS DE L'ALLIANCE, Jeudi, 14 mai, 11 juin de 16:30h à 18h à la Boulangerie. Votre rendez-vous mensuel avec vos amis francophones. (Occurs each 2nd Thursday).



Mark your calendars: July 12, 5:00 PM
Bastille Day Festivities, 5:00 PM
Fig Garden Swim and Racket Club
Details to follow in June Newsletter



Upcoming Exhibits at the Fresno Metropolitan Museum

Anna Richards Brewster: American Impressionist, March 21 - June 7

The exhibit is an examination of the struggles and triumphs of an American woman's career in art in the late 19th and early 20th centuries at a time when women were just beginning to advance in the professional and academic spheres of the art world.

Organized by Dr. Judith Maxwell in collaboration with Susan Brewster Mc Clatchy, this innovative and comprehensive exhibition encompasses Brewster's (1870 -1952) works in oil, watercolor, gouache, and pen designs. It brings together paintings and prints from private and public collections to resurrect the reputation of one of the best-known of American women artists of the century.

The Dutch Italianates: 17th Century Masterpieces from the Dulwich Picture Gallery, London, April 11 - June 21

These 40 influential paintings display lavish still lifes, revealing self-portraits, insightful portraiture, humble and reverent genre works, and masterful cityscapes and seascapes of a period often referred to as *The Golden Age*.

