

1A

0:00

in | visible

a hidden world of magic with scent

a performance led by Jeanette Andrews

Locate a hidden world with scents that create the impossible

2A

0:02

in | visible

a hidden world of magic with scent

a performance led by Jeanette Andrews

The work explores themes of invisibility, navigation via scent, and physiologically imbuing one with wonder via scent. These concepts are explored via a series of interactive magic performances. The magic is caused by "impossible perfume bottles," which contain impossible objects/fragrances, that create the fantastical experiences.

3A

0:04



To get the word out about the performances, small boxes will be distributed to approximately 200 people in Chicago in a guerilla-esque manner. They will contain a custom scent and blank blotter cards. Recipients will be instructed to spray one of the blank cards with the scent 'invisible' (wet dirt, rose, and glass). This scent develops invisible ink on cards revealing information about the performance.

4A

0:06



After revealing the information, each recipient is instructed to pass the box and its contents to a friend to reveal their own card.

5A

0:08



Each box contains materials for 10-15 cards to be developed. This chain of distribution continues, creating a chain of recipients who feel like they are chosen for something special and hidden, thereby increasing mystique, demand, and word of mouth.

6A

0:18



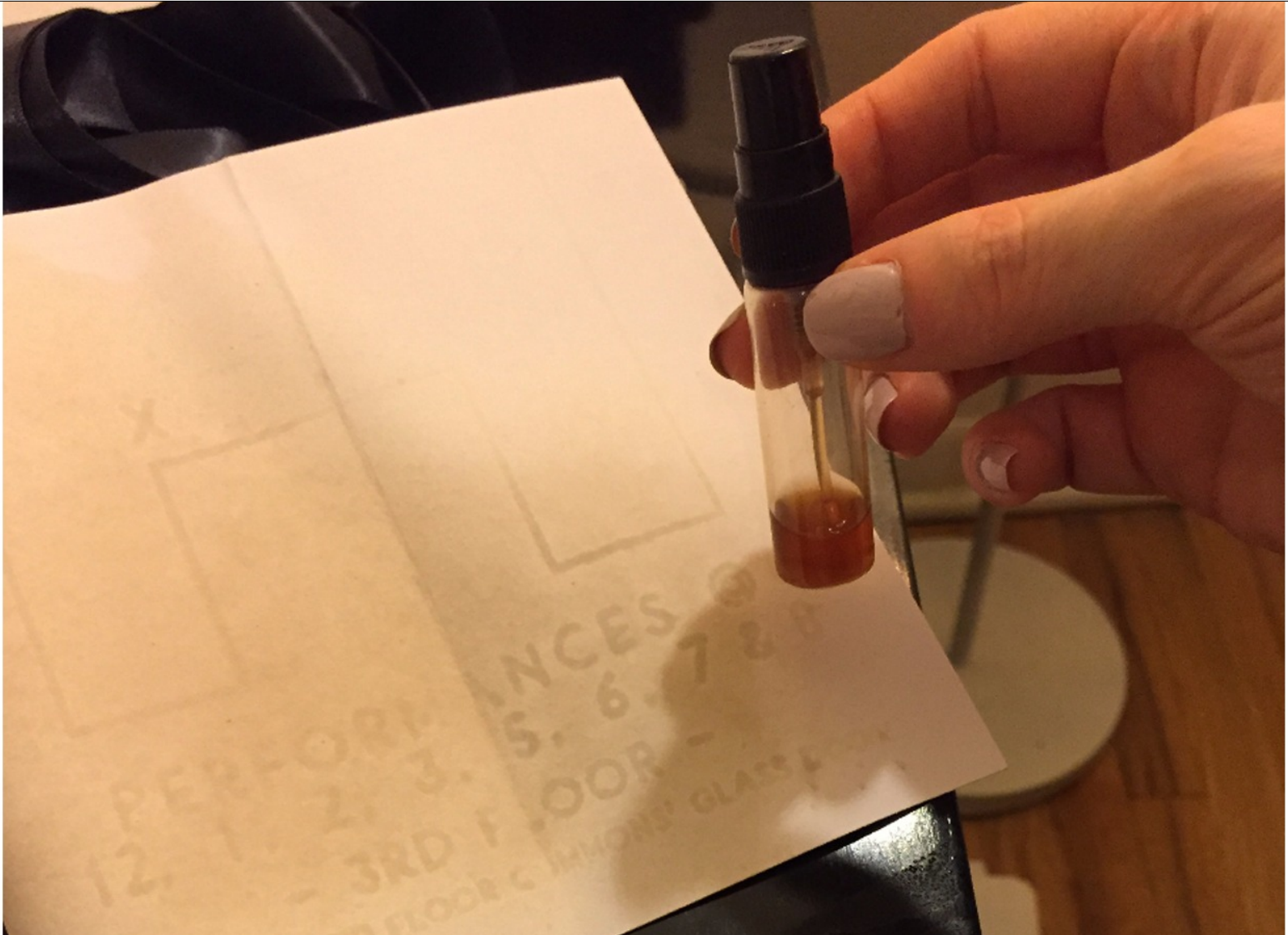
7A

0:12



8A

0:14





9A

0:16



[stock image] People can also sign up online for a waiting list to have one of the boxes sent to them.  
All recipients will RSVP to the performance online.

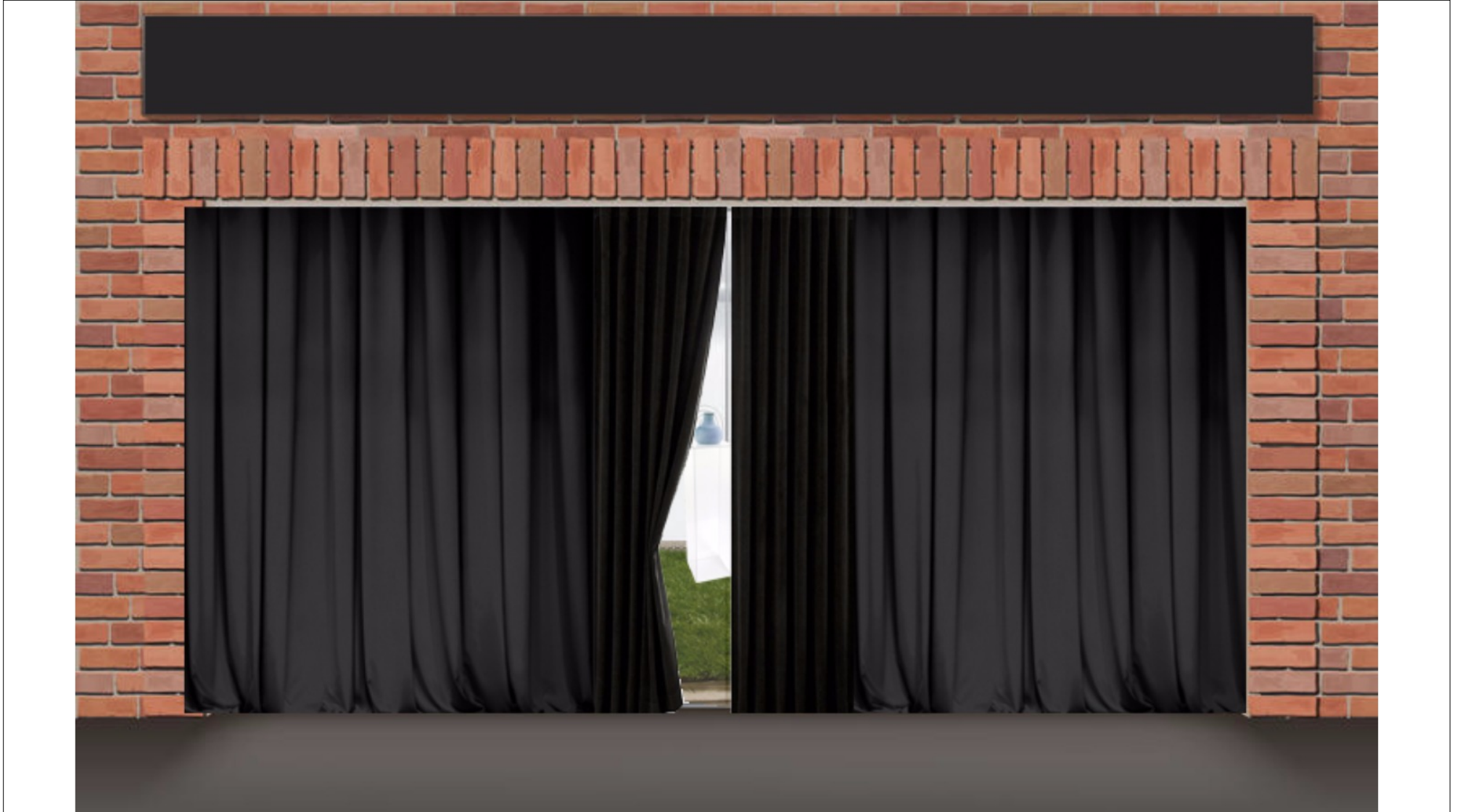
10A

0:18

# STOREFRONT GALLERY / WINDOW WORKS PORTION OF PROJECT

11A

0:28



A mysterious storefront gallery in a high foot-traffic area will contain an installation of sod and one impossible perfume bottle in the storefront, with only a glimpse inside, and a small sign.



**impossible perfume bottle prototype**  
**WORKING PROTOTYPES MADE:**

Impossible perfume bottles summon images of the "ship in a bottle" concept, though most of these will be solid objects, not things that can be created in pieces, such as the following prototype of Lego brick in a glass bottle that is larger than the neck. Both the logo and the glass are unaltered.

13A

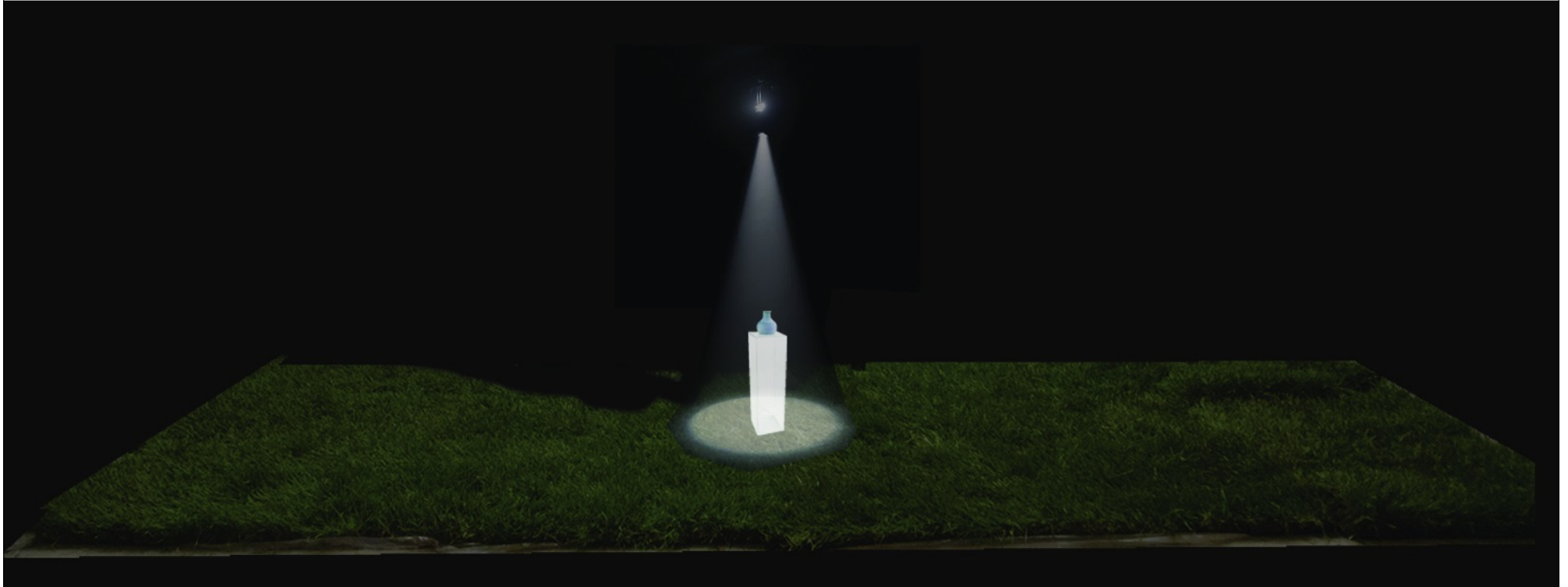
0:24



impossible perfume bottle prototype  
**WORKING PROTOTYPES MADE:** They contain scents that allow people to:  
Read minds  
Predict the future  
Mirror other people's actions  
Have heightened sensory perception & more

14A

0:26



Interior of storefront gallery concept.

15A

0:28



Performance days: roses are installed into the sod,  
Attendees will be given blank playing cards and invited to brush roses across them. The rose petals and their scent will develop invisible ink that gives the actual address of the performance, which attendees subsequently navigate.

16A

0:38



PERFORMANCE SHOT FROM MCA, CONCEPT IMPLEMENTED: Scent of roses are used to develop the address of the actual performance.



STOREFRONT GALLERY /  
WINDOW WORKS  
PORTION OF PROJECT  
ENDS HERE

18A

0:34



[stock image] PERFORMANCE SPACE: Upon entering performance space, people are presented with a table of vials of scent components that will be used in the performance. Attendees are invited to smell and select one that intrigues them, to be used in the work.

19A

0:36



[stock image] Performance commences with impossible perfume bottles brought out, passed around the circle. Throughout the work, each different 'impossible perfume bottle' is sprayed to transition between performance pieces.

20A

0:38



The impossible perfume bottles are sprayed to create 'force fields of magical space' These 'invisible installations,' act as causality for the magic.

These magical scent environments are initially invisible and yet they vanish further/dissipate to become imperceptible. This creates shifting environments throughout the work.  
[stock image]

21A

0:48



**PERFORMANCE:** Jeanette leads pieces of interactive magic where audience members create the impossible in their own hands using scent, plants, and more.

22A

0:42



[stock image] Physiological implanting of wonder... -As each person exits, they are gifted a small vile of a custom scent for that date which was dispensed during magical moments that occur during the performance, thereby emotionally and psychologically conditioning them to experience a sense of wonder upon smelling it at a later date. This seeks to expand the timeframe of the work over months/years.