

# Laboratory Perfumes

THE NATURAL SCIENCE OF SCENT

PRESS RELEASE | Sept 2017

## Laboratory Perfumes X Danny Sangra present ROOM SERVICE & EUPHORIA

*A funny film about fragrance*



London scent-maker **Laboratory Perfumes** has launched the latest instalment in its series of creative collaborations exploring the concept of smell – and this time, things have taken a rather unexpected direction. The perfumer, Aaron Firth, has this time turned to the chronically irreverent artist, photographer and filmmaker **Danny Sangra** and invited him to explore the idea of fragrance through film in any way he saw fit.

Known for his inventive, humour-laden and, often, wittily surreal short films, Sangra has previously worked with some of the most admired brands in fashion, including Burberry, Balenciaga, Miu Miu, Mulberry, Vogue and many more – cutting through cliché and pricking pretensions to create fresh and original film and illustration that connects with the brand audience in new and unpredictable ways.

*'My intention was to write something that had nothing to do with perfume. However somehow I ended up writing something that has everything to do with perfume.'*



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Written in one evening and shot in one day, the result is **Room Service and Euphoria**, a not-quite-four-minute short that looks and sounds nothing like the classic notion of the perfume ad.

*'I think everyone thinks of diaphanous material floating around a model in slow motion, while some fustian dialogue plays over classical music. It was never something I even considered...'*

Sangra has torn up the creative conventions of the perfume commercial – no swirling petals, flaming landscapes, sultry pouts or whispered pseudo-poetry. This is not a film many perfume brands would be comfortable having their name on. Fortunately, with its minimalist and gender-free approach, Laboratory Perfumes, has never been a conventional fragrance brand.

*'I like their approach. There's a simplicity to it and it's very clear and precise, aesthetically speaking. I actually use the product so that makes doing a project like this more personal. I think because I typically work in fashion with comedy, they felt comfortable knowing my approach to humour. They just wanted me to write something I wanted to make. I'm always respectful of the people I work with, I just end up being the one that makes the film that isn't what they would usually create. I'm quite proud of that. I like them for being them and they like me for being me.'*

Set in Ace Hotel Shoreditch and featuring the Laboratory Perfumes fragrance Tonka, Sangra's film examines the role of scent as a non-verbal form of communication and its pre-rational influence on human behaviour – by taking the relationship between aroma and attraction to gleefully absurd extremes.

Tobias (Rory DCS) is idling in his hotel room when a girlfriend (Jasmine Horn) rings to say she's heading over. A quick shower, a spritz of Tonka, a quick call to room service (Tim Renouf) for some champagne – and that's when things start to go awry...

**Room Service and Euphoria** is now available to view on the Laboratory Perfumes' homepage and Lab – the online repository for artistic collaborations and musings on scent.

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## Notes for editors

### About Laboratory Perfumes

Founded in London in 2011, Laboratory Perfumes crafts unique, natural and gender-free fragrances, scientifically formulated to react to the wearer and evolve over the course of the day. Inspired by the flowers, herbs and aromatic botanicals of Britain and beyond, the range of eaux de parfum and candles is made from natural oils, selected with care and blended with precision. There are currently five fragrances in the collection: Amber, Gorse, Samphire, Tonka and Atlas. Laboratory Perfumes frequently collaborates with artists across all creative disciplines to explore the sensory expression of scent.

**W:** laboratoryperfumes.com

**I:** laboratoryperfumes

**F:** LaboratoryPerfumes

**T:** @LabPerfumes

### About Danny Sangra

An artist, illustrator, photographer and filmmaker, the Central Saint Martins graduate Danny Sangra is a creative polymath with an irreverent streak and a gift for the satirical. As a filmmaker, he divides his time between writing and directing commercial work for the likes of Sony, Nowness, Balenciaga, Mercedes-Benz, Diesel, Miu Miu and Vogue, and exploring his own ideas through personal short films, which led to the 2015 release of his first feature-length film, the widely lauded *Goldbricks in Bloom*. He works as a director for B-Reel Films in the UK and Control Films in France, and is represented as an artist and illustrator by Breed London.

**W:** dannysangra.com

**I:** @dannysangra

**T:** @dannysangra

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*For more info on the film, the collaboration and Laboratory Perfumes, please contact Dorothy Bourne at [dorothy@zetteler.co.uk](mailto:dorothy@zetteler.co.uk) or on +44 (0)7939 200519.*

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