



FRAGRANZE

**Alessandro Gualtieri aka THE NOSE  
is the Special Guest of Pitti Fragranze.**

----

**At the Stazione Leopolda he will present  
THE ALCHEMICAL WALL:  
an experiment  
that invites the public  
to make a cathartic gesture.**

**Alessandro Gualtieri**, known in the sector as The Nose, and the creator of Nasomatto and Orto Parisi, is the **Special Guest of this edition of Pitti Fragranze**, scheduled at the **Stazione Leopolda in Florence from 16 to 18 September 2022**.

For Pitti Fragranze he has designed **THE ALCHEMICAL WALL**, an interactive physical experience at the Stazione Leopolda, which visitors will be able to experience one at a time, and in a short amount of time.

"I am trying to construct my alchemical machine – **says Alessandro Gualtieri** – to produce my version of the famous “substance”: the aim is that of collecting the liquids transformed by the psyche of human beings”. For the first time, the alchemist invites others to contribute to his experiment. Through the alchemical process, gold is created from the coarsest material: the fulcrum of the experience that Gualtieri will propose at Fragranze is to sublimate frustrations through a bona fide act of purification. “This act is based on a cathartic methodology. I wanted to create a space for freeing our repressed emotions and condensing bad memories, so they finally evaporate, freeing us”.

“For me, the wall is the place where it is possible to observe how the process of alchemical transformation is evolving: what began as a strong gesture of liberation, ends in a wall of faded and dim ideas that are no longer corporeal or with a presence, where problems are no longer relevant”.

**Florence, 16 September 2022**