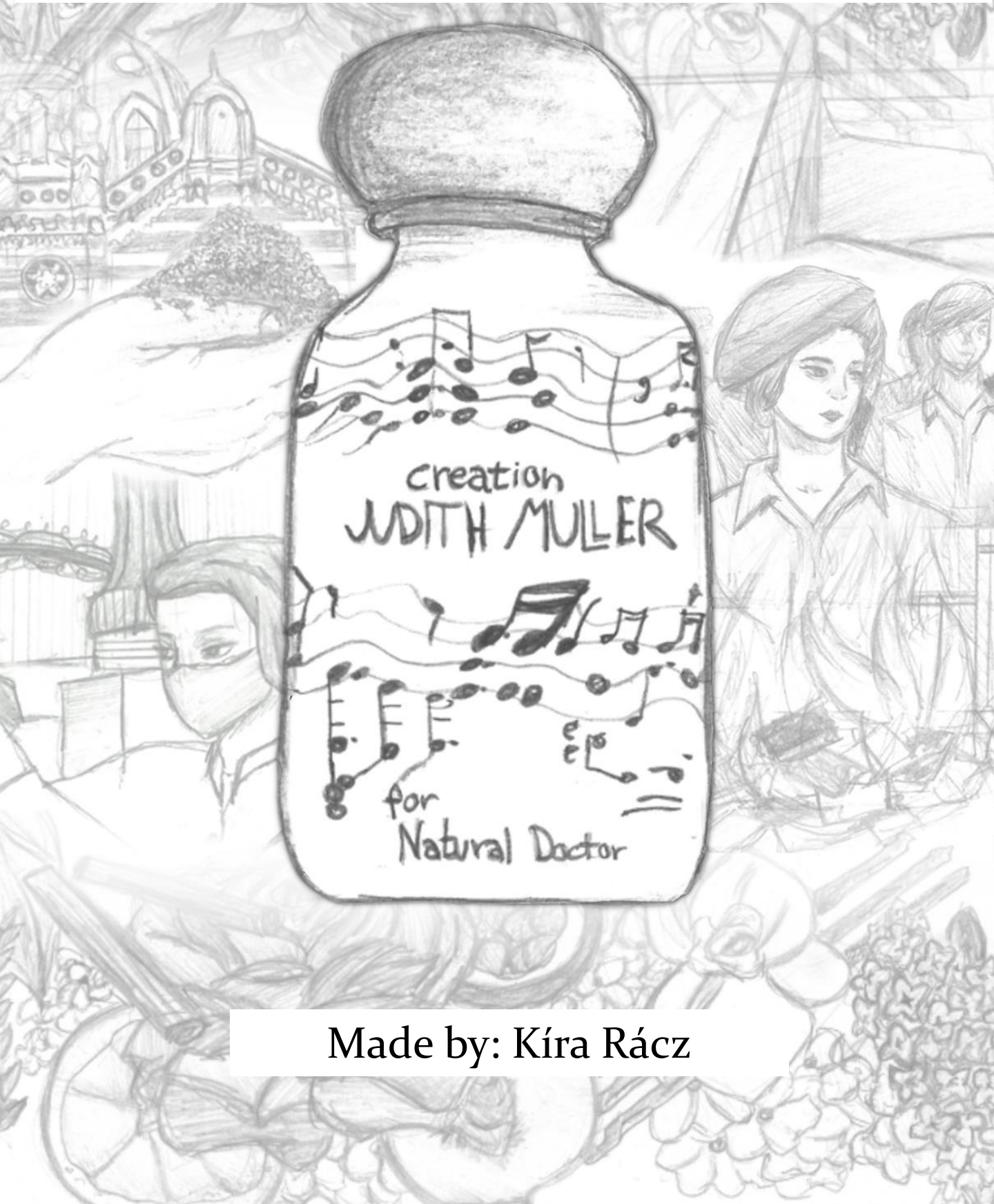


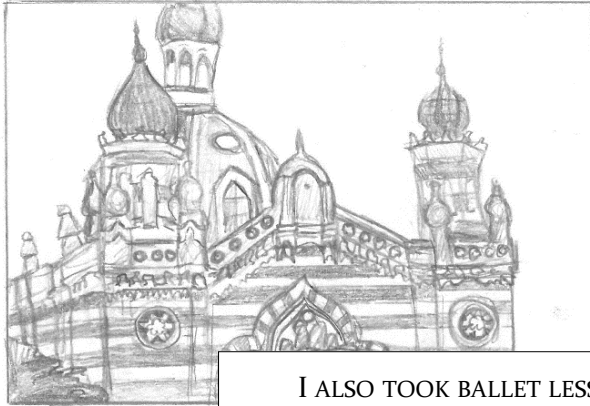
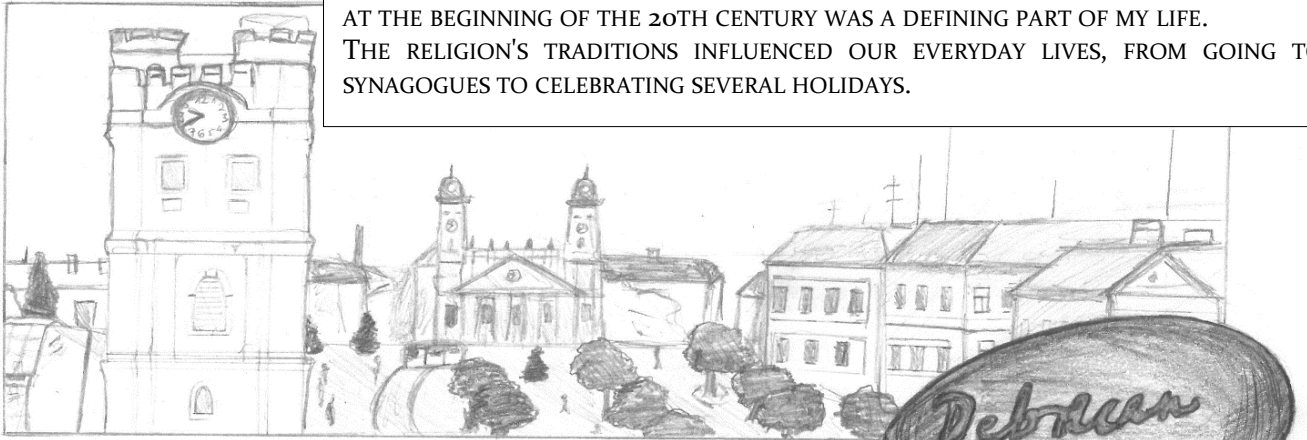
WHERE DID THE SCENTS GO?

A WOMAN WHOSE PERFUMES MADE THE 20TH CENTURY BETTER



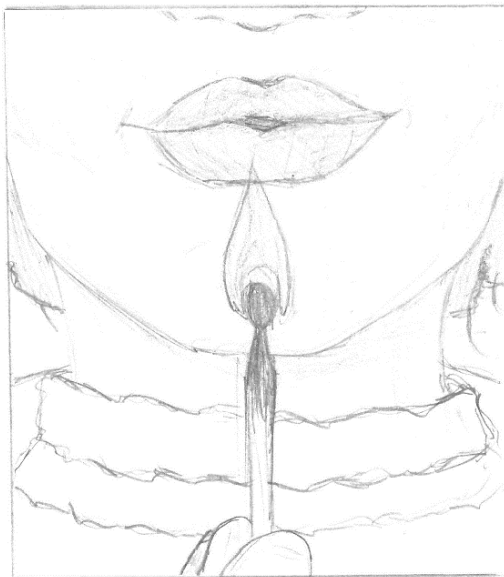
Made by: Kíra Rácz

GROWING UP IN HUNGARY'S SECOND LARGEST CITY, - DEBRECEN - IN A JEWISH FAMILY AT THE BEGINNING OF THE 20TH CENTURY WAS A DEFINING PART OF MY LIFE. THE RELIGION'S TRADITIONS INFLUENCED OUR EVERYDAY LIVES, FROM GOING TO SYNAGOGUES TO CELEBRATING SEVERAL HOLIDAYS.

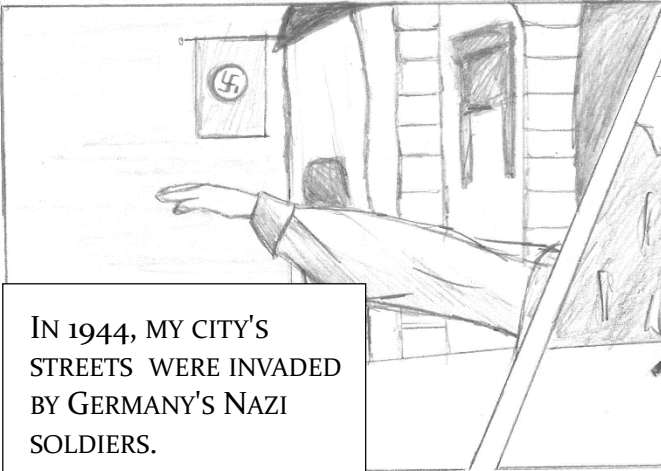


I ALSO TOOK BALLET LESSONS AND GOT INTRODUCED TO THE BEAUTY OF MAKEUP BY MY GRANDMOTHER, JULISKA.


SHE FIRST TAUGHT ME HOW TO MAKE MY BLONDE EYEBROWS VISIBLE, SINCE THEY WERE ALMOST NON-EXISTENT.




DUE TO HER INFLUENCE, I STARTED TO LEARN ABOUT THE WORLD OF CREAMS MADE OUT OF HERBS AND SUCH THINGS.




THEIR SYMBOLS COVERED
EVERYTHING IN SIGHT.



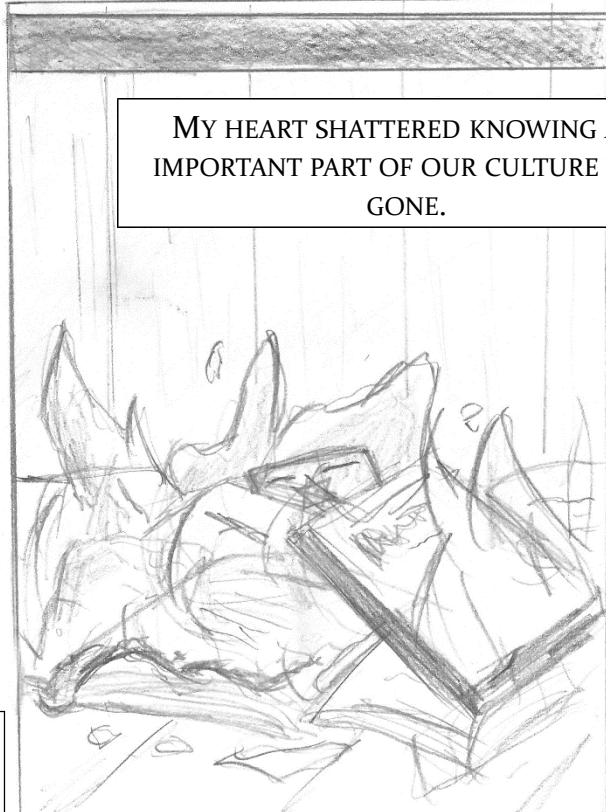
IN 1944, MY CITY'S
STREETS WERE INVADED
BY GERMANY'S NAZI
SOLDIERS.



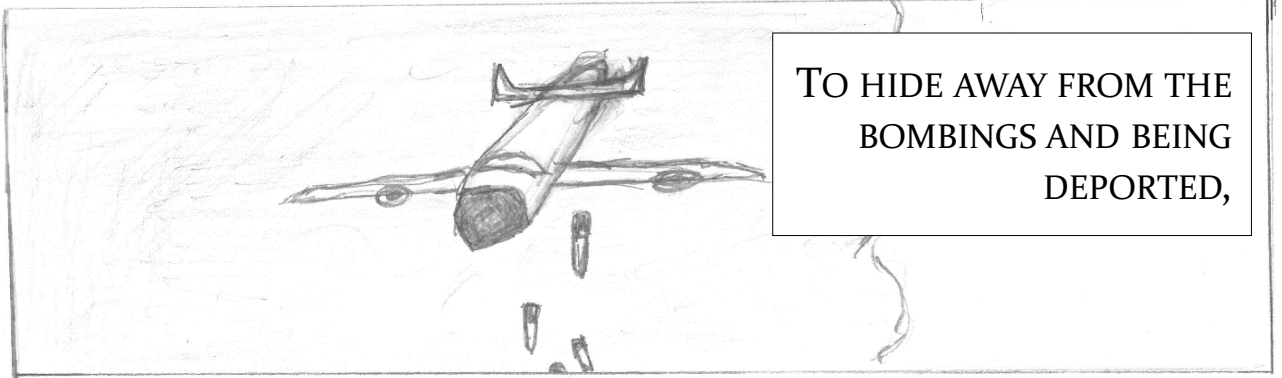
MY GRANDMOTHER
GOT DEPORTED, AND
MY FATHER GOT
FORCED TO LABOR.



MY HEART SHATTERED KNOWING AN
IMPORTANT PART OF OUR CULTURE WAS
GONE.



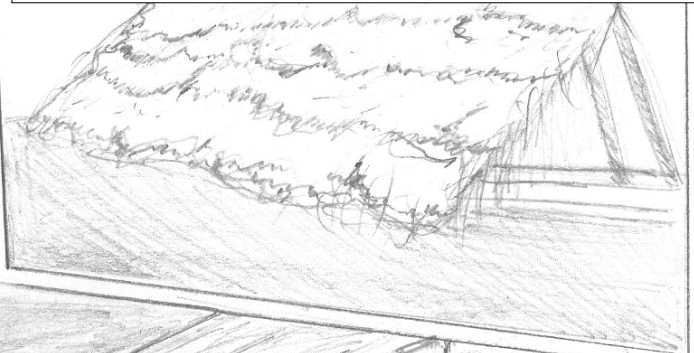
BOOKS WRITTEN BY OUR JEWISH
WRITERS WERE BURNT RIGHT IN FRONT
OF THE GHETTO OF DEBRECEN.



TO HIDE AWAY FROM THE
BOMBINGS AND BEING
DEPORTED,



I FOUND A SAFE PLACE IN HORTOBÁGY, A
GRASSY PLAIN IN EASTERN-HUNGARY WHERE
ANIMALS LIVE



AFTER THE WAR, I WENT TO ISRAEL, THE
NEW HOME OF JEWISH PEOPLE AND SOLD
SODA WATER ON THE STREET TO EARN
MYSELF SOME MONEY.

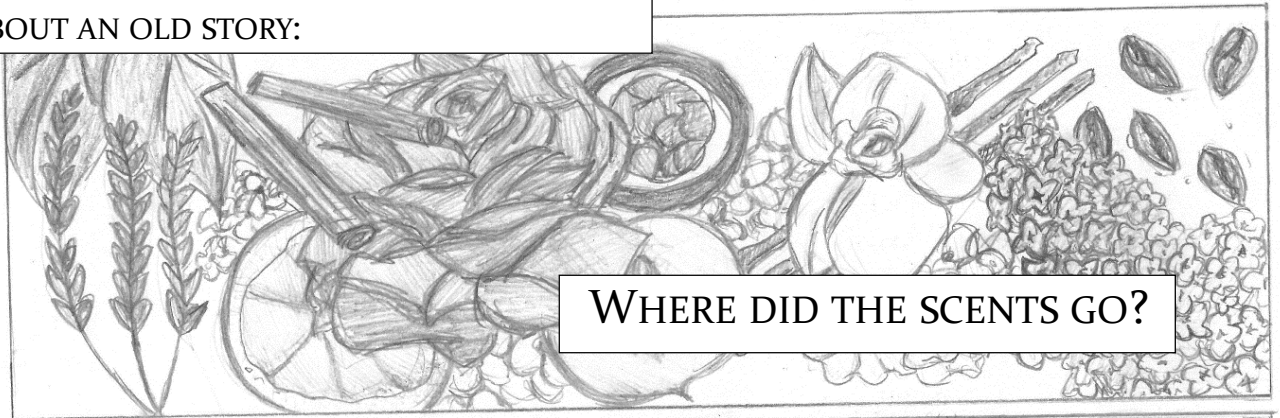


THEN I SERVED THE COUNTRY BY
JOINING THE LOCAL ARMY.

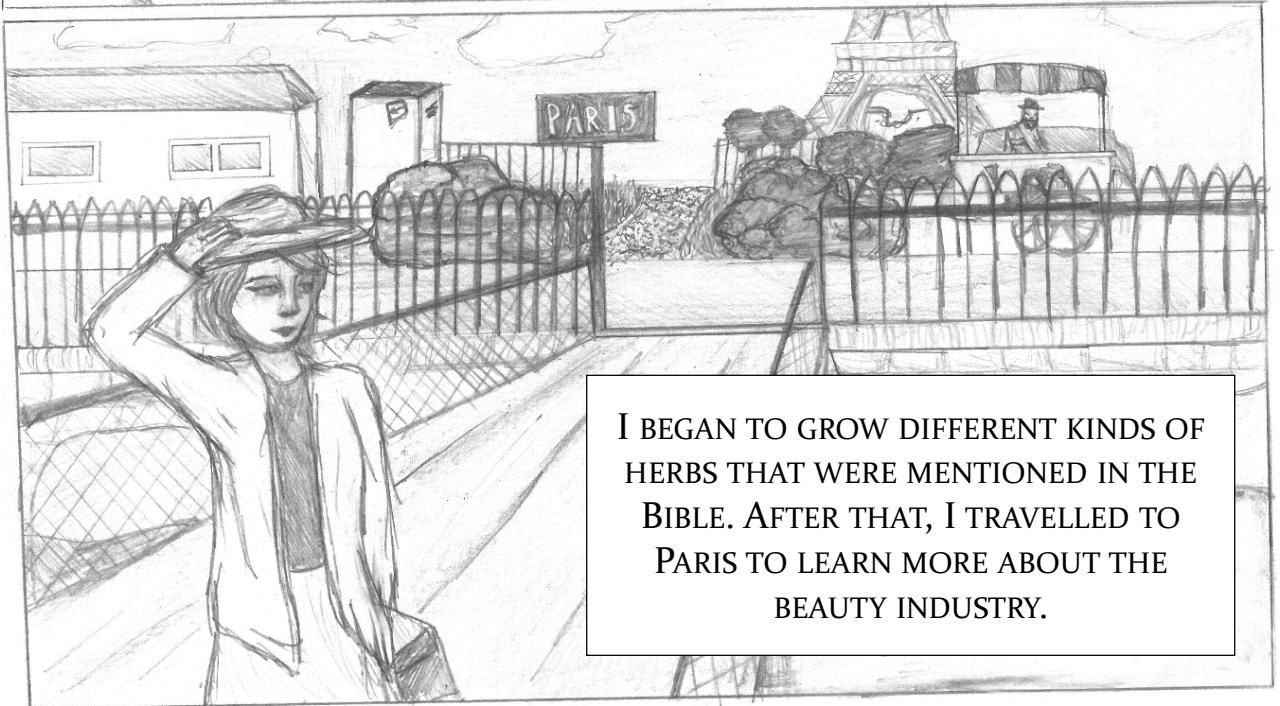
BETSHABE SEDUCED KING DAVID WITH HER BEAUTY. WHAT SCENT COULD'VE POSSIBLY INFLUENCED HIM THIS MUCH?



DURING ONE OF MY NIGHT SHIFTS, I GLANCED AT DAVID'S TOWER AND THOUGHT ABOUT AN OLD STORY:



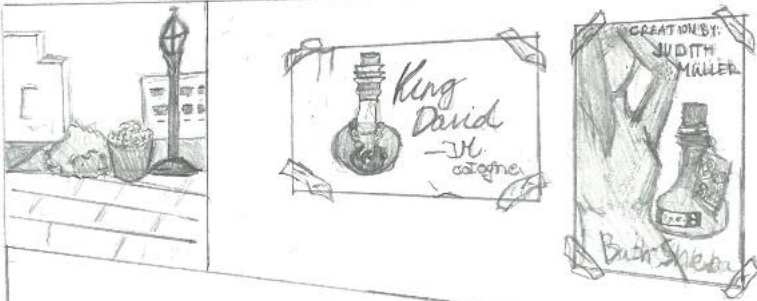
WHERE DID THE SCENTS GO?



I BEGAN TO GROW DIFFERENT KINDS OF HERBS THAT WERE MENTIONED IN THE BIBLE. AFTER THAT, I TRAVELLED TO PARIS TO LEARN MORE ABOUT THE BEAUTY INDUSTRY.



AFTER I CAME BACK TO ISRAEL, I STARTED TO STUDY SCENTS FROM THE PAST.



I ESTABLISHED MY OWN PERFUME COMPANY AND I RE-CREATED THE FRAGRANCE OF WOMEN FROM THE TORAH. I CAREFULLY THOUGHT OUT THE DESIGN OF THE PACKAGING AND THE BOTTLE, TOO.



I GOT MARRIED TO MY FRIEND, DEZSŐ GÁTI, WHO BECAME MY SPOUSE AND ONE OF MY BIGGEST HELPERS OVERTIME.



AFTER ALL THE SUCCESS, I LOST MY SON IN AN ACCIDENT. LATER, MY HUSBAND AND FATHER ALSO DISAPPEARED FROM MY LIFE.

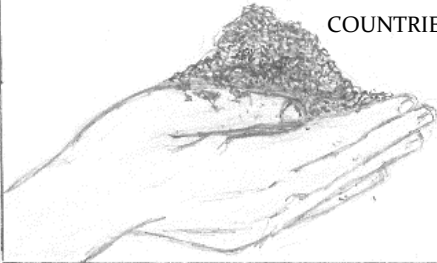


ONE DAY, I GOT A CALL FROM AN OLD THAI FRIEND.



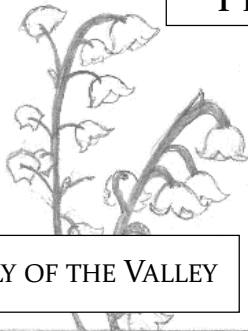
HE REQUESTED THAT I CREATE A SMELL THAT CAN REPRESENT HIS HOTEL. THEN I THOUGHT TO MYSELF-

„WHY DON'T I MAKE ONE FOR THAILAND ITSELF?“ – THAT'S WHEN I BEGAN TO PRODUCE ALL KINDS OF AROMAS INSPIRED BY COUNTRIES.

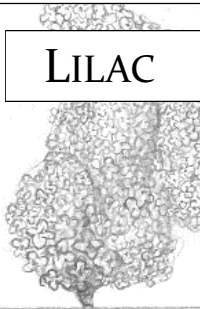


INCLUDING MY OWN. I BROUGHT A HANDFUL OF SOIL FROM MY OLD HOUSE'S BACKYARD TO A FRENCH NOSE: THIS IS WHAT MY HOME SMELLS LIKE.

I INCLUDED SUCH INGREDIENTS AS:



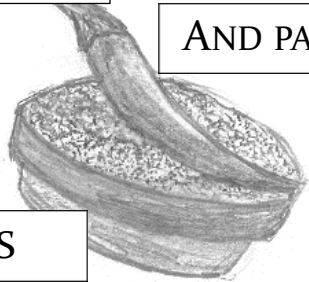
LILY OF THE VALLEY



LILAC



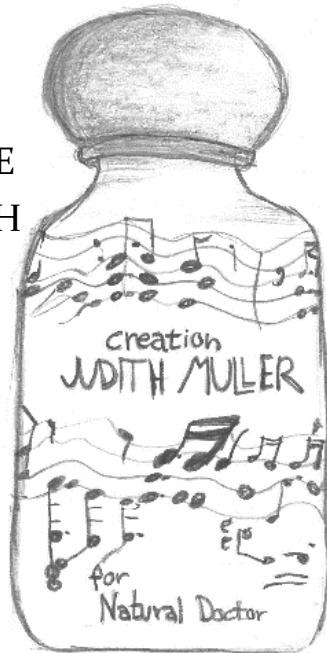
ROSES



AND PAPRIKA

THAT'S HOW THE HUNGARIAN RHAPSODY NO. 5 WAS BORN.

I HOPE I WAS ABLE TO MAKE THE 20TH CENTURY BETTER,



AND I SUCCESSFULLY FOUND ALL SCENTS THAT DISAPPEARED A LONG TIME AGO...