



## Fragrance Story No.4

The fragrance for „pay attention!“, the Sustained Color No. 4

developed by the fragrance expert Dr. Joachim Mensing, graduate psychologist, sociologist and one of the finest noses in perfumery

Gray is the color of gently refined transitions. Especially the shade of the Sustained Color No. 4 „Pay attention!“ of the COLORNETWORK® radiates a lot of balanced calmness and at the same time appears elegant, competent, concentrated and intellectual. If you let this shade of gray sink in for a while, it reveals additional associations. The associations that then arise, also from a scent-psychological point of view, go back to the early history of mankind. But they also have a highly topical psychological - even a political reference.

„Pay attention!“ is profound and revolutionary.

When you let Sustained Color No. 4 take effect on you, unexpected associations arise that surprise you as a viewer. The peaceful, introverted gray increasingly develops a subtle power and energy. One literally discovers a strength in the color that also recalls that of a gray rock or gray cobblestones and thus weapons for resistance, stone barricades and street battles, such as those of the 68 student unrest. This is matched by the association of the color with rising smoke that precedes the fire when it wants to burn. Through these chains of associations, the introverted achromatic gray now becomes downright powerful, „ego-strong,“ and as I will discuss in more detail below, somewhat revolutionary for culturally and politically aware artists and interior designers. From a scent-psychological point of view, the initially peaceful and now powerful gray is also transforming. On the one hand, it smells natural, warm and stable as typically expected in perfumery from „woody-earthly or even herbal notes, for example, from the smell of cedar, tobacco leaves or sage. However, the scent of Sustained Color No. 4 also becomes increasingly smoky and powerful and you can associate gray and black leather notes, as known from perfumes (eg Ombre Leather Parfum Tom Ford for women and men) or from room scenting (eg ipuro - purist ipuro cuir).

**COLOR  
NET  
WORK®**  
:

Sustained Color No. 4

**pay  
attention!**



## The color of the revolutionary paving stones

As a gray, cuboid mini-rock, the cobblestone, as already indicated, has also become a symbol of political resistance, especially through student unrest and the French Revolution. In this context, the compact gray rock color of Sustained Color No. 4 can be associated with incipient revolts involving street battles and barricades, which can themselves be accompanied by the smell of smoke. The color, which initially appears peaceful, thus appears in a different context and can become political power when it rises energetically and powerfully like a sleeping giant. Gabriel and Daniel Cohn-Bendit, who were involved in the 1968 riots, described the function of the gray paving stones thus: they were used to create a truly revolutionary situation in the first place. The stone barricades were thus no longer a means of self-defense; they became a symbol of freedom. This was recognized early on by a number of artists, such as Joseph Beuys, who transferred the gray street stones into art and exhibition spaces. The Musée des civilisations de l'Europe et de la Méditerranée in Marseille, for example, has adopted cobblestones from the '68 riots as a symbol of freedom in its permanent exhibition.

## Self-protection

Becoming a (gray) stone also serves as a protective function in nature for humans and animals. One tries to become as uninterested as possible, pauses motionless. One directs the attention so on other, offer the Drumherum a stage. External influences bounce off a gray rock. „Pay Attention“ means not only to be alert for the surroundings, it means especially to be attentive with oneself.

From the gray rock it is also only a short way to the smoke. Smoke and fire have always exerted a magical fascination. Their mastery for about a million years represented a huge step in the evolution of mankind, especially because fire and smoke gave people a better quality of life and self-protection. Fire served early man not only to keep warm, but also to prolong daylight. In addition, fire destroyed pathogens, for example, by fumigation, and provided protection from wild animals. The smoke further offered a taste enrichment which the open fireplaces then also offered as cooking places. The cooking place or fire and smoke thus also had communicative, physical and emotional functions, because they brought different groups of people together and offered them protection and safety.

## Smoke to win the favor of the gods

There is much to suggest that with the mastery of smoke and fire, perfumery also began as scented incense to pay homage to the gods. Valuable and fragrant parts of plants were burned along with them. Thus, scented incense, probably initially with frankincense and myrrh, became a divine ritual. Also incense burning after surviving an illness was a ritual for a new beginning.





## Modern incense in the 21st century

In recent years, there has been a rediscovery of incense. Particularly popular became smoking with sage for purification and against negative energy but also with cedar to relieve tension and reduce anxiety. Smoking became a real boom, energizing olfactory shelters for family and friends. Instead of, as with our stone-age ancestors deep in a rock cave, the new private shelters begin in the entrance and extend into the work, living and sleeping areas and also appear visually archaic, for example, through incense holders made of gray natural stone.

Similar to the incenses that have been and continue to be used as a remedy against evil right up to modern times, incense bundles and incense sticks offer a special effect to the modern city dweller: you feel good about what you smell. In particular, incense sticks become a kind of antidote to the pollution that comes with living in the city and inevitably enters the living spaces from the outside. For this, incense sticks have also evolved in recent years. They smell not only powerful patchouli, but also notes reminiscent, for example, the scent of a cedar forest. Also incense sticks with leather notes enjoy increasing popularity in a time where resilience or perseverance for the new beginning are in demand.

## How to enhance the color and spatial experience of Sustained Color No. 4 even more specifically

So which combination of scents can further enhance the effect of the multi-layered Sustained Color No. 4? For this purpose, we at COLORNETWORK® experimented and found the combination of cedar with leather to be particularly profitable in bringing out the specific facets of the color. The woody scent cedar incense sticks, has a soothing effect on the mind. It promotes calm and concentration and relieves tension. With the aura of calm promotes the smell of cedar especially supports the competence and intellectuality that also characterizes the color No. 4.