



Original size

Dare to say you don't know

'Almoist' is a fragrance composed of experiences of moist in the Netherlands which has been launched in Talinn on the 1st of July 2017. Users are invited to partake in its identity by sharing their myriad of interpretations and associations through various media in the chatroom almoist.com.

Almoist is a unisex perfume in the form of a moisturising serum for all skin types, launched in an edition of 300 flacons. The fragrance is a contrasting combination of a multitude of sensual impressions of moist in the Netherlands, ranging from the natural: mosses, river sides and damp stones after rain, to the urban: sneakers, lubes, Gortex fabric and more.

All these impressions were captured in a collection of texts, images and videos that explored the essence of these experiences, their contrasts and the way they relate to how we currently live our lives in an urban society; seemingly looking for answers elsewhere. The concept of Almoist strongly embodies this notion of an 'in-between' condition. The name of the fragrance thus communicates this idea of 'half-knowledge', not knowing or being fully capable to find, grasp and express an experience.

Niklaus Mettler is an artist and visual communicator who lives in Amsterdam. His work focusses on the challenge and difficulties involved in communicating the sensual experience of smell with other media. In order to explore this further he created an online platform where wearers of Almoist, by entering a special code that comes with each flacon, can share their experiences and associations. They are free to use all kinds of different media such as text, photos, sound samples and video footage. Over time, all of these contributions experimentally combined will reveal the actual identity of the perfume.

Almoist has been a collaboration with: Leonie Eichen, Severin Bunse, Dalia Izem, **drom** FRAGRANCES, Michael White, Nicolas Incerti, La Vie C'est Facile, 造子工房, Lexi Visco, Rustan Söderling, Paul Bernard, **Aptar**, François Girard-Meunier, **DE GROOT B.V.** CODING & LABELLING, Selina Parr, Lara Tolman, Noriko van der Linde, Sergiusz Syntiejewski, Antje Peters, Suzanne Oudshoorn and has been supported by the **creative industries fund NL**

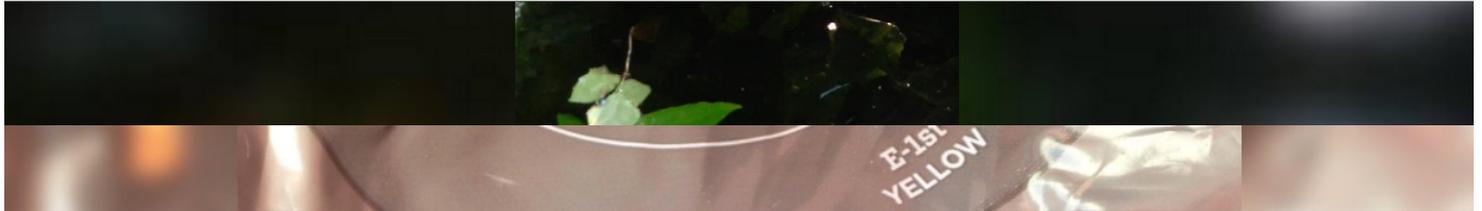
Excerpts from the chatroom Almost.com:

nickyray : ...

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ivania (26 days ago):

When the earth, water, plants and flowers collide together into a symphony of warm air touching every pore of your uncovered skin, fighting to go even deeper to all the hidden parts. Don't forget about the sound of leafs touching between each other and the rhythm of water dancing.



julieneona (about 1 month ago):

@nickyray sweet sweat on hot skins in tepid mornings. Vapors of our dreams. One Sunbeam on sticky moist and clean sheets. Warm breeze of the breath with Skinos in the veins.
Καλημέρα, Wherever I am has a bewitched charm



The realisation of Almost has been a process of extensive collaborations, which is characteristic for Niklaus Mettler's work. Born from a genuine interest in smells, Niklaus has both equipped himself in making fragrances as well as gathered around him a group of specialist and companies who bring their expertise to his projects. His website innoutfragrances.com features amongst others a fragrance that expresses at once the diverse identities of the city of Amsterdam, and a perfume that complemented the launch of a CD. His work has been shown in different installations at several exhibitions around Europe and was sold in a number of shops in the Netherlands and abroad.

Almost is a product by
Niklaus Mettler

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