

Anikó GORÁCZ

***(Visualized) Images of Fragrance –
The Essence of Perfume Commercials***

Perfume commercials intend to visualize a fragrance, i.e. making those impressions visible that we can only smell. These advertisements use imaginary clichés and well-known stories which are not about the scent but rather the character who wears the perfume as an invisible sign. The simpler ones put the heroes of fairy tales in limelight, but there are some which reflect on the connection between the senses and recollection. One of the most interesting pieces is by Martin Scorsese (*Mean Streets, Taxi Driver*), which is built on a flashback, the experience when a fragrance recalls a sequence of memories.

Anikó GORÁCZ (1980) journalist, film critic; studied film theory and film history at The Institute for Art Theory and Media Studies at Eötvös Loránd University, Budapest. Her main research area is Eastern European film. Her book *Forradalmárok – Az új évezred román filmművészete* [Revolutionists – The Romanian Film in the New Millennium], Budapest: Mozinet, 2010, introduces the Romanian new wave, a brand-new generation of the post-communist Romanian film. She is also interested in star studies, tv commercials and documentary films. E-mail: agoracz@gmail.com.

