



● EMIRHAKIN

0m away

Today

Sillage

2024, installation of perfume boxes

Sillage is an installation showing a series of perfumes that the artist found during his pilgrimage to Mecca, the holiest city of Islam, a complex meeting point where the sacred and the material clash. At this place meant for reflection, prayer and pilgrimage, the sharp representation of consumerism strikingly stands out.

Fragrance, which is traditionally used as a symbol of devotion and purity to faith, quickly mutates into the collision between religion and mass consumer culture. With brand names such as “Extremely Hot”, “Bold Man”, and even “Colonial Club”, sold in the vicinity of the sacred yet surrounded by luxury stores, the products become an echo of how faith is commodified.

The artist encourages the viewer to encounter smell as a powerful, explosive link to memory and emotion, drawing from their own experiences during the pilgrimage. Striving to capture the fragrant tension between spiritualism and the materialization of faith, where Western luxury ideals impose remote representations of gender and identity.

Say something...

