

# EM

## ARTISTIC PERFUMERY

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# LIBERA MENTE

by Calé Fragranze d'Autore  
*The Essence of Essentiality*



INTERVIEW WITH SILVIO LEVI, CEO

*Libera Mente, like the other fragrances in the collection, will also be accompanied by an original piece of music. We are working with the composer Philip Abussi and of course a Tibetan gong will have a role, albeit a small one, in the composition.*

**EM: Can you describe the creative encounter between Maurizio Cerizza and yourself for the development of the fragrance?**

**SL:** *We were working on another project when he made me smell some interesting ingredients.*

**EXPORT MAGAZINE: The new fragrance Libera Mente evokes a garden in its essence, can you tell us something more about this place?**

**SILVIO LEVI:** *Originally it was what are known as Zen gardens that inspired me. Their correct name is Karesansui, which means dry garden, because there is no water but it is evoked by pebbles, islands and bridges over the sand, but precisely its constantly evoked absence leads you to estrange yourself from what is tangible to reflect by sitting down to meditate, in peacefulness and without being distracted by your surroundings. Imagining such a garden in a chaotic city is like having a peaceful and quiet island where we can dedicate to ourselves the luxury of thinking about what really counts for us.*





We decided to try out some combinations to represent an idea of dryness and welcome with a brief in which cherry blossom, cedar, ambery notes and the flow of water between sand and granite had a role. The idea of Libera Mente had not yet completely matured. The tests did not convince me at all and instead of continuing to modify them, I asked him to start all over from the beginning again and we greatly took it apart to evoke abstraction,

the absence/presence of water which, with the essence of Spirulina or blue-green algae, obtained by molecular distillation, took on a perfect connotation for me. A group of top notes, apparently discordant, of rhubarb, ginger, bitter orange and hints of marine notes actually create a curious and unusual harmony, which leads to a beating heart of very delicate floral notes and base notes between the earth and the sea, united by a thread of black tea leaves.

In actual fact the perception is a compact, soft, harmonious and positive ensemble, and there are no clearly identifiable protagonists but it is truly a choral expression.

**EM: How do you imagine the woman and the man who will wear Libera Mente?**

**SL:** The choice of the name was also work of simplification. I thought of communicating the evocation of water but in actual fact this absence/presence acts

as a catalyst to make us think of the essence of things, being at peace with ourselves and making others understand that we do not want to disguise ourselves, we are what we show, we are attentive to the details and small subtleties that make experiences and things unique. We observe the world around us with Libera Mente, without preconceived ideas and with the most disarming intellectual honesty. Those who wear this fragrance/non-fragrance, with a discreet presence, but definitely remarkable persistence, is someone who loves life, nature, the essence of things and purity without frills, someone who still smiles at the rain, stops and looks at a flower growing in the cracks of the asphalt, melts when they see a grandfather holding his grandson's hand and is not afraid of measuring up to anyone, because they are aware of their qualities but above all, they know their limits just as well and have no shame in admitting that they still have a lot to learn from life.

c.s.



Listen to the scented music of Calé Fragranze d'Autore in a multisensorial journey between hearing and sense of smell.