

**FOR IMMEDIATE RELEASE**

## **World Premiere of *Fischersund: Faux Flora* exhibition opens at National Nordic Museum on November 8th**

*Internationally acclaimed rock musician Jónsi and his artist siblings will debut a first-of-its-kind immersive multimedia exhibition*

Seattle, WA (October 24, 2024) In two weeks, the National Nordic Museum will unveil the world premiere of *Fischersund: Faux Flora*, an immersive multimedia exhibition integrating scent, sound, sculpture, 3D-graphics, and photography. The art collective's first-ever museum exhibition opens on November 8, 2024, and will run until January 26, 2025.

The exhibition draws upon the multidisciplinary artistic talents of Jónsi (Jón Þór Birgisson), lead vocalist of the renowned post-rock band Sigur Rós, and his artist sisters Inga, Lilja, and Sigurrós. *Fischersund*, the family-run art collective and niche perfumery, harnesses the creative expression of the four siblings from Reykjavík, Iceland. This exhibition marks a significant event for both the Seattle art community and Jónsi's loyal following from the world of music and art.

Last year, the National Nordic Museum commissioned a new work of art from Jónsi. His spatial sound and scent sculpture, *FLÓÐ*, debuted as his first-ever exhibition at a U.S. museum and was the highest attended exhibition at the National Nordic Museum to date. It is currently on extended view at the Reykjavik Art Museum in Iceland.

*Faux Flora* is inspired by the nearly 500 native plant species in Iceland, as well as the scientific relationship between scent and memory. The installation is an immersive sensorial experience complete with an olfactive journey.

"I'm excited to return to The National Nordic Museum, but this time with my family as part of the Fischersund Art Collective," shares Fischersund Co-Founder Jónsi. "In *Faux Flora*, we're exploring the blurred overlap of the artificial and the natural through art, scent, and music, which feels new and exciting to us. This exhibition will challenge viewers on what is real and not real, much like we see now with AI. The museum is the ideal location for us to debut this work, bringing our creative endeavors to a new audience."

*Faux Flora* has drawn attention from art and music enthusiasts worldwide for its innovative fusion of sensory experiences, promising an unforgettable journey that transcends traditional boundaries. The exhibition invents new plant species, the perfume and appearance of which elicit emotions and experiences. *Faux Flora* is a sensorial display of human existence shown through the lens of plants. The plant life cycle—germination, growth, flowering, seed formation, and dispersal—is superimposed on the

life cycle of a human. Imagined flora springs from universal experiences—birth, childhood, adolescence, maturity, and old age.

“We have long admired the mission and work of The National Nordic Museum, so to debut *Faux Flora* as the first exhibition from The Fischersund Art Collective here is incredibly special for us,” explained Fischersund Co-Founder Lilja Birgisdottir. “We were inspired by the raw, yet complex parallels of plants and human existence. *Faux Flora* tells that story through scent, sound, and multimedia.”

“Our collaboration with Jónsi resulted in an important new work of art, and it has continued to flourish through this recent project with *Faux Flora*. Through such forward-thinking and engaging exhibitions, the National Nordic Museum catalyzes and supports the creation of art that resonates with all visitors,” said Leslie Anne Anderson, Chief Curator of the National Nordic Museum.

The exhibition is opening with two sold-out scented concerts where Jónsi will perform with musicians Kjartan Holm and Sin Fang of Seabear as scents created for the exhibition are dispersed throughout the Museum’s Osberg Great Hall.

For insight into their collaborative artmaking, the Museum is presenting a [conversation with the Fischersund Art Collective](#) on Saturday, November 9<sup>th</sup> at 12:00 pm.

Additional complementary programming includes a virtual presentation on November 14<sup>th</sup> from [botanist Dr. Pawel Wasowicz](#) of the Icelandic Institute of Natural History on the history and impact of plant immigration to Iceland; and on December 5, [leading researcher Dr. Venkatesh Murthy](#), Professor of Molecular and Cellular Biology and Director of the Center for Brain Science at Harvard University, will be at the Museum to talk about the connections between scent, memory, and emotion.

“The emergence of generative AI tools has engaged people across the world in a vigorous debate as to what is “real” and has elicited both wonder and deep concern from artists. At the National Nordic Museum, we are delighted to engage guests in this conversation through the media of art itself, and within our context as a collector of authentic objects and stories,” explains Lāth Carlson, the Museum's Executive Director and CEO.

*Fischersund: Faux Flora* is organized by the National Nordic Museum’s Chief Curator, Leslie Anderson, in collaboration with the artists.

#### **Support and Sponsorship:**

*Faux Flora* is presented by Icelandair and made possible by Eldon Nysether Exhibition Endowment with additional support from ArtsFund, ArtsWa, Seattle Office of Arts and Culture, and 4 Culture.

#### ***About Fischersund***

Established in 2017, Fischersund is a family-run art collective and niche perfumery based in Reykjavik, Iceland. Founded by four siblings – Inga, Jónsi, Sigurrós, and Lilja – Fischersund serves as a creative platform using scent, visual arts and music. Fischersund makes immersive experiences that include unique perfumes, scented concerts and visual arts to facilitate their storytelling.

### ***About The Fischersund Music Collective***

At Fischersund, music is used to tell the story of scent. Just as perfume is composed of different olfactory notes, the sounds of Fischersund are carefully crafted to create an atmosphere that transports the listener to Iceland. Perfume, music and visual art work in unison to stimulate the senses of smell, hearing and touch, leaving behind an impression that transcends the physical space—an imprint in memory for all to take home. Together, Jónsi, Sindri and Kjartan have composed 30 pieces of music that reflect ethereal fragrances and bring the brand to life through sound. Each piece is available in collectable vinyl formats on our webstore or can be found on Apple Music and Spotify.

### **About the Artists:**

Please see individual [artist bios here](#).

### **About the Curator**

Leslie Anne Anderson is Chief Curator of the National Nordic Museum, a Seattle Arts Commissioner, and Chair of the City's Public Art Advisory Committee. She has been an American-Scandinavian Foundation Fellow and a Fulbright scholar at the University of Copenhagen. Anderson has organized dozens of exhibitions, including the celebrated collection reinstallation *American and Regional Art: Mythmaking and Truth-Telling* at the Utah Museum of Fine Arts, and she was the commissioning curator of *Jónsi: FLÓÐ* and organizer and co-curator of the traveling exhibition, *Nordic Utopia? African Americans in the 20<sup>th</sup> Century* for the National Nordic Museum. She has received the international Association of Art Museum Curators Award for Excellence in Exhibition and the Utah Museums Association Award for Excellence.

### **About the National Nordic Museum**

The National Nordic Museum is the only museum in the United States that showcases the impact and influence of Nordic values and innovation in contemporary society and tells the story of 12,000 years of Nordic history and culture, across all five Nordic countries (Denmark, Finland, Iceland, Norway, and Sweden) as well as three autonomous regions (Greenland, the Faroe Islands, and Åland) and the cultural region of Sápmi.

Awarded a national designation by an Act of Congress in 2019, the Museum shares Nordic culture with people of all ages and backgrounds through exhibitions, a collection of over 80,000 objects, unique educational and cultural experiences, and by serving as a community gathering place.

**For more information, visit:** [www.nordicmuseum.org](http://www.nordicmuseum.org).

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