ALMINE RECH

En Plein Coeur, A Century Of Pure Love

Oct 22 — Nov 16, 2025 | La Maison Guerlain, Paris, France

To mark the centenary of the Shalimar fragrance, Guerlain, host partner of Art Basel Paris, is presenting an exhibition of modern and contemporary art that explores our relationship with love and how it has evolved over the past century.

'En Plein Coeur' invites us on an inner journey that confronts us with our idea of love. But more than that, it is the way in which society has broadened its conception of love over the course of a century that reshapes our perspective through the intersecting visions of the 30 international artists on display. Feelings are revealed unfiltered - sometimes raw, often tender, always multifaceted.

Spanning the three floors of the space, the exhibition brings together emerging and established artists, in an intergenerational dialogue driven by the diversity of artistic mediums— painting, photography, video, sculpture, and performance. Each work reflects its era and its creator, offering a sensitive and nuanced exploration of this universal theme.

An olfactory journey, created by Delphine Jelk, Perfumer at Guerlain, and the olfactory and sensory design studio Magique Studio, reinforces these divisions and convergences.

In a subtle dialogue between art and perfume, an olfactory journey to celebrate love and amplify its connection with the sense of smell.