

@aroma Uses Natural Aromas to Design Scents of Event Space at FLOWERS by NAKED until March 20

TOKYO, Feb. 21, 2017 /Kyodo JBN / --

Tokyo-based international service company @aroma, which specializes in designing naturally scented space worldwide, is using original aromas derived only from 100% natural essential oils to design space at "FLOWERS by NAKED 2017," an ongoing exhibition of floral art that visitors enjoy with their senses.

FLOWERS by NAKED, which became a talk of the town in 2016 by drawing more than 150,000 visitors, has returned in an upgraded version along the theme of the "beginning of spring." The venue is set up on the concept of "the year's first viewing of cherry blossoms in Japan" to help visitors feel spring in the air through various encounters with flowers. This event orchestrates a new experience in which visitors may use all the five senses to enjoy flowers -- in artistic arrangements, objects, moving images, fragrance, and food and drinks -- in a narrative and interactive setting where cherry blossom petals are whirled up by the first gale of spring.

@aroma has designed naturally scented space at the event's venue since its first edition. In accordance with a venue plan and the movement of each object, "aroma space" designers have blended choice materials from around the world to create special scents for this event. "Aroma space design" has been acclaimed at each event as the sense of smell has proven effective in capturing the view of the world as portrayed in the event, thanks to @aroma's excellence in high-level space designing. Original aromas are available for purchase at the venue. Whenever you notice any scent that you have sensed at this event, the memory of this special experience is certain to come back to you.

About Original Aroma

SECRET GARDEN

This is the gateway to an unfolding, extraordinary world of flowers. Filled with extraordinary scents of sweetness and magnificence that are alluring, luxurious and raising expectations about what may come next.

Geranium, Ylang Ylang, Bergamot, Sandalwood, Benzoin, etc.

Section: BIG BOOK, BIG FLOWERS

http://prw.kyodonews.jp/prwfile/release/M104271/201702158831/prw_OI2fl_vPYf224N.jpg

FROZEN ROSES

Stray into a frozen winter garden to feel the glitters of ice and light. A smell of roses, pure and noble, wafts in silence and calm.

Rose, Geranium, Spearmint, Eucalyptus, Spike Lavender, etc.

Section: FROZEN FLOWERS

SPRING "OHSAI"

Enjoy the year's first viewing of cherry blossoms in Japan, surrounded by breeze and fragrance. The fragrance signals the arrival of spring, bringing a long-awaited breath of spring.

Lavender, Chamomile, Marjoram, Bergamot, Rosemary, etc.

Section: OHSAI

http://prw.kyodonews.jp/prwfile/release/M104271/201702158831/_prw_OI1fl_w693XF4N.jpg

About event

"FLOWERS by NAKED 2017"

Event Period: February 2 (Thu.) - March 20 (Mon.), 2017

Opening Time: 10:00 - 20:00

Venue: Nihonbashi Mitsui Hall

<http://flowersbynaked.com/>

About @aroma

@aroma is an international service company headquartered in Tokyo, Japan, which offers a wide range of natural aromas for designing comfortable space. Established in 1998, @aroma has worked on "aroma space design" in more than 2,000 public spaces such as hotels, fitness clubs, clinics and lounges nationwide.

<https://www.at-aroma.com/en/>

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