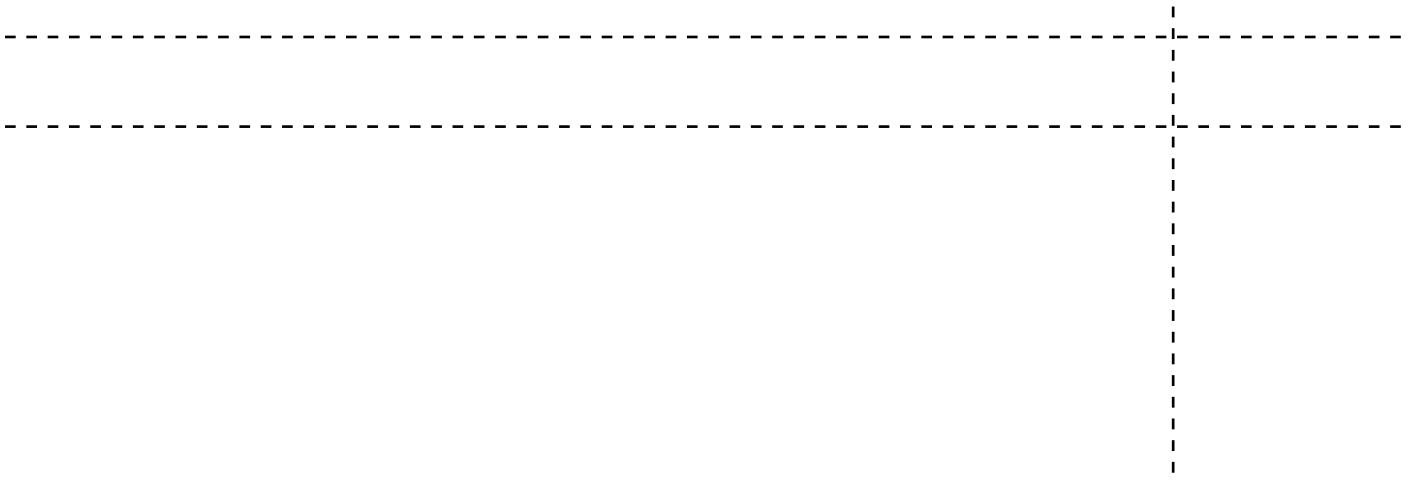




EXPERIENCE
|4

May 4-July 22, 2012

WVA | **HHH**
BY **S+ARCK**® + EDWARDS



contents

p 3 PRESS RELEASE

p 4 S+ARCK+EDWARDS

p 5 WAJHH QUANTUM SENSATIONS BY S+ARCK + EDWARDS

p 6 PARTNERS

p 7 PRATICAL INFORMATION

At the conclusion of its 14th experiment, Le Laboratoire presents the exhibition **WA|HH**, dedicated to the new mini spray of flavor **WA|HH Quantum Sensations** invented by Philippe Starck and David Edwards. An invitation to experience an explosion of culinary sensation in the smallest imaginable form.

At the origin of the experiment: an encounter. That of Philippe Starck, creator of international renown and David Edwards, founder of Le Laboratoire, Harvard Professor, and creator of the new field of aerosol cuisine. Their commonality? The re-invention of daily experience. Their exploratory ground? The immateriality of taste and texture. From their encounter comes **WA|HH Quantum Sensations**, a mini spray of flavor that, while extremely small (each cartridge holds 2 milliliters of liquid), delivers 20-25 actuations that provide a gustatory and olfactive effect equivalent to a volume 1000 times as voluminous. **WA|HH Quantum Sensations** can be enjoyed as a spray directly into the mouth or onto foods of all kinds.

The Briefest Light-Headedness

Imagine the possibility of enjoying the pleasure of alcohol without worrying about negative consequences, to have the sensation of light-headedness, without the risk of losing your senses, not to say utter drunkenness. To have the sensorial pleasure of alcohol without posing a threat to your health. This is the potential of **WA|HH Quantum Sensations**. The capacity to liberate alcohol flavors and transient vapor with minute quantities of alcohol in the form of tiny micro-particles*. The vapor from a single actuation produces a slight light-headedness, but it passes almost immediately. Taste and memory of an intense sensation remain. The quantity of alcohol that enters the body, what we call a quantum, is so small that the effects of **WA|HH Quantum Sensations** are transient, like an emotion.

A Sensorial Exploration

Among the videos, images and scientific explanations, the exhibition of the two first flavors of the series, **WA|HH Flash Quantum** and **WA|HH Demon Quantum**, invite the visitor to powerful and distinctive sensations. Tested by spraying directly into the mouth or onto sweet and salty bites of food (to experience in the Show-room or at the Ephemeral Bar), the surprise is gripping. As Philippe Starck says - "Everyone has an occasional need of light-headedness, distraction, and another place ... But our societies and codes of amusement have led to the over-consumption of alcoholic beverages as a kind of social placebo. The consequences are too familiar. With David Edwards, we asked ourselves whether we might provide the same agreeable sensation as comes with a sip of alcohol without running the risk of drunkenness. And **WA|HH** was born. Accent life with a magic wand, that was our desire. A spray of **WA|HH** and the shock is immediate, like a sensorial alarm".

* An actuation delivers approximately 0.075 ml of alcohol liquid in the form of micro particles. This 'quantum of alcohol' is far too small to stimulate drunkenness, being nearly 1000 times smaller than a shot of alcohol (a shot contains approximately 40-60 ml). It would therefore take several hundreds of actuations of **WA|HH Quantum Sensations** to deliver the alcohol content to the body of a standard glass of alcohol.



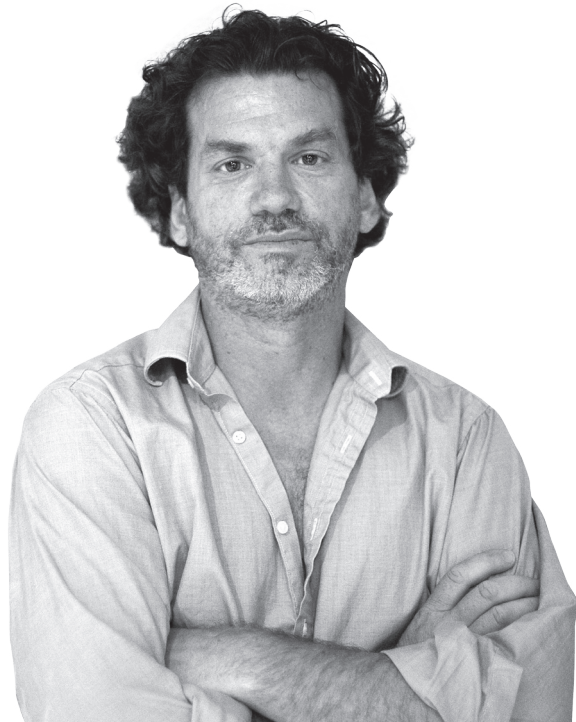
© Jean-Baptiste Mondino

"What happens with the WA|HH? I take my WA|HH and with a single spray I feel a touch of euphoria thanks to an infinitesimal dose, a thousand times less than a glass of alcohol. The WA|HH is a modern and intelligent alternative aligned with our own evolution, as one of the clear signs of part of the intelligent human production is dematerialization".

Philippe Starck

"WAHH Quantum Sensations contains in each quantum of flavor just 2 ml of liquid, and yet produces 20-25 actuations of vaporous sensation. It's ability to deliver flavor with each actuation that grows in intensity with the vapor cloud of millions of tiny micro-droplets makes WAHH an exciting food spray for the future".

David Edwards



© Benoît Linero



WA|HH Flash Quantum

When freshness offers itself as a reinvigorating breath, the taste buds reanimate our senses. WA|HH Flash Quantum offers a tonic flavor for a strong and instantaneous sensation. Vaporized directly the mouth, the flavors are freed on the pallet and leave a invigorating and immediate impression. Surprise guaranteed.

WA|HH Demon Quantum

Spice up your life? Give an instant sting for a moment of dazzling pleasure? WA|HH Demon Quantum wakes the senses up and kindles the spirit. With its spicy, wooded and slightly fruity flavors, WA|HH Demon Quantum guarantees a surprising feeling of euphoria. Ideal to vaporize on salty or sweet foods alike, WA|HH Demon Quantum offers a truly sensory exploration.



Partners



Média Partners



Informations pratiques

OPENING DAYS

Friday, Saturday, Sunday, Monday
from noon to 7 pm
Closed on may 14,
june 22,23,24,25,29, 2012

EXHIBITION ROOM

Regular: 6 euros
Reduced: 4,50 euros
Group rate available upon request

SHOWROOM

Free entrance

LE LABORATOIRE

4, rue du Bouloi
F-75001 PARIS
+33 (0)1 78 09 49 50
info@lelaboratoire.org
www.lelaboratoire.org

PRESS CONTACT

Valérie Abrial
valerie.abrial@lelaboratoire.org
+33(0)1 78 09 49 55