



Giulio Einaudi editore

Press Release

**Laura Tonatto, Alessandra Montrucchio**

***PREVIEW BOOK PRESENTATION AT FRAGRANZE  
FRIDAY, 15 SEPTEMBER, AT 3:00 P.M***

***Storia di un naso  
Lo straordinario talento di una creatrice di profumi***

**In bookstores as of 19 September 2006.**

**This book tells the fascinating story of Laura Tonatto, the internationally renowned Italian “nose” and at the same time offers an unusual introduction to the world of perfumes and those whose profession it is to create them.**

A little-known profession, a “nose” is a person with a highly developed – and trained – sense of smell who can combine odors to create essences and perfumes. There is not much science in the task. These “noses” are artists and technicians, surrounded by raw materials, a precision scale and thanks to talent, imagination and a touch of brilliance they can “transform emotions into fragrant notes.”

Together with Laura Tonatto, one of the few active “noses” in the world and the only female “nose” in Italy, the book takes us unto the heart of an extraordinary world and lets us see it from a privileged vantage point. It lets us stick our noses into the life of a professional who wanted one of the country’s most brilliant female authors to work with her to emphasize the very special relationship that fragrances maintain with the senses, the arts and everyday life.

**Laura Tonatto**, a professional “nose” with a worldwide reputation creates fragrances for the main cosmetics houses as well as custom mélanges. In addition to conducting training courses and lessons on perfumery, she has curated several exhibitions including *Caravaggio in the Hermitage: The Pictures and Scents of Caravaggio* (Saint Petersburg, 2005).

[www.lauratonatto.com](http://www.lauratonatto.com)

**Alessandra Montrucchio** writes novels and her books include *Cardiofitness* (Marsilio, 1998) that will soon be in movie theaters, with Nicoletta Romanoff, and *Non riattaccare* (Marsilio, 2005, Winner of the *Selezione Bancarella* award). Her latest book is a short story collection entitled *Fuoco, vento, alcol* (Marsilio, 2006). For years she has been writing a successful column for the “Torino Sette” supplement of *Stampa*.

[www.alessandramontrucchio.it](http://www.alessandramontrucchio.it)

**For further information contact the Press Office:**

**+ 39 011 5656260/267**