

HAIR

you may already be
compliant

You may already be compliant
Clara Chanisheff

23 May – 12 June, 2025

You may already be compliant, 2025
olfactory sculpture
Aroma chemicals, wax, resin, rubber, oil, stainless steel,
aluminium, plastic, nichrome wire, insulating mica sheets, silicone.

You May Already Be Compliant examines the socio-political implications of hyper-sanitation on human communication and sensory perception. The work interrogates how regimes of cleanliness suppress olfactory and embodied modes of interaction, framing sterilisation as an ideological construct embedded within corporate, biomedical and governmental structures. Through the use of biophysical data, the project foregrounds scent as a modality, one capable of reasserting affective and relational dimensions of communication that are often marginalised within sanitised environments. In resisting the erasure of the body and the sensory, **You May Already Be Compliant** calls for a reevaluation of perception itself as a contested and politicised terrain.

To live is to breathe and to breathe is to smell.

We take approximately 24,000 breaths each day, inhaling molecules with every breath, even while we sleep. All of this enters the brain and subconscious, yet we utilise 20% of that information.

Clara Chanisheff investigates the ways in which olfactory perception shapes human experience, identity, and its relationship to language. Drawing from her training as a perfumer, she combines her technical skills with scientific methodologies to investigate the commodification of sensory experiences and the diminishing presence of natural olfactory cues in an era of hyper-sanitation and digital mediation. By rendering the intangible visible, she examines the shifting relationship between biodata, personal autonomy, and the corporate and political forces shaping perceptions of identity. She urges viewers to reassess their connection to scent, positioning smell as a pertinent channel for communication.