

The essence of Park Güell, at the Mobile World Congress 2023



Park Güell was part of an olfactory sensory tour through six of Barcelona's iconic sites during the MWC23.

Adopting the slogan "Feel the technology", the Mobile World Capital Foundation created immersive experiences with advanced technology for the five senses: from a 360-degree immersive concert to recreating the shooting of the arrow that lit the 1992 Olympic cauldron.

The olfactory tour of six of Barcelona's iconic sites (Barceloneta, Park Güell, Camp Nou, C/ Petritxol, La Rambla and Santa Maria del Mar) was developed by Puig, thanks to [AirParfum](#) technology and by creating an avatar in the metaverse.

The Park Güell fragrance, created by Gregorio Sola, master perfumer at Puig, takes its inspiration from the flowers on the dragon stairway and the species that are distinctive of the park, such as magnolia, jasmine, orange blossom, pomegranate, cedar wood and palm leaves.

"An incredible combination of Modernista architecture created by Gaudí surrounded by a park rich in botanical varieties, with flowers and trees spread throughout. We reach the stairs presided over by a majestic fountain in the form of a salamander, the incredibly colourful "El Drac" (The Dragon), surrounded by flowers and plants where a Chinese orange tree steals the limelight and is enhanced with the scent of jasmine and the light freshness of magnolia. So a bouquet of fragrant white flowers lies at the heart of our fragrance. This bright, feminine, floral essence is complemented by notes of oleander, broom and wisteria. In contrast, the woody note of palm, holm oak and olive add personality, brightened by an original hint of pomegranate that heightens the radiance of the top note."

If you'd like to find out more about the 5 sensory experiences to be enjoyed at the MWC23, click [here](#).