

Trouble
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**HOW STEPHANE BÉRARD DID INVENT PENIS FRAGRANCE
FOR CONDOMS**

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Ideas come in the morning lying in the dark.

A perfume always smothers a pre-existing odor with another.

A natural perfume can imitate another natural perfume.

-Careful to avoid confusion: an aroma is ingested but a perfume is not ingested

says a perfumer

from Nice, on the phone.

He has to communicate this idea without being understood:

the idea of this idea.

-Okay, but if you don't tell me your idea, how do you expect me
to know what you have in mind?

says this Indian aromatician

met in Nice

(an employee was cutting precious stones in the shadows of the back-store)

-It's out of the question for me to give you my idea.

Besides, it's patented

?

-Ideas can't be protected
new molecular structures can,
but not ideas.

Doctors Sabatier and Mabrouk, researchers at the C.N.R.S. in Marseilles

had advised him to meet Bonabes de Rouge and Michel Mollard, well versed in international law and who had the habit

of protecting their patents:

-Whatever you do, don't go telling your idea at every opportunity

especially if you're dealing with a manufacturer

in Asia; the manufacturer signs a

confidentiality agreement

and hands the idea to his brother-in-law.

Besides it's patented:

I went to Sofia Antipolis (INPI antenna)

to consult the registered patents concerning condoms

or prevention in general.

There's no penis flavor for condoms registered.

By phone, he spends a long time looking for an aromatician

sufficiently open-minded to understand

that he can't give him his idea because it's patented
but that he's looking for a scent close to coriander
close to shellfish close to cumin
a natural scent to be produced artificially.

At the last moment, the Indian manufacturer remembers
an aromatician in Mougins, specializing in original scents
who can only see him the day after.

(He sleeps with his wife at the home of their poet friend Pierre Le Pillouer and his
wife
Lella in Antibes)

Sylvain Lavoilotte, director of the Solubarôme company,
seems very open-minded
he shows him his catalog
sylvain Lavoilotte, his uncle, and his employees
produce all kinds of aromas
from shellfish to warm bread fresh out of the oven
diffused in artisanal bakeries
Sylvain signs an agreement of confidentiality
and the work begins.

Sample P.01

smells too much like lobster.

Sample P.02 is not water-soluble.

Sample P.03 is suitable-

it's a pale yellow liquid in a little round vial.

At the C.N.R.S. protein engineering lab

in Marseilles,

Doctor Mabrouk and Doctor Sabatier

who are always available for help

despite their long days

conduct a spectographic study of P.03's mass

that's to say, its chemical signature

(I took some photos of Doctor Sabatier and myself next to the little machine in several machines that he had just received and was so happy to use)

some graphics are printed out:

material ready to be exhibited.

Ever so happy, he proposes the work

to the board of acquisitions at the F.N.A.C.

(Fonds National d'Art Contemporain)

which doesn't buy it.

Three years later

and as the work has never been exhibited

(often by phone he tries to convince condom manufacturers

a president of gay business a director from the cabinet of the

Ministry of Health to back his idea in order to put an end to

banana apple and strawberry flavored condoms

to the disgust of the users

spreading the epidemic)

he sends a description of the product to the press

+ a visual

(that's to say some photos)

Nova publishes them, interest in

penis flavoring for condoms

resurfaces

UR

(which, as every philosopher knows
means primordial, primitive, proto, in German)

proposes to produce

two hundred and fifty vials

each with a dropper

manufactured by Solubarôme.