

HOLBORN

SMELLWALK JULY 2016

In memory of
Dr. Victoria Henshaw

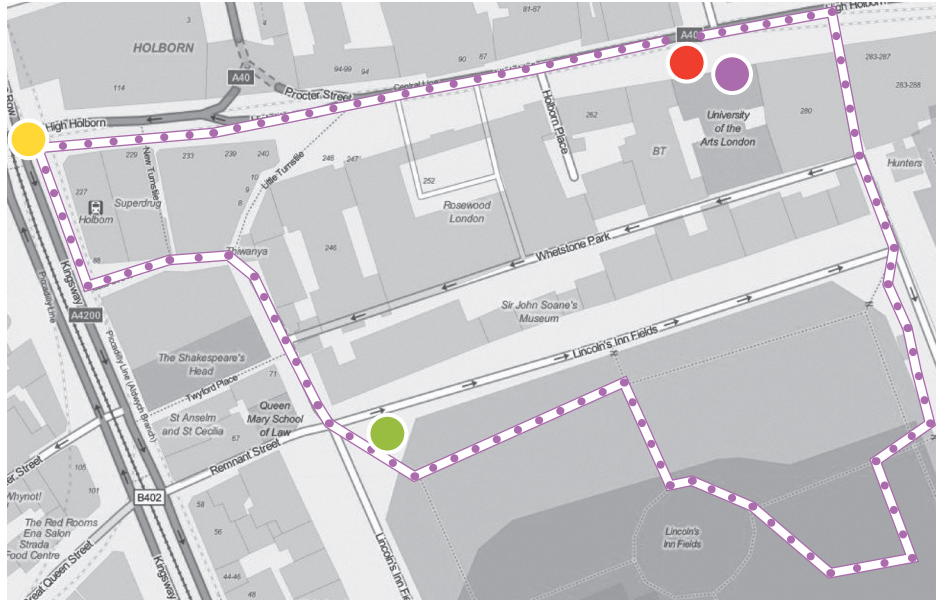
Smellwalk with: Kate McLean (RCA/CCCU)

Date: Tuesday 5 July 2016

Time: 5pm – 6pm

Bring: Curiosity & bravery

#smellwalk @katemclean @NicolaPozzani @Pandora_perfume



- Start: UAL Foyer
- Stop #1: Holborn Tube
- Stop #2: Lincoln's Inn Fields
- End: UAL Foyer

“Humans can discriminate at least 1 trillion olfactory stimuli”

Bushdid et al (2014)

We breath 24,000 times a day therefore if we registered a smell with every breath we could live for over 115,000 years without repeating an identical smell experience!

Smellwalking / walking ‘nose-first’ proposes a method to engage with everyday smells leading to knowledge of your sensory relationship with the environment. You will discover invisible and ephemeral sensory information of this part of the city of London, recording and sharing that information with others. Inspiration for olfactory design can come from being attentive to the world.

We'll take three short, silent walks through some fragrant areas recording and sharing a subjective dataset.

Following the final section of the walk you will create an imaginary blend from your smell-inspirations.

Leave your assumptions and embarrassment at home - this sniffing activity is always surprising and fun!

McLean, K (2016)

Name: _____

Email: _____

I rate my sense of smell as:

Very sensitive Sensitive Average Poor Very poor

Your overall comments. What did you take from the experience of walking nose-first?

Reason for choice:

My inspiration:

SMELL HUNTING:



FREE SMELLING: ME

FREE SMELLING: BUDDY

1]

1]

2]

2]

3]

3]

4]

4]

4]
3]
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SMELL HUNTING: BUDDY



SMELL HUNTING: ME

FREE SMELLING:

My inspiration:

Reason for choice:

Reason for choice:

My inspiration:

SMELL CATCHING:



BLEND:

You have been commissioned to create a summary fragrance of the area we have walked. How would you describe the blend of your selected smells?

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4]
3]
2]
1]

SMELL CATCHING: BUDDY



SMELL CATCHING: ME

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