

The Centre for Sensory Studies, in association with Hexagram's Distinguished Speakers Series, is pleased to present

A Seminar with Charles Spence (Crossmodal Research Laboratory, Oxford University) centring on

“Neuroscience-inspired Multisensory Design”

In this seminar, I want to highlight the exciting new field of research that goes by the name of neuroscience-inspired multisensory design. This approach to design is built on the latest insights emerging from the field of cognitive neuroscience concerning the multisensory nature of human perception. That research is increasingly showing just how interconnected our senses really are. What this means, in practice, is that changing what something looks like can change what it feels like; it can also help to explain why adding a certain fragrance to a piece of clothing can make it appear whiter, or seem softer.

After summarizing some of the surprising ways in which the senses interact, I will go on to illustrate with a number of case studies how the neuroscience-inspired approach to design can, and in some cases already is, being used to improve the design of everything from the food we eat to the environments in which we live. I will go on to summarize some studies carried out at the Crossmodal Research Laboratory in Oxford concerning the multisensory approach to fashion design, detailing work on enhancing the appeal of Augmented Reality clothing displays. I will also summarize the results of the Lab's research into how changing the sound of items from fabrics to high heels can dramatically change our experience of what we are wearing/evaluating. I will conclude by surveying some recent trends in the multisensory approach to the design of public spaces from retail to restaurant.

Professor Charles Spence directs the Crossmodal Research Laboratory at Oxford University's Department of Experimental Psychology. He is an expert in the field of multisensory perception and neuroscience-inspired design, and has also worked with a number of the world's top chefs, including Heston Blumenthal (The Fat Duck) and Ferran Adrià's research kitchen at Rosales, Spain. Over the last decade, he has published more than 600 articles as well as editing or authoring 8 books, most notably *The Perfect Meal*, together with Betina Piqueras-Fiszman in 2014.

When: Friday, October 16, 1:00-2:30 pm

Where: Room EV 11.705, Concordia University,
1515 Ste-Catherine Street West (Metro Guy-Concordia)

www.centreforsensorystudies.org

