

Modal Olfactory Atmospheres: Experiential Design of Olfactive Environments



A modular olfactory experience with multi-sensory components

8-10 April 2024, 10-4PM
Center for Sensory Studies
H-1122.01, Hall Building
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How do you experience light and sound in relationship to smell?
If you think this question is asked backwards, with smell having to follow your sense of sound and light, you are in for a treat.

In collaboration with the **ITHQ (Institut de tourisme et d'hôtellerie du Québec)** and **ExperiSens**, we invite you to encounter a Modal Olfactory Atmosphere. Enter a room filled with a unique scent and modulate light and sound in accordance with your experience of the scent.

Modal Olfactory Atmospheres (MOA) will provide you with the chance to participate in a “performative sensory environment” and partake in the exploration of how we match the experience of designed smells, such as perfumes, with our understanding of light (hue/intensity) and various sound elements (bpm, reverb, noise etc.).

Participants will be **enabled to 'play' with a scented room** by changing the ambient light and sounds in accordance to their smelling of the environment. The space will be illuminated by a single color that can be adjusted in hue and intensity. Additionally, a soundscape produced by a synthesizer and drum machine can be controlled in regard to pitch, speed, and delay/reverb intensity. The modulation of both light and sound are **open to everybody** and instructions on how to use these means to **alter the atmosphere of the environment** will be given beforehand. No information on the scent, its notes or compositions is given beforehand, though.

Participants will be asked to **join in an interview following the engagement** to discuss their experiential choices, connections, and dissimilarities to marketed sensory experiences.

MOA will take about 30 minutes to experience, including the interview. We ask for your consent before entering the installation and before conducting the interview as well. Only audio of the interview will be captured.

People with respiratory conditions or environmental sensitivities should consult their doctor before visiting the installation. The scents used do not appear in a higher than usual concentration, but the experience may come close to entering an enclosed space with strong perfume scents present. Flashing lights and abrasive sounds may occur. Should an epileptic condition be known, please tell us beforehand.

A new scent and composition will be featured every day, multiple visits are encouraged!

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