

CENTRE FOR SENSORY STUDIES

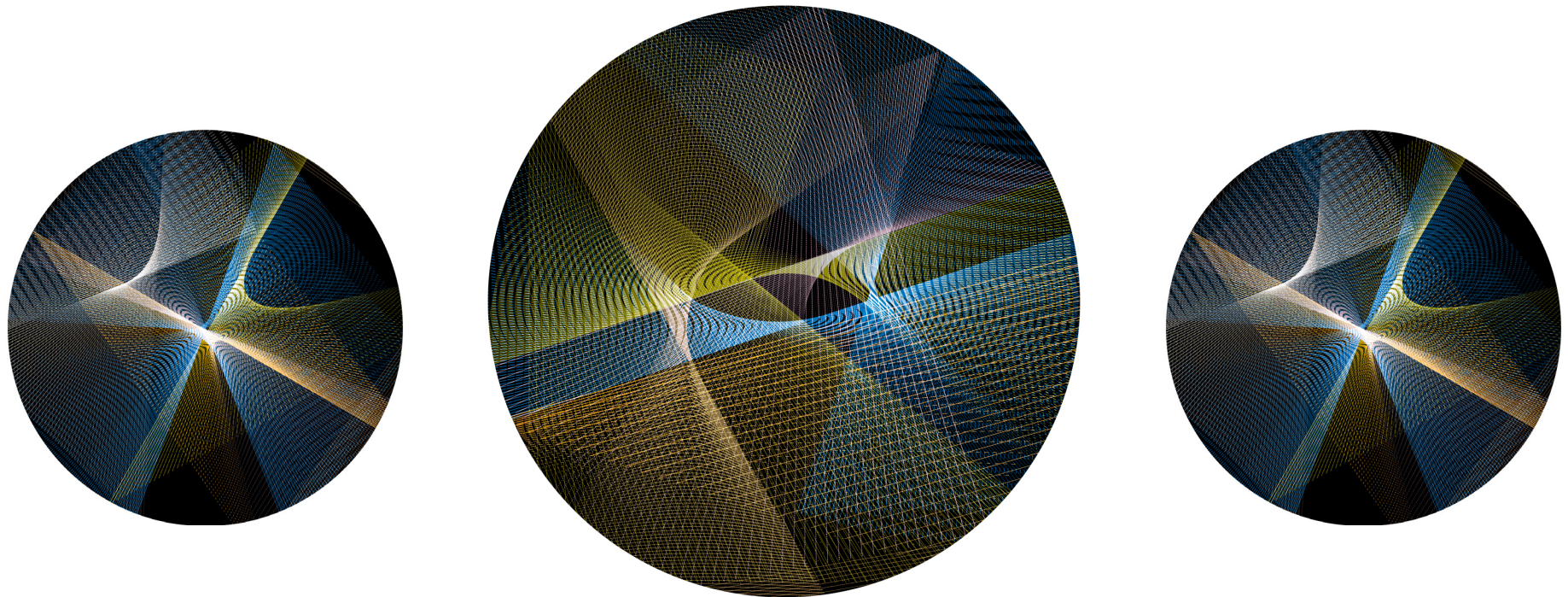


Image credit: From the Colliderscope series by Erik Adigard, M-A-D

UNCOMMON SENSES IV: SENSORY ECOLOGIES, ECONOMIES & AESTHETICS

KEYNOTES

“Who’s In Control of Your Sensorium?”

Charles Spence
(*Experimental Psychology, University of Oxford*)

A large body of robust scientific evidence now demonstrates just how profoundly the multisensory atmospheres of the places in which we live, work, sleep, and play can influence our social, cognitive, and emotional well-being, often without our being aware of the hows or wherefores. At the same time, however, marketers have long been deliberately modifying the multisensory atmosphere to bias our behaviour – making us linger for longer, buy more, not to mention consume more, more rapidly (think ‘sensory marketing’ and the ‘experience economy’). But just how worried should we be by the commercialization of the multisensory sensorium? And what can be done to take back control of our environments, one sense at a time? Think here only of the recent rise of sensory wellness solutions, biophilic design, and “sensehacking.”

18h00-19h30, Friday, 5 May 2023, 9th Floor,
Molson Building, room MB 9A-B (and on-line)

“Smellscape, Distributed Memory and Social Justice”

Hsuan Hsu
(*English, University of California at Davis*)

This paper revisits J. Douglas Porteous’s influential concept of “smellscape” (which frames smell as an immersive and emotive quality of place) in light of recent interdisciplinary scholarship on the political, social, and affective valences of olfaction. Following theorizations of the “distributed mind,” it will consider how smellscape functions as a contested medium of distributed memory and distributed affect, where deodorized atmospheres and commodified scents obscure (or caricature) the place-based olfactory associations of racialized and colonized people. This paper will focus on *In Sensorium: Notes for My People* (2022), a memoir by the queer, Muslim, diasporic perfumer and writer TANAIIS that explores the personal, political, and postcolonial intimacies of olfactory “notes” while detailing a perfuming practice that upholds critical, scent-based memories within and against colonial smellscapes.

14h00-15h30, Saturday, 6 May 2023, 9th Floor,
Molson Building. Room MB 9A-B (and on-line)

Keynote lectures are free and open to the public as well as conference participants, but space is limited. For all other sessions, interested persons must register on-line.

Conference website: <http://www.sensorystudies.org/events-of-note/>
For more information please contact senses@concordia.ca