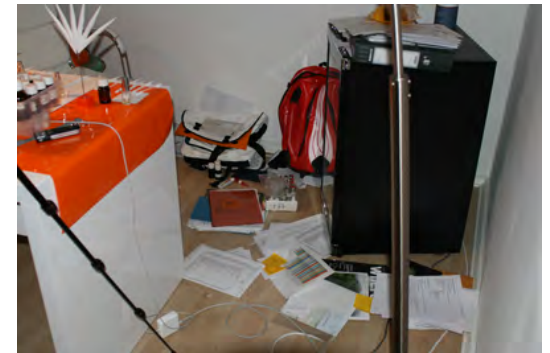
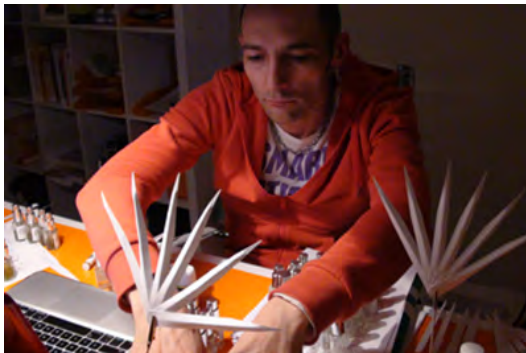


CAS Signaletik - Kontext Gebäude  
Hochschule der Künste Bern  
19. September 2014

Bern Urban Scent Walk and beyond  
**Olfaktorische Räume**

Dr. Claus Noppeney & Ashraf Osman  
Hochschule der Künste Bern &  
Fachbereich Wirtschaft  
Bernener Fachhochschule  
[claus.noppeney@hkb.bfh.ch](mailto:claus.noppeney@hkb.bfh.ch)

## Organizing scent design as a research context



# **The sense of smell in culture, business and society as a field of interdisciplinary collaboration at Bern**

- Organizing scent design: processes of scent development
- Smelling & organizing: The role of the sense of smell for organizing
- Management effectiveness and olfaction: Olfactory strategies at the workplace
- Scent culture: olfaction & art
- The sense of smell & urban life: Bern Urban Scent Walk and beyond

**Sight:** Color stimuli vary in wavelength and intensity; **Sound:** Tones vary in frequency and loudness; **Olfaction:** the dimensions and physical boundaries of the olfactory stimulus space are not known.



Bushdid, C., Magnasco, M. O., Vosshall, L. B., & Keller, A. (2014). *Humans Can Discriminate More than 1 Trillion Olfactory Stimuli*. *Science*, 343(6177), 1370–1372. Johann Amos Comenius (1592-1670): „Sensus externi et interni“, aus: „Orbis sensualium pictus“, Holzschnitt, 1658.

The screenshot shows the Nobelprize.org website. The main content area features a press release titled "The Nobel Prize in Physiology or Medicine 2004" awarded to Richard Axel and Linda B. Buck. The text of the press release states: "The Nobel Assembly at Karolinska Institutet has today decided to award The Nobel Prize in Physiology or Medicine for 2004 jointly to Richard Axel and Linda B. Buck for their discoveries of "odorant receptors and the organization of the olfactory system".

**Summary**

The sense of smell long remained the most enigmatic of our senses. The basic principles for recognizing and remembering about 10,000 different odours were not understood. This year's Nobel Laureates in Physiology or Medicine have solved this problem and in a series of pioneering studies clarified how our olfactory system works. They discovered a large gene family, comprised of some 1,000 different genes (three per cent of our genes) that give rise to an equivalent number of olfactory receptor types. These receptors are located on the olfactory receptor cells, which occupy a small area in the inner part of the nasal epithelium and detect the inhaled odorant

Navigation elements include: Home, Nobel Prizes and Laureates, Nomination, Ceremonies, Alfred Nobel, Educational, Events. A sidebar on the left lists "About the Nobel Prize in Physiology or Medicine 2004" with links to Summary, Press Release, Illustrated Information, Award Ceremony Video, Award Ceremony Speech, Banquet Video, and laureates Richard Axel and Linda B. Buck. A right sidebar contains "The Age to Come", "2014 Nobel Prize Announcements", "2013 Nobel Laureates", and "NOBEL PRIZE QUIZ".

**"The sense of smell long remained the most enigmatic of our senses".**

**The Nobel Prize in Physiology or Medicine 2004 was awarded jointly to Richard Axel and Linda B. Buck "for their discoveries of odorant receptors and the organization of the olfactory system".**



Humans can discriminate more than 1 billion olfactory stimuli.

Man erkennt sie leichter, als man sie charakterisieren kann.



**Die soziale Frage ist** nicht nur eine  
ethische, sondern auch **eine Nasenfrage.**

Simmel, G. (1997). Sociology of the senses. In D. Frisby & M. Featherstone (Eds.), *Simmel on Culture: Selected Writings* (pp. 109–120). London; Thousand Oaks, Calif.: Sage Publications.



**Das Thema der Kulturwissenschaften lautet also: Making the air conditions explicit!**



**Atmosphäre ist der Geruch, der von einem Menschen ausgeht.**



Tellenbach, H. 1968. *Geschmack und Atmosphäre*. Salzburg: Ott Müller Verlag.

**Gerüche machen es möglich, Orte zu identifizieren und sich mit Orten zu identifizieren.**



Gernot Böhme:

<http://www.csj.org.uk/gallery/galleries/SantiagodeCompostela/SDCB/sdcb401.jpg>



**Stadtluft macht frei!**

A NOBILIS ROMANORVM COLONIA

Der Ausspruch „Stadtluft macht frei nach Jahr und Tag“ umschreibt einen [Rechtsgrundsatz](#) im [Mittelalter](#). Aus Siedlungen rund um [Burgen](#) und [Klöster](#), die etwa ab dem [11. Jahrhundert](#) von freigekauften [Leibeigenen](#) und anderen Angehörigen des [3. Standes](#) gegründet wurden, entstanden neben den alten [römischen](#) oder auch [germanischen](#) Gründungen weitere [Städte](#). Dabei setzten sich immer mehr [Leibeigene](#) in die Städte ab, wo sie für ihre Grundherren zumeist [unauffindbar](#) waren.



**“Amphitheater von Latrinen”**  
(Quelle von 1782)

**Geographie der städtischen  
Gestanksabsonderungen”**  
(Quelle von 1789)

**“Zentrum des Gestanks”**  
(Quelle von 1797)

Corbin, A. (1988). *Pesthauch und Blütenduft: eine Geschichte des Geruchs*. Frankfurt am Main: Fischer.



**Eine Stadt ohne Geruch ist wie ein Mensch ohne Charakter.**



**Mădălina Diaconu: *Sensorisches Labor Wien -  
Urbane Haptik- und Geruchsforschung.***

Arts & Delights between Old and New.

# Vienna... A Journey Through Time For All The Senses.

[www.vienna.info](http://www.vienna.info)

<http://www.red-blog.at/en/2012/04/vienna-a-city-for-all-the-senses/>

**Multisensory bus shelter ad smells of baked potatoes.**



...multiplying the sensory channels through which the 'buy me!' message is communicated enhances the likelihood of the message being registered and acted upon by the customer...

**LUSH**  
FRESH HANDMADE COSMETICS

swatch<sup>®</sup>+

Everything seems designed to create a state of **hyperesthesia** in the shopper

Howes, D. 2004. HYPERESTHESIA, or, *The Sensual Logic of Late Capitalism*. In D. Howes (Ed.), *Empire of the senses*: 281–302. Oxford; New York: Berg, p. 288.

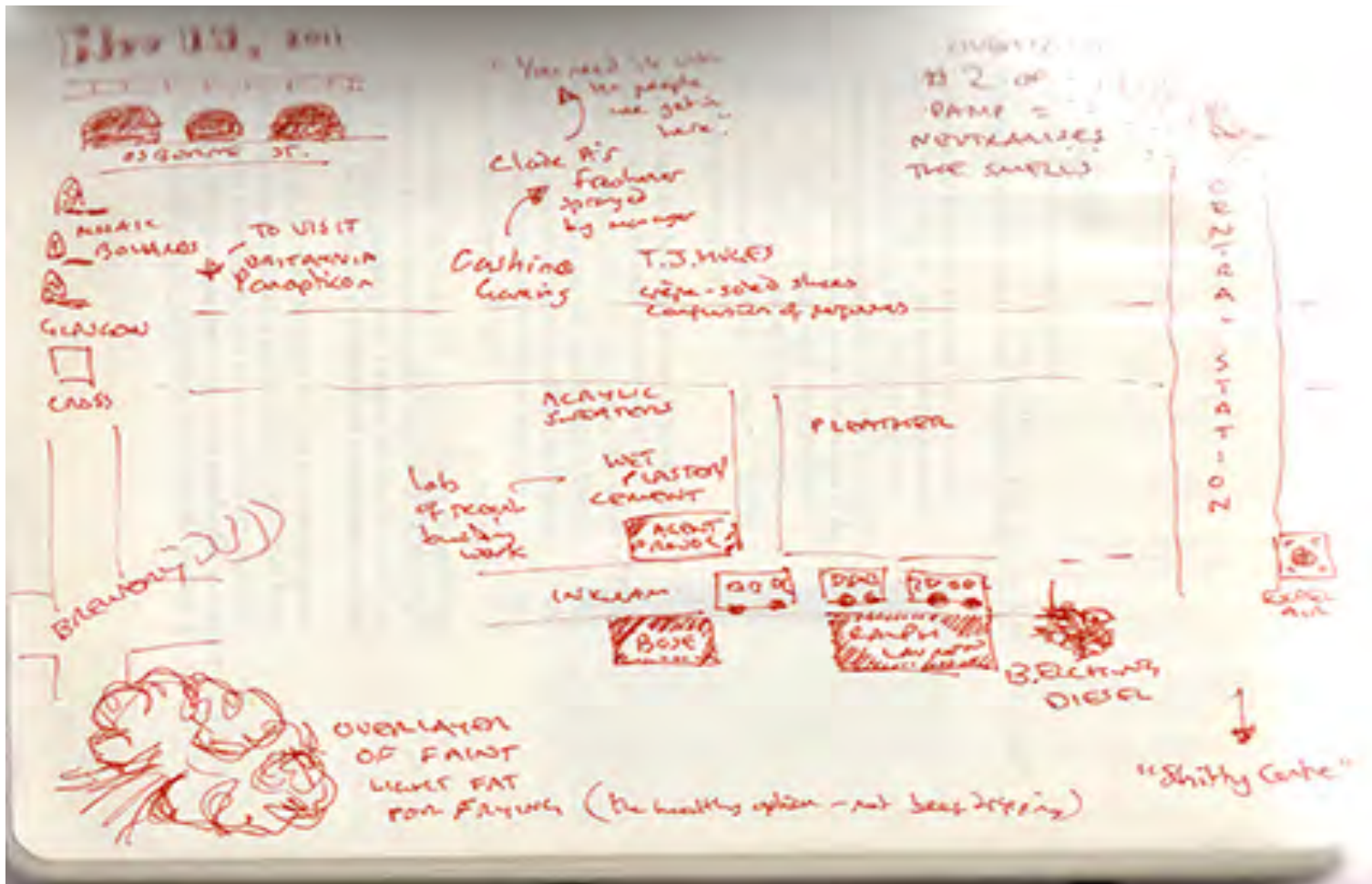




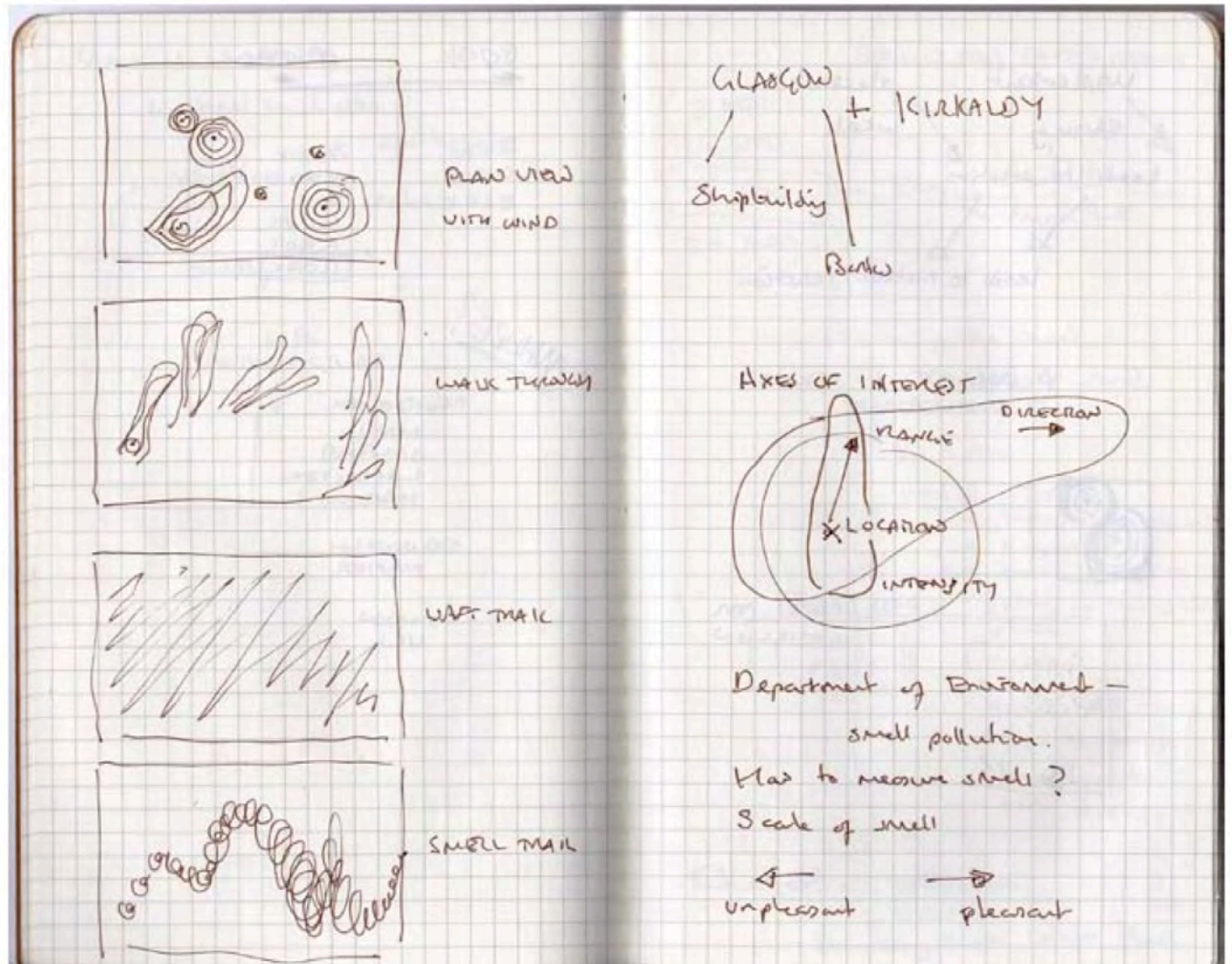
Rehmann, Jasmin, Lucas Heusser, and Aloise Beniamino. 2014. "Betriebswirtschaftliche Nasenforschung: Facetten Der Olfaktorischen Dimension in Organisationen. Wissenschaftliches Praxisprojekt 1 & 2". Master in Business Administration, Bern: Berner Fachhochschule.

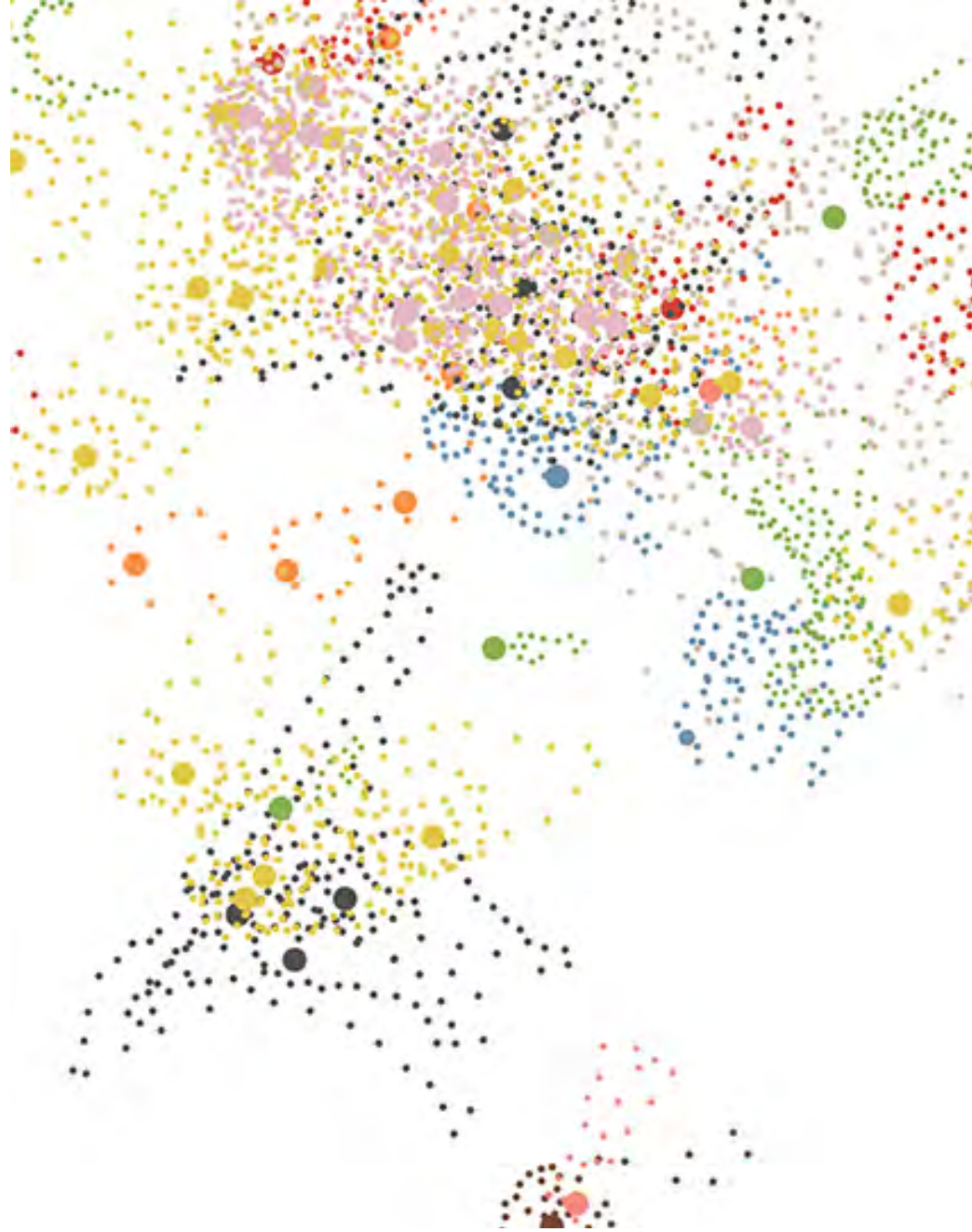


Rehmann, Jasmin, Lucas Heusser, and Aloise Beniamino. 2014. "Betriebswirtschaftliche Nasenforschung: Facetten Der Olfaktorischen Dimension in Organisationen. Wissenschaftliches Praxisprojekt 1 & 2". Master in Business Administration, Bern: Berner Fachhochschule.

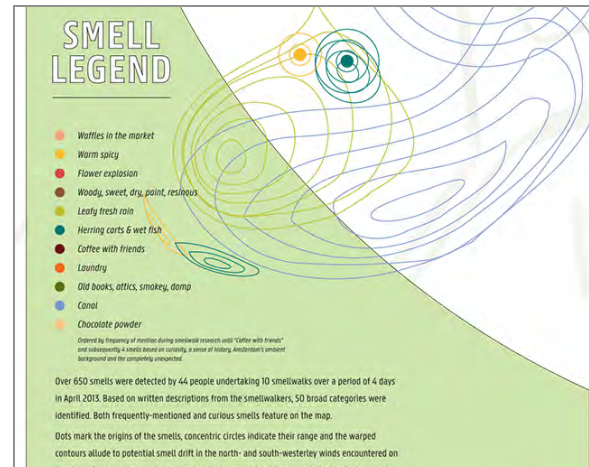
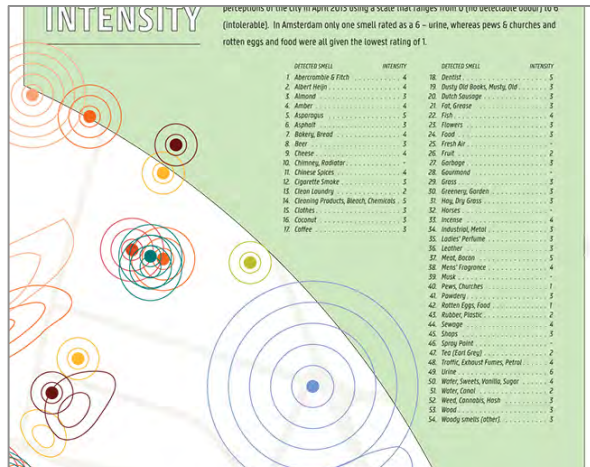
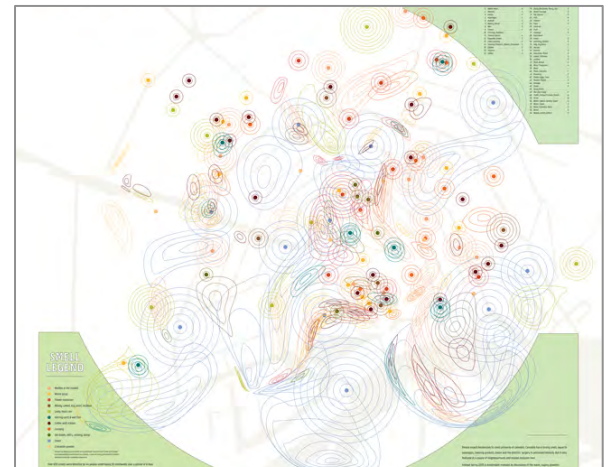
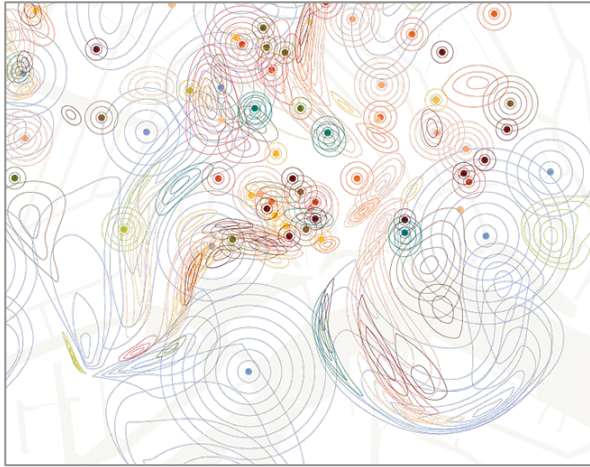


# Thinking of smell as a visual: Axes of interest: location, range, intensity & direction





Kate McLean 2012 Smell Symbol Design. Digital.  
[www.sensorymaps.com](http://www.sensorymaps.com)



**What smells do you associate with Los Angeles?  
This survey asks you to consider Los Angeles as a “scentscape”.  
What smells do you associate with various LA neighborhoods?**

SurveyMonkey, Inc [US] <https://www.surveymonkey.com/s/55NVL2Y>

### Smelling Los Angeles

What smells do you associate with Los Angeles?

This survey is asks you to consider Los Angeles as a “scent-scape”. What smells do you associate with various LA neighborhoods? Below you will find neighborhoods consolidated into ten geographic regions. You may answer any or all of the questions. Your answers will inform an olfactory artwork by Brian Goeltzenleuchter that will premier at the [Santa Monica Museum of Art](#) later this year. Learn more about the project [here](#).

**1. What smells do you associate with Downtown Los Angeles?**  
(Neighborhoods: Arts District, Bunker Hill, Chinatown, Civic Center, Fashion District, Financial District, Flower District, Furniture and Decorative Arts District, Gallery Row, Historic Core, Jewelry District, Little Tokyo, Old Bank District, Skid Row, South Park, Toy District, Wholesale District)

**2. What smells do you associate with East/Northeast Los Angeles?**  
(Neighborhoods: Boyle Heights, El Sereno, University Hills, Atwater Village, Cypress Park, Eagle Rock, Garvanza, Glassell Park, Hermon, Highland Park, Lincoln Heights, Montecito Heights, Monterey Hills, Mt. Washington)

**3. What smells do you associate with Northwest of Downtown?**  
(Neighborhoods: Angelino Heights, Franklin Hills, Echo Park, Mission Junction, Pico-Union, Westlake, Elysian Park, Elysian Valley)

**4. What smells do you associate with Hollywood?**  
(Neighborhoods: Hollywood, Melrose District, Melrose Hill, Sierra Vista, Spaulding Square, Yucca Corridor)

**5. What smells do you associate with the Harbor area?**  
(Neighborhoods: Harbor City, Harbor Gateway, San Pedro, Terminal Island, Wilmington)

**6. What smells do you associate with Los Feliz and/or Silverlake?**

<https://smmoa.org/programs-and-exhibitions/sillage/>



Brian Goeltzenleuchter: Sillage. Santa Monica Museum of Art: 28 June 2014, [www.bgprojects.com](http://www.bgprojects.com)



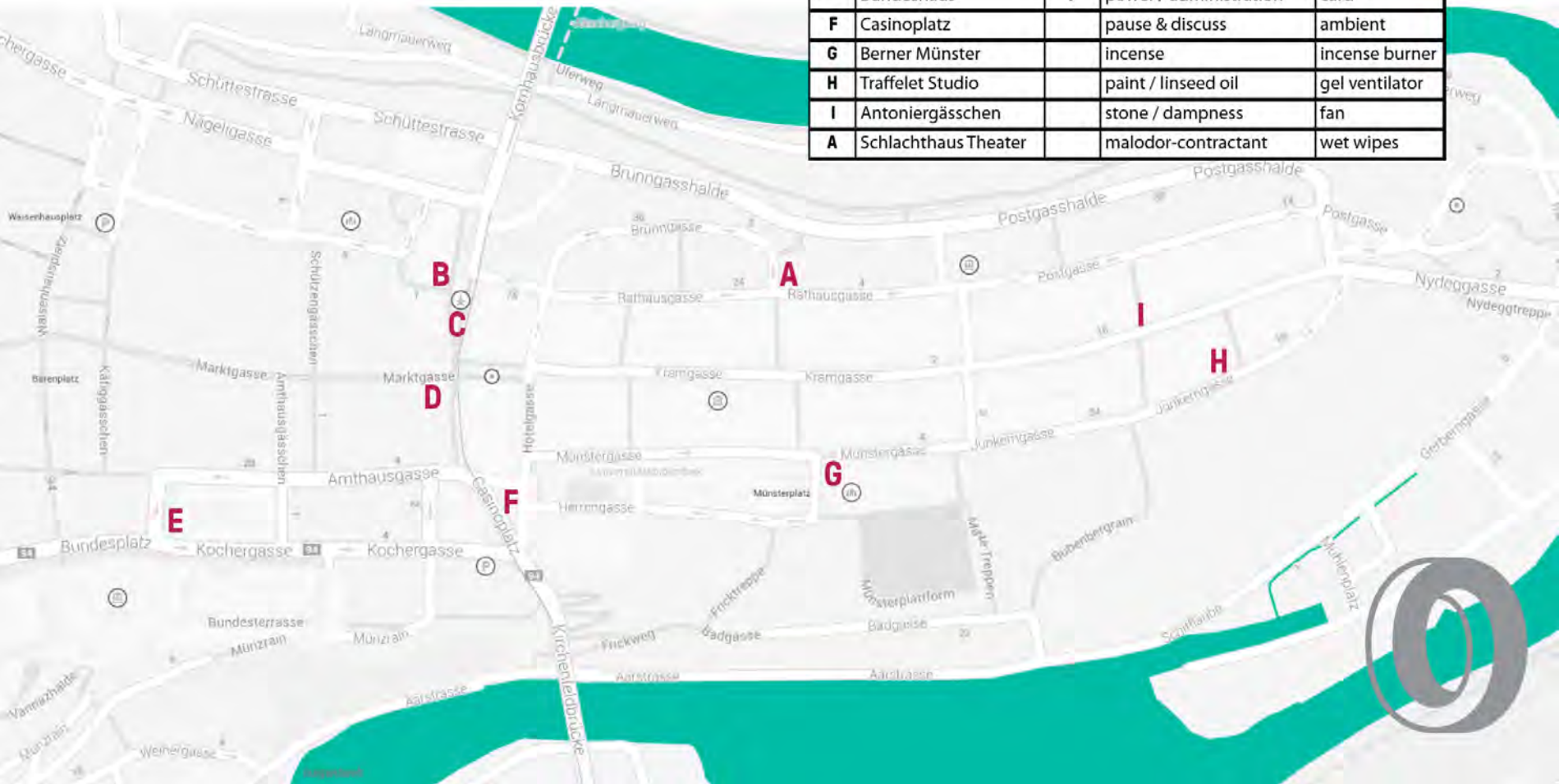


**BIENNALE BERN**

FESTIVAL FÜR ZEITGENÖSSISCHE KUNST  
11.-20. SEPTEMBER 2014

## SCENT CULTURE INSTITUTE URBAN SCENT WALK

MAP	STOP NAME	CARD	SCENT	MEDIUM
A	Schlachthaus Theater		malodor / slaughterhouse	fog machine
B	Kornhaus & Keller	1	grain storage (above)	card
		2	wine cellar (below)	card
C	Kindlifresserbrunnen		dirty / trash	gel ventilator
D	Laederach Schokolade	3	chocolate	card / tasting
	Adriano's Cafe / Bar	4	coffee	card
	Kägi Zigarren	5	tobacco	card
E	Nationalbank	6	money = paper + ink	card
	Bundeshaus	7	power / administration	card
F	Casinoplatz		pause & discuss	ambient
G	Berner Münster		incense	incense burner
H	Traffelet Studio		paint / linseed oil	gel ventilator
I	Antoniergässchen		stone / dampness	fan
A	Schlachthaus Theater		malodor-contractant	wet wipes





*Bern Urban Scent Walk, Biennale Bern 2014, photo by Loulou D'Aki.*

45