



The science and magic of smell



In
collaboration
with



**DIVISIONE EVENTI
E CONGRESSI**
Città di Lugano 25°

The science and magic of smell

Ex Asilo Ciani
Viale Cattaneo
Lugano

Wednesday
October 24, 2018
6pm

Entrance is free
with limited seating.
Reservation at
www.magiaolfatto.eventbrite.it
by
October 19, 2018

For more
information
arteinazienda@usi.ch

In
collaboration
with

Master in
Corporate Communication
usi.ch/it/mcc

Master in
Marketing and Transformative
Economy
usi.ch/it/mktg

The sense of smell has been known for its emotional qualities since ancient times. Qualities that are able to alter our perception of the world, and influence our well-being. Aware of the effects of smell on people, postindustrial societies have turned air into a technical and cultural artefact, thus exploring its potential for marketing and communication.

The expert in the culture of smell Prof. Claus Noppeney will bring the audience to experience hands on, and through their noses, how smell is connected to memories, how it affects our desires, and how it reflects our representations of power.

The workshop is part of the series "Arte in Azienda", promoted by USI Faculty of Communication Sciences within the activities of the Master in Corporate Communication and the Master in Marketing and Transformative Economy. The aim is to get the community and students involved in a sensory experience that will call into question the meanings of smell in consumer culture, communication, and everyday life.

The workshop will be held in English.

Università
della
Svizzera
italiana

Faculty
of
Communication
Sciences