We breathe 24,000 times a day therefore if we registered a smell with every breath we could live for over 115,000 years without repeating an identical smell experience!

Smellwalking / walking ‘nose-first’ proposes a method to engage with everyday smells leading to knowledge of your sensory relationship with the environment. You will discover invisible and ephemeral sensory information of this part of the city of London, recording and sharing that information with others. Inspiration for olfactor design can come from being attentive to the world.

We’ll take three short, silent walks through some fragrant areas recording and sharing a subjective dataset. Following the final section of the walk you will create an imaginary blend from your smell-inspirations.

Leave your assumptions and embarrassment at home - this sniffing activity is always surprising and fun!

McLean, K (2016)
FREE SMELLING: ME

1) ........................................
2) ........................................
3) ........................................
4) ........................................

FREE SMELLING: BUDDY

1) ........................................
2) ........................................
3) ........................................
4) ........................................

SMELL CATCHING: ME

1) ........................................
2) ........................................
3) ........................................
4) ........................................

My inspiration: ........................................................
Reason for choice: ..............................................

SMELL CATCHING: BUDDY

1) ........................................
2) ........................................
3) ........................................
4) ........................................

My inspiration: ........................................................
Reason for choice: ..............................................

SMELL HUNTING: ME

1) ........................................
2) ........................................
3) ........................................
4) ........................................

SMELL HUNTING: BUDDY

1) ........................................
2) ........................................
3) ........................................
4) ........................................

My inspiration: ........................................................
Reason for choice: ..............................................

SMELL WALK JULY 2016

HOLBORN

You have been commissioned to create a summary fragrance of the area we have walked. How would you describe the blend of your selected smells?

Reason for choice: ..............................................

#smellwalk @katemclean @NicolaPozzani @Pandora_perfume