



Thursday
April, 5th - h. 12.00 pm

A workshop in designing smell maps

Follow your Nose

Speaker:

Marta Siembab,
Senselier - independent smell expert





a smell map: a layout of areas within a place/space in which one can experience a smell

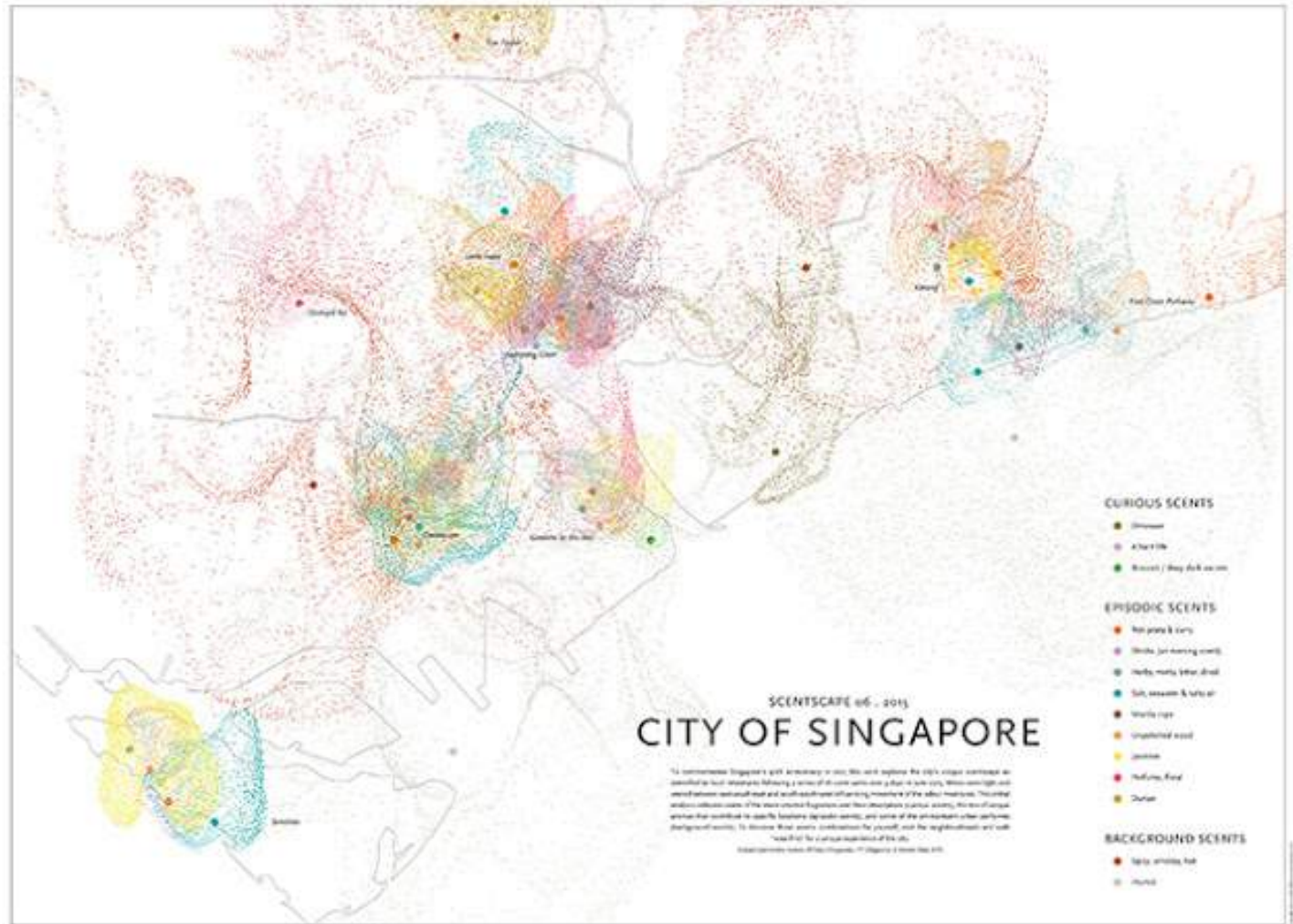
a smell walk: a route along which one can experience changing smells





MAPS





Kate McLean
sensorymaps.blogspot.com





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sensorymaps.blogspot.com





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sensorymaps.blogspot.com





Kate McLean, an artist and designer, creator of
smellmaps of cities around the world.
sensorymaps.com



Map: Find Out What Manhattan's Sewers Smelled Like In 1910



smellmachine.com



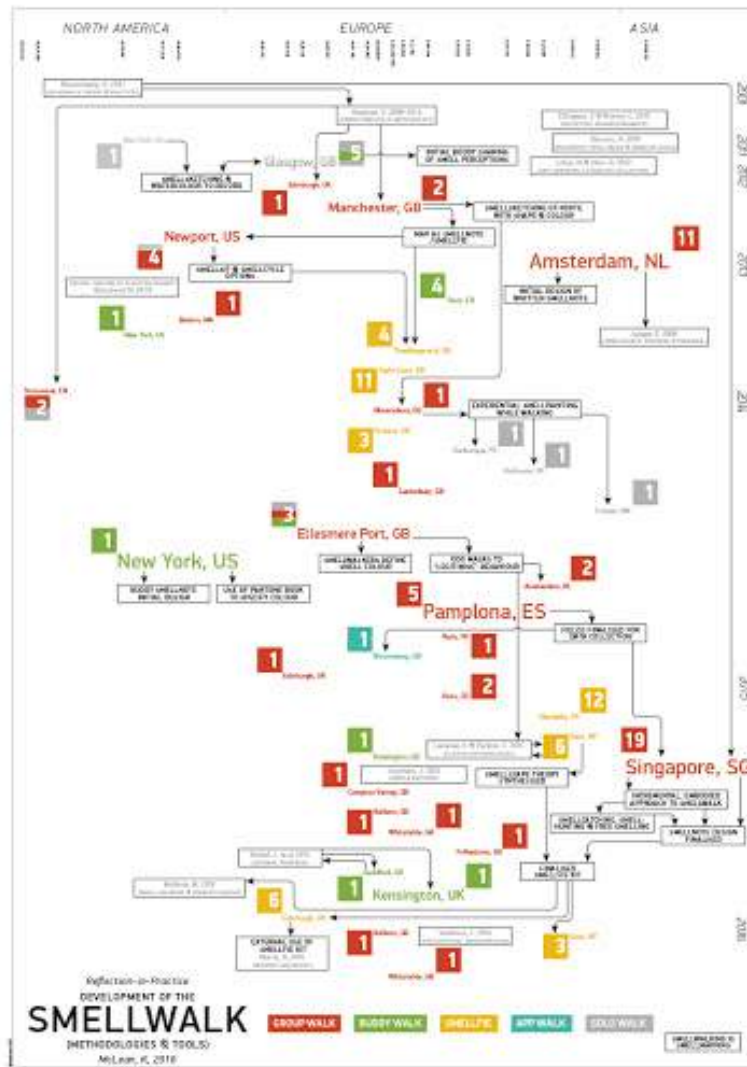
thinkingmaps.com





WALKS





Kate McLean
sensorymaps.blogspot.com



makingmaps.net



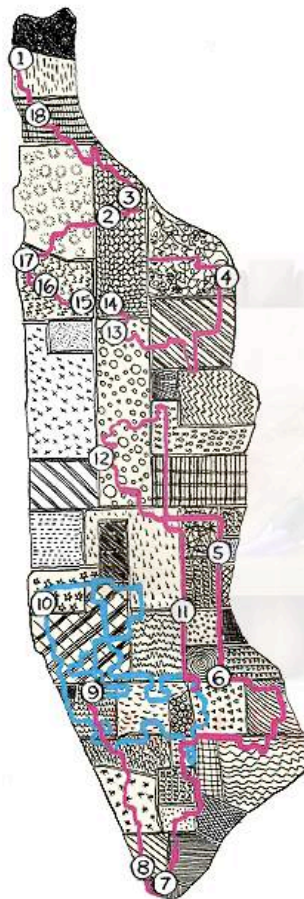
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NY

Smell Stops

 DAY
 NIGHT



COMMON AND
RECURRENT
SUMMER SMELLS



1/1 FORT GEORGE, THE CLOISTERS

Spilled beer; mown grass; something sweet; something musky-and-woody that may or may not be deodorant; organic dog food; dog feces dogs; spicy-mossy-fruity shrubbery; piney orange blossom; vanilla; faint roses; light perfume; subtle, incense-like burning cloves mixed with a dash of patchouli; Camphor Artemisia; fennel flowers; mint; pear; lemon balm; sweet bay leaf; fig ripening; Spanish lavender.

WASHINGTON HEIGHTS

Urine; diesel; chips; burgers; unventilated garbage; mashed potatoes and gravy (P.S. 28); cardboard; beer; rose soap; yucca; waxy deodorant car air freshener; dog; bacon, egg and cheese sandwich; old fry grease; Popsicle; cannolis; fabric softener; fried noodles with MSG; window cleaner; silkscreened shirts; all-purpose cleaner; spicy salami; spicy-sweet perfume; onions and pizza; ketchup; cigarettes; macaroni; onion mixed with cough drops; cinnamon and roast pork; ripe plantains; overripe mangoes; decaying bananas; cigar and Creamsicle; roasting chickens; cabbage with beef broth; watermelon; cheese Danish; vinegar; burned-out motor; sour-metallic (George Washington Bridge Bus Station); cream soda; fish cakes.

👤 HARLEM

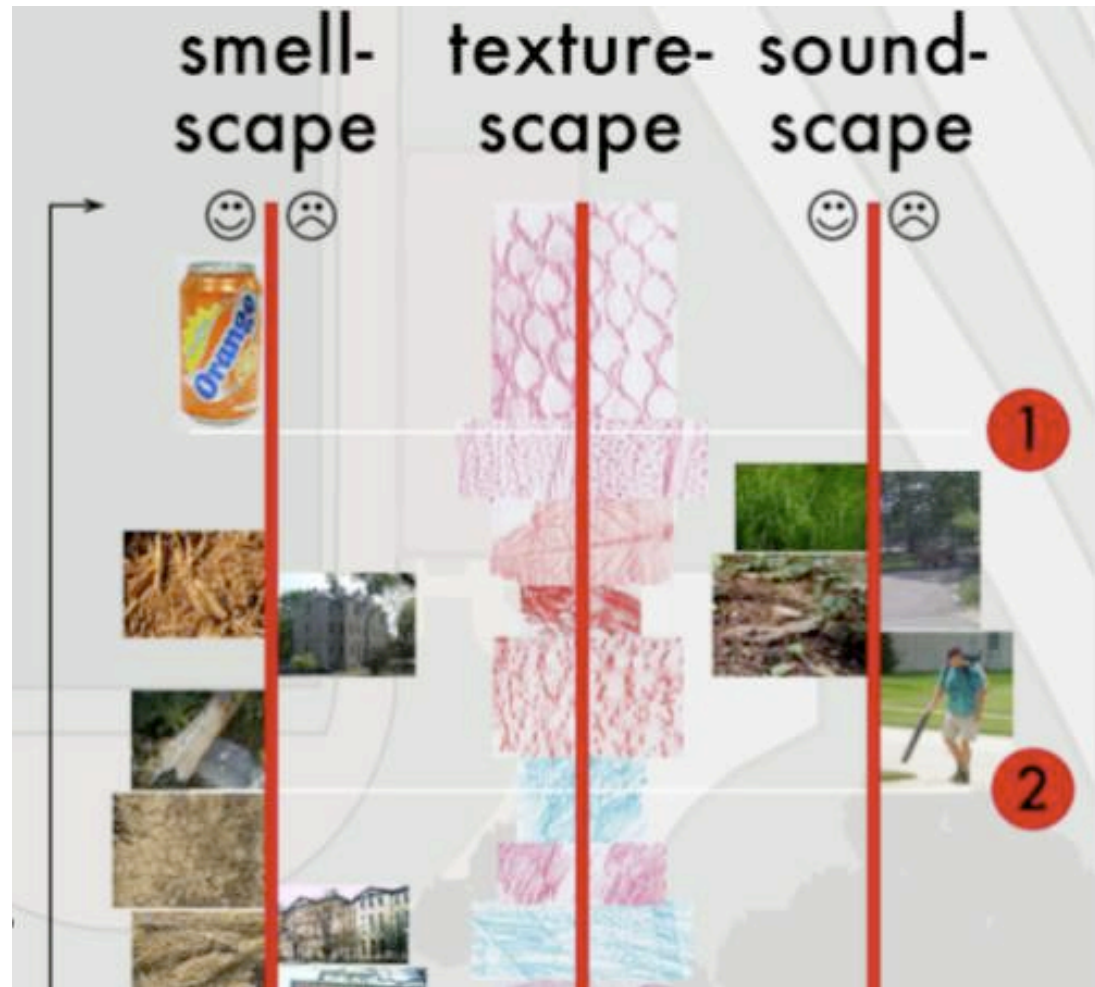
Aggressively (almost territorially) soapy cologne; rum; peanuts; hot sauce mixed with mayo; pizza mixed with fried chicken; crazy perfume; urine; cat litter; wet wool coat; wet charcoal; vodka mixed with pineapple juice; delicious shrimp grilling; spilled gas; laundry soap; black tea; Chinese food; laundry; cardboard; strawberry drink; ham.

👤 EAST HARLEM

Buffalo-chicken nuggets; cigarettes; exhaust; cherry lip gloss; rotting tangerine; strong floor polish; dry grass; almond perfume; grapefruit rind; gas; diapers (unused); pink roses and Russian sage (very faint); white-Cheddar popcorn (very strong); touch of urine; black locust blossoms; leafy bark; aftershave; fresh laundry; blossoms and grassy perfume; wet cigar; rancid apricot; Polish, Italian and German sausages cooking in water; deep-fried Oreos.

Jason Logan / nytimes.com





makingmaps.net





THINK OF A PLACE/SPACE
IN WHICH THERE ARE
SMELLS
THAT CREATE A UNIQUE,
SITE-SPECIFIC EXPERIENCE





MICRO-SCALE

your handbag
your bed
your room
your home
your workplace
your lover
your baby

...

MACRO-SCALE

your street
your district
your city
your region
your country
your continent
your planet

...





ask yourself questions:

- what smells are present there?
- are they obvious or hidden?
- what do you need to do to experience them?
- what emotions are triggered by each smell?

TURN TO THE PERSON NEXT TO YOU

TAKE THREE MINUTES TO TELL THEM YOUR STORY

LISTEN TO THEIR STORY



- take a look at the list of raw materials available
- choose the ones that will illustrate your story
- make a map using images, fabrics, drawings, words and scents
- apply one drop of scent to a felt sticker and stick it onto the map
- you can also write about the smells, draw them, sing or dance them 😊





grass
soil
flowers
water
spices
powder
coffee
bread
linen
animals

fruit
leather
pine
candy
soap
light
darkness
wind
smoke
dirt





moodboard by Arnelle Lozada