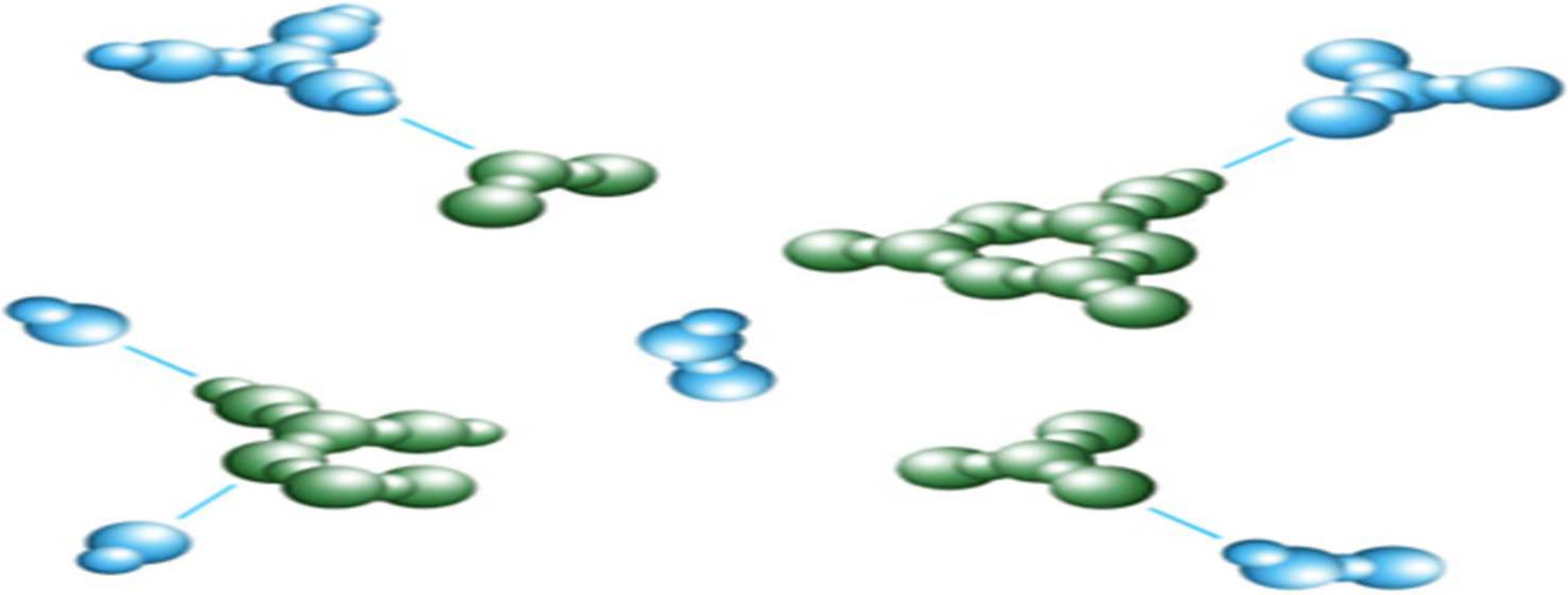
what could happen if invisible information



are the startingpoint for acting
and reaction

SMELL

=

important information

a tool for communication -

navigation - education -

decision making -

GS

since 2004
I decided to work with the industry
I now have

headspace

+

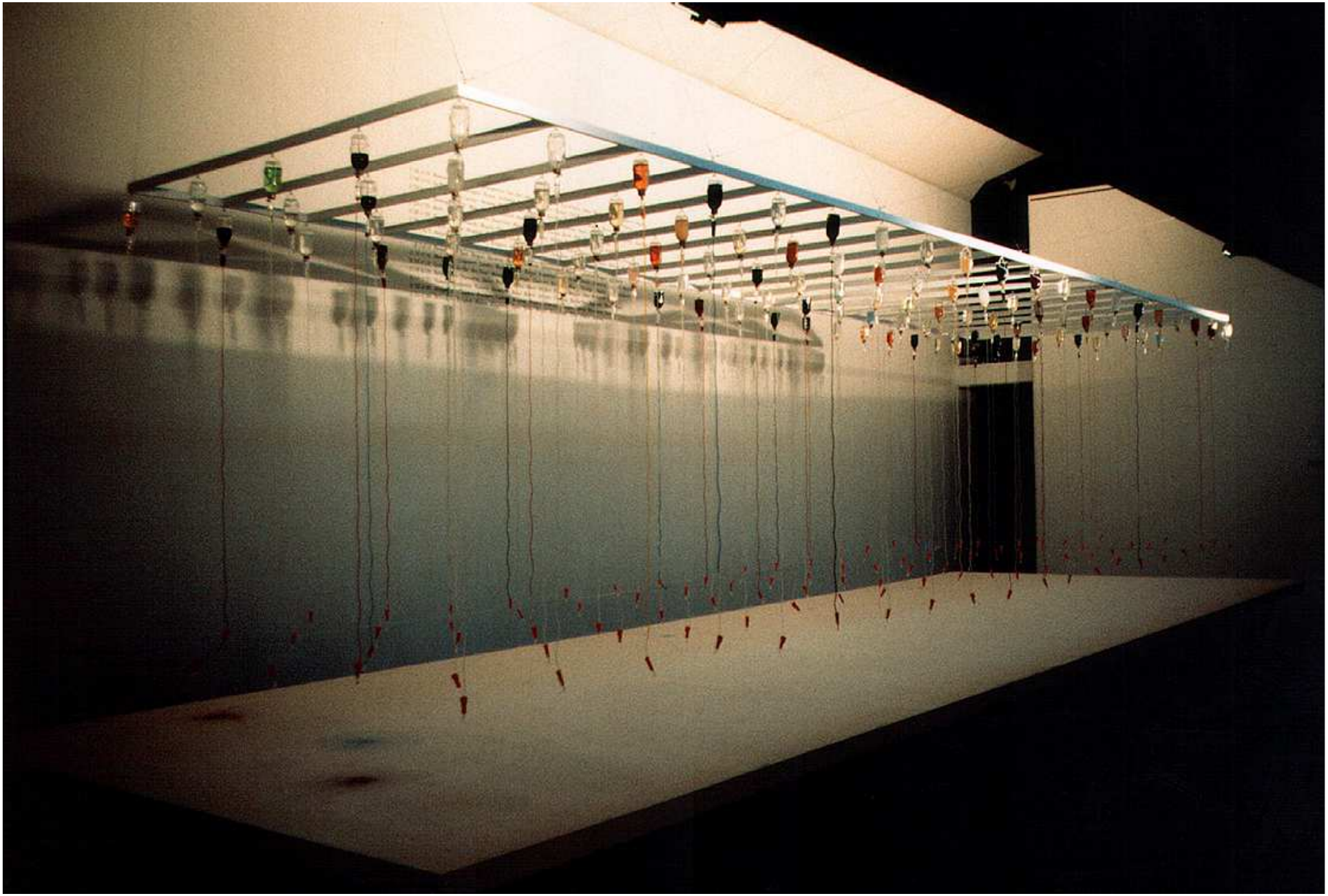
2500

chemical
molecules

Learned

SMELL CODES

conveying information



398 abstract smell molecules

SMELL
learning tools

abstract smell molecules
used in the context of learning

SMELL

the city

Stockholm_Oslo_KansasCity
_Calcutta_Berlin_Liverpool_Vienna_Nuuk_
Munich_Paris_London_Mexico City_Habana
_Cape Town_Mumbai_Porto Alegre_Detroit
_Kuwait_Istanbul_CAPE TOWN

GENERAL STORE
Fudge
GAME SHACK
TRONIC REPEATER
TRY ME
PULL TRIGGER
REALISTIC RIFLE SOUNDS
LEVER ACTION
EJECT PLAY BULLETS
WILD WEST FRONTIER
ELECTRONIC REPEATER
REALISTIC RIFLE SOUNDS
LEVER ACTION
EJECT PLAY BULLETS
DUCK HUNTER

pollution

world © tolaas

SMELL

&

Language

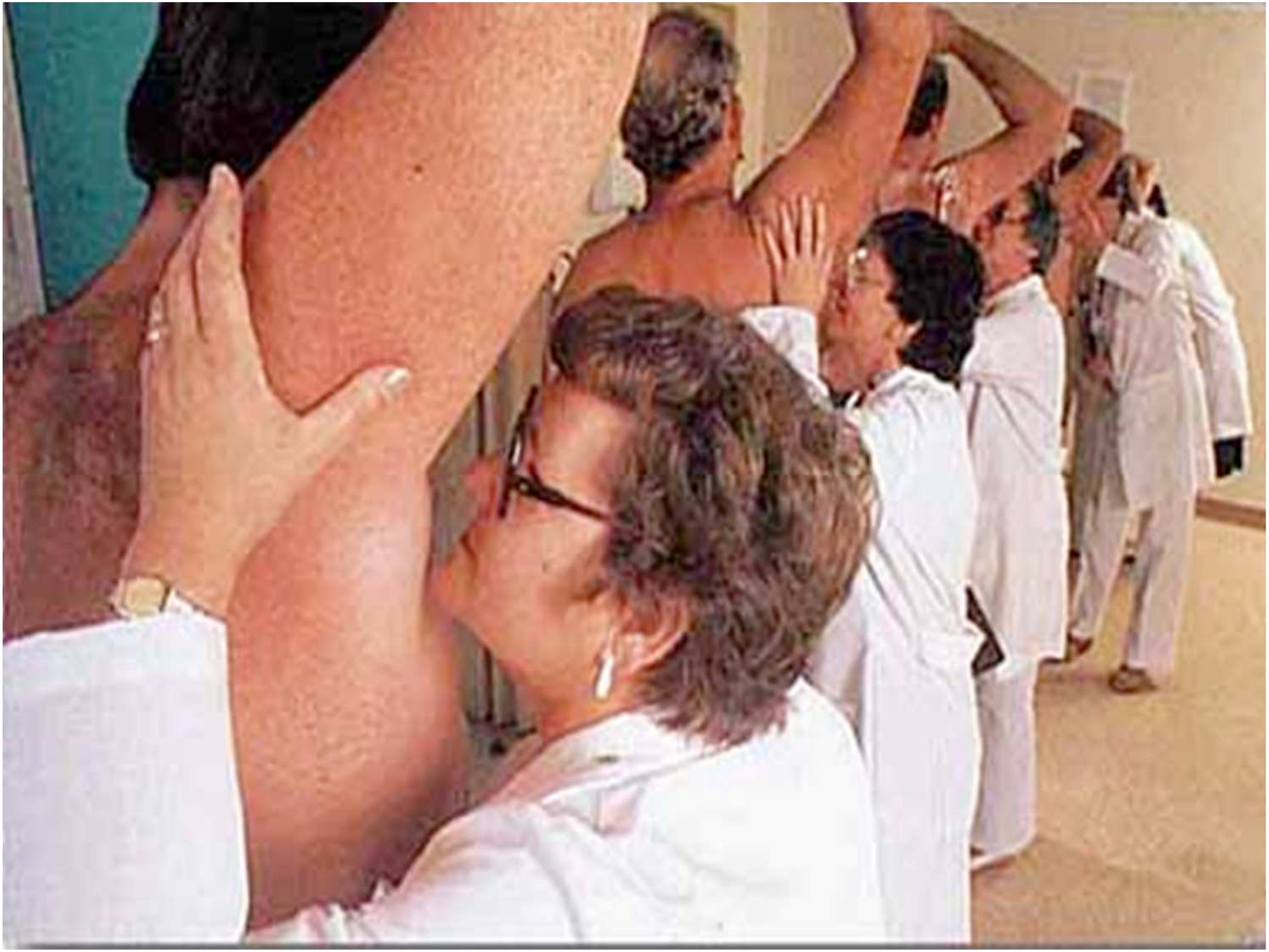
NYC
World
Science
Festival

SMELL

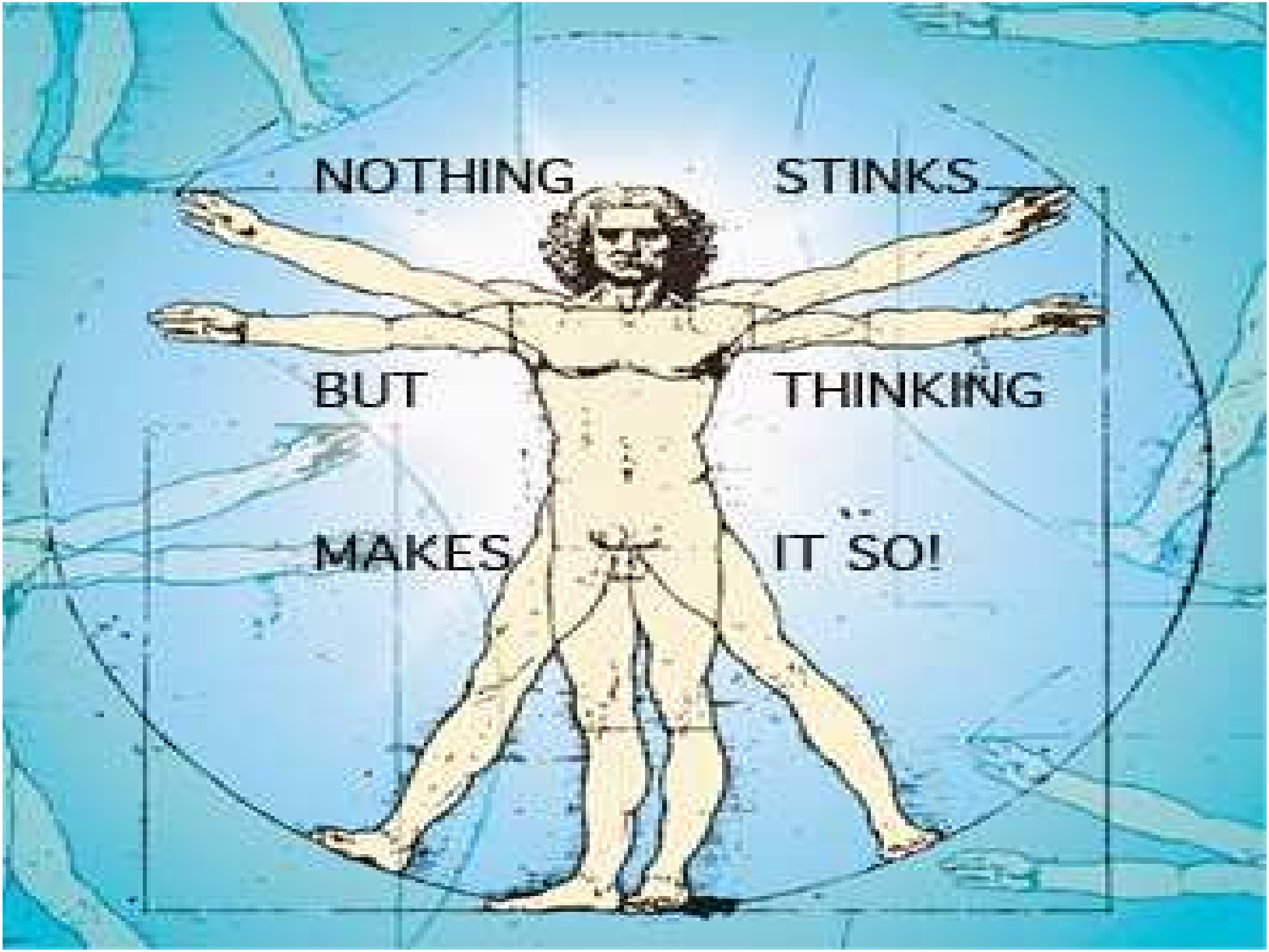
the body

fear 09/21

MIT @ 2006



Guy No. 08


NOTHING STINKS
BUT THINKING
MAKES IT SO!