



## 4th International and Interdisciplinary Conference on Emotional Geographies 1-3 July 2013 at the University of Groningen, The Netherlands

Session Summary	
<b>Session Title</b>	<b>Scensual worlds: on emotional geographies of olfaction</b>
<b>Session Abstract</b>	<p>Within human geography, the senses of taste, touch and smell have only recently received more attention in terms of studying the socio-spatial dimensions of emotions. However, olfactive geographies have hardly been addressed.</p> <p>Smells connect directly with the limbic system and evoke immediate sensual relations. This aspect describes the human sense of smell as instinctual, emotional, perceptual, experiential, associational, and affective.</p> <p>Studies of olfaction allow us to delineate, conceive, and explain spatializations and geographies beyond the audio-visual. Therewith, they make cultural and socio-economic differences in the sensitivity towards and appreciation of scents and smells apparent. A focus on the sense of smell, olfaction, fragrances, and perfumes enables a more holistic understanding of multi-sensual geographies of emotion.</p> <p>This session integrates presentations from academics and practitioners about emotional geographies of olfaction.</p>
<b>Keywords</b>	Di

Presentations		
#	Title	Author Name
1	Spatialities of scents? On emotional geographies of olfaction	Bodo Kubartz
2	Emotional connections through scent: empirical insights from the perfume industry	Jan Ewoud Vos
3	Olfactory and anosmic timescapes	Marta Tafalla

Session Convenors and Chair	
<b>Session Convenor Name</b>	<b>Affiliation</b>
Bodo Kubartz	Independent Scholar
<b>Session Chair name</b>	<b>Affiliation</b>
Bodo Kubartz	Independent Scholar

Session presentation details	
<b>Presentation 1</b>	
<b>Title</b>	<b>Spatialities of scents? On emotional geographies of olfaction</b>
<b>Abstract</b>	<p>This paper introduces the general topic of olfaction, scents, and emotional geography. I present insights into how olfaction and emotions relate to each other and how to spatialize emotions through olfaction. Furthermore, I examine several instances of how scents become emotional and emotionalized.</p> <p>I use the examples of cultural objects (perfumes) and environmental branding (olfactive atmospherics) to examine how olfaction and emotions are intertwined in space. The</p>

	emphasis on the emotional side of olfaction – what scents and smells achieve through their being and becoming – allows us to better understand mechanisms and logistics of branding and marketing. Particularly in the latter case, I state that fragrances are increasingly utilized and exploited to shape and govern places and spaces through their emotionalizing capacities. The previously unintentional being or non-being of smell- and scentscapes are increasingly manufactured and managed to support and emphasize images and understandings of spaces and places. In fact, the boundaries between what is intentional and coincidental often blur.
<b>Author name</b>	<b>Author affiliation</b>
Bodo Kubartz	Independent Scholar
<b>Presentation 2</b>	
<b>Title</b>	<b>Emotional connections through scent: empirical insights from the perfume industry</b>
<b>Abstract</b>	<p>In this presentation I examine the connection between particular spaces, places, and emotions and specific scents. I argue that scents work as connecting devices between individual memories and time-spaces. These connections are intuitively memorized, they are difficult to communicate verbally, and they are, essentially, derived from personal experiences.</p> <p>Scents stress and highlight a sensually different perception of spaces and places. Their memorization occurs differently than other sensual affections; this memorization is a challenge both for producers and consumers of scents and smells. In this presentation I give an empirical outlook from the viewpoint of a practitioner and industry participant; I exemplify how perfume manufacturers make use of this phenomenon.</p>
<b>Author name</b>	<b>Author affiliation</b>
Jan Ewoud Vos	Puredistance Master Perfumes
<b>Presentation 3</b>	
<b>Title</b>	<b>Olfactory and anosmic timescapes</b>
<b>Abstract</b>	<p>Smell has traditionally been neglected by philosophical aesthetics. Down the centuries, most great philosophers, such as Plato, Kant and Hegel, have agreed that only sight and hearing are properly aesthetic senses that we employ to enjoy the beauty of nature or art. Smell, taste and touch, in contrast, were considered to be lower senses; tied to their biological functions and unsuitable for intellectual pleasures such as the contemplation of beauty. One of the reasons offered to justify such a disregard of olfaction was that odors are too ephemeral to allow aesthetic appreciation of them. In contrast to this view, some postmodern thinkers such as Jim Drobnick, Yuriko Saito and Constance Classen, have claimed that the fleeting character of smell makes it especially suitable for provoking aesthetic experiences; and also that this ephemeral character is compensated for by the capacity of smell to awaken emotional memories, which can enrich aesthetic appreciation. Nowadays, smell is vindicated in the art world because it can enhance the temporal dimension of both ephemeral and memory artworks. It is valued for its role in the aesthetic appreciation of environments because it intensifies changes and stresses places of remembrance. Smell is also appreciated in transient aesthetic experiences including smell walks, cooking, eating, drinking, gardening and the use of perfumes.</p> <p>In this paper, I try to synthesize the different elements that configure the temporal dimension of smell; with this purpose, I review studies by philosophers, geographers, anthropologists and psychologists. Nevertheless, my principal aim is to compare the temporal dimension of odors with the experience of people who are deprived of olfaction. People who suffer from anosmia, as I do, have no access to the smell dimension of timescapes. We anosmics cannot perceive many ephemeral sensations such as the changing fragrances of a garden or a street; and when we return to places we frequented in our childhood, we do not enjoy the emotional memories that smell provokes. My thesis is that the ability or inability to smell has consequences for the appreciation of timescapes.</p>
<b>Author name</b>	<b>Author affiliation</b>
Marta Tafalla	Department of Philosophy, Universidad Autónoma de Barcelona

## Short biographical notes of session organisers and presenters

Bodo Kubartz

Bodo Kubartz is an independent consultant and expert in the fragrance and cosmetics industry with a background in Economic Geography. In his dissertation (University of Oklahoma, 2009) he examined geographies of knowledge in the international fragrance industry. He is interested in the following topics: the sense of smell and the production of fragrances, perfume, and cosmetics; brands and branding; socioeconomic geographies of knowledge, learning and innovation; and spaces of creativity. He published in several academic journals, industry magazines and the general press and recently co-authored (with Frank J. Schnitzler) *Das grosse Buch vom Parfum* (Collection Rolf Heyne, 2011). [www.kubartz.de](http://www.kubartz.de)