



Odeuropa

## **Scent Design Brief**

*This form is intended to assist museum professionals, historians and scent designers through the scent development process. It should be filled out for each artwork, artefact, text, or space that the scent will be created for.*

### **Scope of the Project:**

Exhibition/Guided tour title:

Institution:

Location:

Projected opening date:

Total number of fragrances:

Scent distribution method(s):

What is the artwork, artefact, text, or space (e.g.) that the scent refers to?

Insert text/ image here

(if applicable)

Title:

Date:

Creator:

Medium:

Dimensions:

Description:

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004469.



## Historical Background

1. Proposed smell connection (e.g. detail in a painting, the smell of the dog in a historic dog collar, quotation):

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2. Intended function of the scent (teaching moment, educational, emotional etc.):

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3. Hedonic tone (pleasant, neutral, unpleasant):  
(to brief writer: include a couple of sentences on ideal hedonic tone, using the below scale for reference)

Score	Perceived hedonic tone
+4	Very pleasant
+3	Pleasant
+2	Moderately pleasant
+1	Mildly pleasant
0	Neutral odour/ no odour
-1	Mildly unpleasant
-2	Moderately unpleasant
-3	Unpleasant
-4	Very unpleasant

4. Proposed ingredients:

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(to brief writer: include ingredients that are historically significant)

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5. Proposed notes:

(to brief writer: include descriptions of the desired olfactory effect)

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6. Context and/or (art) historical background:

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7. Sources:

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8. Any other references that the perfumer might find helpful:

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Proposed by:

Signature

Date

Remarks:

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## **Scent Development Report**

### **Scent developer/perfumer profile:**

Name:

Company/Institution:

Specialty/expertise (e.g. malodours):

Is this the first time you have created a heritage scent (scent design for heritage organisation and/or historical recreation)? If yes, can you tell us which one and provide a brief description? If no, any remarks about how the process went?

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### **Scent descriptions:**

1. Provide a description of your scent

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2. What narrative does your scent communicate?

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3. What are the ingredients of the perfume? (e.g. Eugenol)

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4. What are the notes of the perfume? (e.g. cloves)

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5. Please provide the weight percentage of each ingredient.

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**Scent design process:**

1. Can you describe your work/scent design process?

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2. How many versions of the scent did you develop? In what ways did they change? How was the smell evaluated between versions?

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3. What knowledge did you pick up from the historical description and ingredients? Were historical techniques followed, or historical utensils used? What did you include or not include? In what ways did you adapt the versions of the scent?

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SIGNED OFF BY

Date

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