



*a timeline of*  
*s c e n t s*

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*c o n t e n t s*

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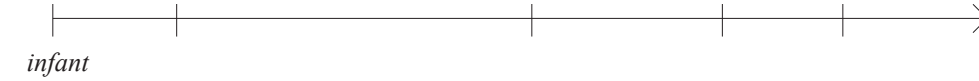
*Understanding the  
i d e a*



Time, something that not necessarily has to be measured using clocks or calendars. One can create their own timeline, within any scale that they desire. Using scents, you can revisit moments in your life that only YOU can connect to. Scents don't necessarily have to be perfumes, but any basenote your senses can remember. Basenotes are the last level of a fragrance/scent that is stored in one's long-term memory. Growing up in a household surrounded by fragrances and scents, my life revolves around it, and it unintentionally shaped my relationship of scents with time.

Using the concept of scents and time, this interactive prototype is a way to portray my autobiography using scents from different moments in my life. Each box acts as a headpiece that you can wear, blocking vision, and hearing to a limit, which then forces you to focus on the scent solely from that time period of my life.

*I love*  
*m a s s a g e s*



The first box fills my thoughts with memories as a baby. This box is scented with Johnson's Baby Oil. The first ever smell that I can think of is that of this baby oil. When I think about my first few years as a baby, I always associate the scent to this particular fragrance. As an infant, my mom would massage me every single day and night with this particular oil, as she said it was something I loved and that it also helped me stay refreshed in the mornings, and helped me fall asleep at night.

This scent is deeply rooted into my mind as it is the first ever scent that I can recall, and strikes my infant memories. Since I don't remember much as an infant, this particular scent is a way to make me connect to my years as an infant.

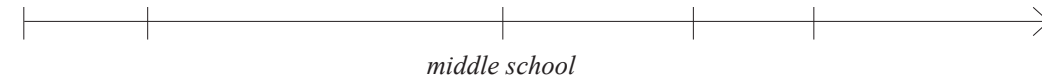
*Nauseous way to  
s c h o o l*



Box 2 links my memories directly to my years as a toddler, more specifically, my years going to kindergarten. On the way to school, kids feel nauseous, which quite often makes them puke. My kindergarten bus was always sprayed and wiped with cleaning products because of the amount of times kids would puke on the moving bus. This scent weirdly stuck to me and every time I smell cleaning products, more specifically cleaning wipes, it nostalgically takes me back to my nauseating days in my school bus as a little toddler.

This scent is probably one of the strongest ones I can recall from my long-term memory, and this scent to me, sums up my toddler years.

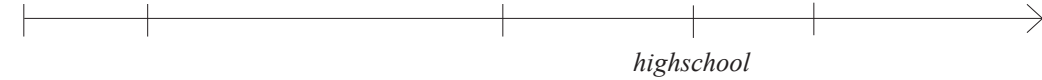
*I want to feel*  
*b e l o n g e d*



Box 3, filled with middle school memories. Middle school was a place to set trends, fit in, and feel belonged. This scent is a mixture of all the trending perfumes the girls wore at Highschool, which included Bath and Body Works, Guess and Victoria's Secret. Walking down the hallways, or going to the females bathroom, the only scents I recall are that of these trending perfumes.

In order to feel 'belonged', I too used to use these perfume brands even though they were not really my style. The entire idea of being in middle school for me, was just to find a way to include yourself within the rest, and I associate that with the perfume everyone wore since that is probably the strongest yet most vivid memory I have from that period.

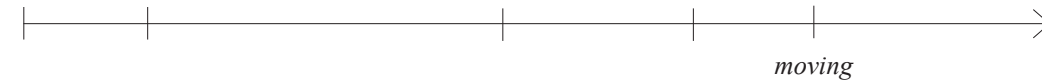
*I want to smell  
r i c h*



Box 4 represents the period in my life where I really wanted to step out of my comfort zone in terms of perfumes, and wanted to try something new. In the U.A.E, Arabs wear a particular scent, called Oud, which instantly reminds me of what it is like to smell 'rich'. My highschool years have been a journey of me experimenting with Oud. Having a very dark, woody, yet expensive smell, Oud was my go to scent in order to accomplish that rich fragrance I was going for.

I used to wear Oud throughout my highschool years, and this particular scent was my favorite classifier of Oud which I was known for wearing. This is why the smell of anything with a hint of Oud takes me back to my highschool days.

*My life's turning*  
*p o i n t*



Box 5, the scent my life currently revolves around. Moving from Dubai (my home), to Canada was a major change in my life. I wanted to remember that moment forever, and thus I used just ONE perfume for 2 years to mark a turning point in my life where I said bye to some endings, but started new beginnings.

This scent is Good Girl by Carolina Herrera, which is a very sweet yet slightly musky perfume. This fragrance is now a staple scent that will probably never leave my memories, and everytime I want to feel the nostalgia of my years of moving to a new country and starting a new life, Good Girl is always going to be my go to, where all my memories of a new beginning emerge.



*to more scents creating memories...*

*Humera Madani*

