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DESIGN

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The Smell of Design

Valentina Ciuffi

Among the projects presented at Design Parade 8, the fascinating research between smell and design by Daniele Bortotto.

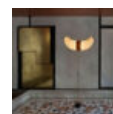
text by Daniele Bortotto
photos by Mauro Tittoto

What is the smell of design? Why is scent one of the most undervalued senses in the occidental culture? Our is a visual culture, that tries often to hide and deny the real smell of things. But scent is probably the strongest and most intriguing sense man has: it is primitive, instinctive, sensual, uncontrollable. Odors surround us, they travel in the air and we cannot avoid perceiving them. We continue testing the quality of things through them and we get thousand of informations thanks to the huge quantity of small particles which reach our nostrils. But why are we afraid to use all the stimuli and informations provided by our olfaction? An answer is probably that we are afraid to not being able of controlling one of our senses. Smells are honest, direct and human. Each one of them reach before any other

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Mood Dispenser - Daniele Bortotto

If we try then to define a role of olfaction in the design field things get even more complicated. You can not send a smell by email: they are difficult to communicate for a society based on a visual observation of things. As designers we are concentrated on giving a shape to ideas through lines, colors, textures, but we don't take in consideration that materials smell. We

strategies understood this aspects, and developed innovative smart solutions to transform famous brands in odors recognizable from clients all over the world. Our creative method can start taking more in consideration all these aspects, and thinking what we can do through them in the optic of a design process. Frederic Nietzsche once said 'all my genius is in my nostrils'. Those nostrils can capture smell of things, and test their qualities. 'The smell of design' is the research I am developing trying to explain the idea that scent has a strong value and it can become another tool in the designer's hands. The result of this research is so far a collection of olfactive objects, which pushes to use our nose and look at them from another point of view. The result is a discovery of perfumes and smells each time new, full of different memories and feelings. Like not often happens, smell becomes an element strongly related to colors, shapes and materials. The future possibilities in this field for a designer are unlimited, and olfactive applications to the design process are new and all to discover.





Scent Dispenser - Daniele Bortotto

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<http://www.villanoailles-hyeres.com/fr/actualites>

<http://cargocollective.com/danielebortotto>

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