HERITAGE SCENT DESIGN BRIEF

PART 1

This worksheet is part of a sequence of worksheets to assist the development and creation of a heritage scent for the use of olfactory storytelling.

PART 1 *Heritage Scent Design Brief*
PART 2 Heritage Scent Development Report

PART 1   The Heritage Scent Design Brief is a form that assists cultural heritage professionals, historians, and researchers in the process of making a scent for the use of olfactory storytelling. It outlines all the information necessary for a scent designer/perfumer to make a scent interpretation intended for the use of olfactory storytelling.

This document is to be filled out by the cultural heritage professional, historian, or researcher who is co-developing/commissioning the scent for its use. A Heritage Scent Design Brief should be created for *every heritage scent created*, regardless if the smell is among several.

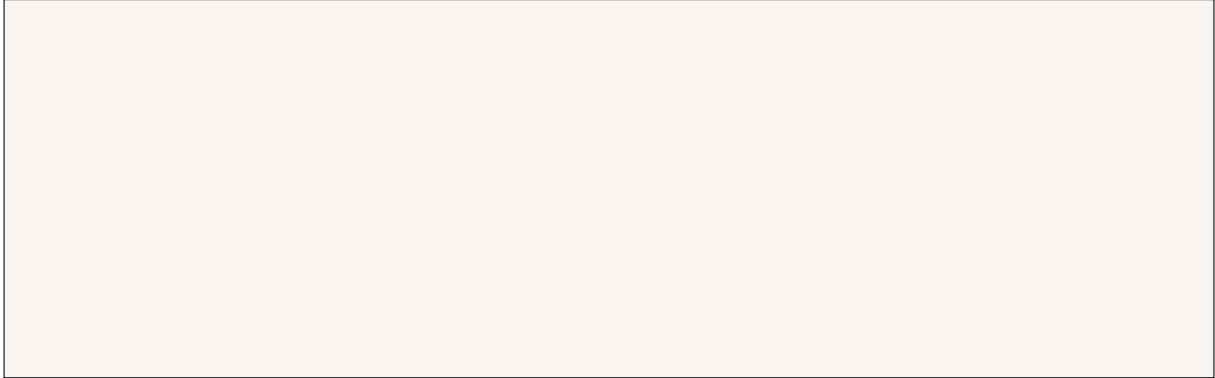Note: This document may be adapted for individual use.

PROJECT DETAILS

DESCRIPTION OF THE EXHIBITION/ PROJECT/EVENT:	
TITLE OF EXHIBITION/PROJECT/ EVENT FOR WHICH THE SMELL IS INTENDED:	
INSTITUTION:	
LOCATION:	
PROJECTED TEST TOUR DATE:	
PROJECTED OPENING DATE:	
TOTAL NUMBER OF SMELLS:	
SCENT DISTRIBUTION METHOD(S):	
PERSON OF CONTACT:	

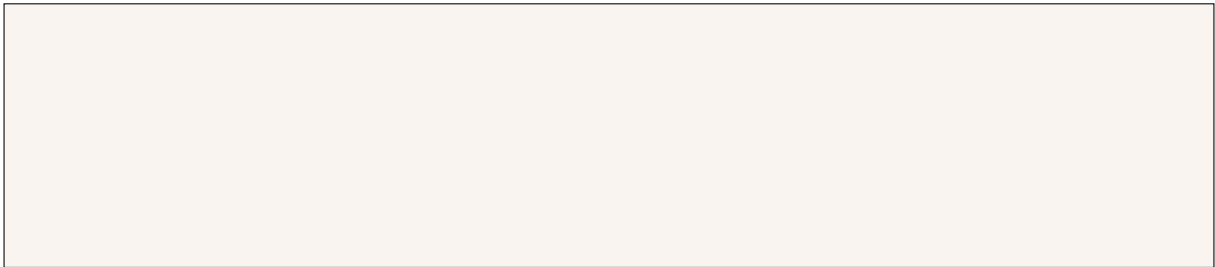## (HISTORICAL) BACKGROUND INFORMATION

1. What artwork, artefact, text, or space is the smell representing or referring to?
(where applicable, include a visual representation and description)

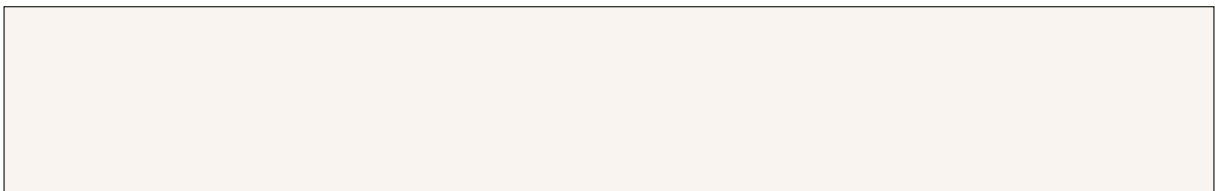RESPONSE: [INSERT IMAGE/ARTWORK/ARTEFACT AND CAPTION HERE]

2. How does the smell relate to the artwork, artefact, text, or space? (e.g. a detail in a painting, the inherent smell of an apothecary cabinet)

RESPONSE:

3. Intended function of the smell (e.g. educational, emotional, crossmodal etc.):

RESPONSE:

4. How will the public engage with this smell/how is the smell presented and/or delivered?
(e.g. on a blotter with a tour guide's verbal description)

RESPONSE:

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

RESPONSE:

INFORMATION ON INTENDED HERITAGE SCENT CREATION

6. Hedonic tone (pleasant, neutral, unpleasant perception):
Is the smell creation a malodour or a fragrance?[1] On the scale below, choose the desired level of hedonic perception. Then include a couple of sentences that would help the scent designer understand why this tone was chosen in the 'Notes.'

SCORE	PERCEIVED HEDONIC TONE		SCORE	PERCEIVED HEDONIC TONE
+4	VERY PLEASANT		-1	MILDLY UNPLEASANT
+3	PLEASANT		-2	MODERATELY UNPLEASANT
+2	MODERATELY PLEASANT		-3	UNPLEASANT
+1	MILDLY PLEASANT		-4	VERY UNPLEASANT
0	NEUTRAL ODOUR/NO ODOUR			

NOTE:

7. Proposed materials/notes for the smell creation:
a. Is this a single ingredient representation or composition?

b. Proposed materials (e.g. cloves, rose):

1 For a detailed explanation of these categories, see The Olfactory Storytelling Toolkit section 2, chapter 1 on 'How to find the appropriate smells for olfactory storytelling.'

c. Source information:

[ ]

8. Creative liberty of perfumer (especially if using a historic recipe in #4):
Indicate here how closely the perfumer should follow the materials listed above. You are welcome to circle one of the following indicators of authenticity below:[2]
Materially Informed Reconstruction / Historically Informed Interpretation / Artistic Translation

RESPONSE:

[ ]

9. Additional notes:

[ ]

This heritage scent is proposed by:

NAME(S)	
DATE	

Next steps:
- [ ] Provide a copy of this document to the scent designer along with *Part 2: Heritage Scent Development Report,* to be filled out by the scent designer.
- [ ] Plan a meeting with the involved scent designer where you review the document together.
- [ ] Upon receiving the scents, make sure you receive (1) a completed *Part 2: Heritage Scent Development Report*; and (2) the safety sheet.

Note: account time for at least one evaluation round.

2 For a detailed explanation of these categories, see The Olfactory Storytelling Toolkit section 2, chapter 1 on 'How to find the appropriate smells for olfactory storytelling.'