



The Odeuropa Project

Olfactory Heritage & Sensory Mining

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Royal Netherlands Academy of Arts & Sciences - Humanities Cluster

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NARODNA GALERIJA SLOVENIJE



Gloves –tanned leather



Explore the European Olfactory Heritage

“the Glove is now perfumed, the bitter water is now seasoned, another nature contrary to his former nature is now infused; old things are past away, all things are become new”

The parable of the prodigal son

Thus we see, that in many Hysterical Women, by the fragrant Effluvia of a Spanish Glove, or some other strong Perfume, the Spirits and Genus Nervosum being affected, several disorderly Symptoms are produced “
Robert Boyle 1785

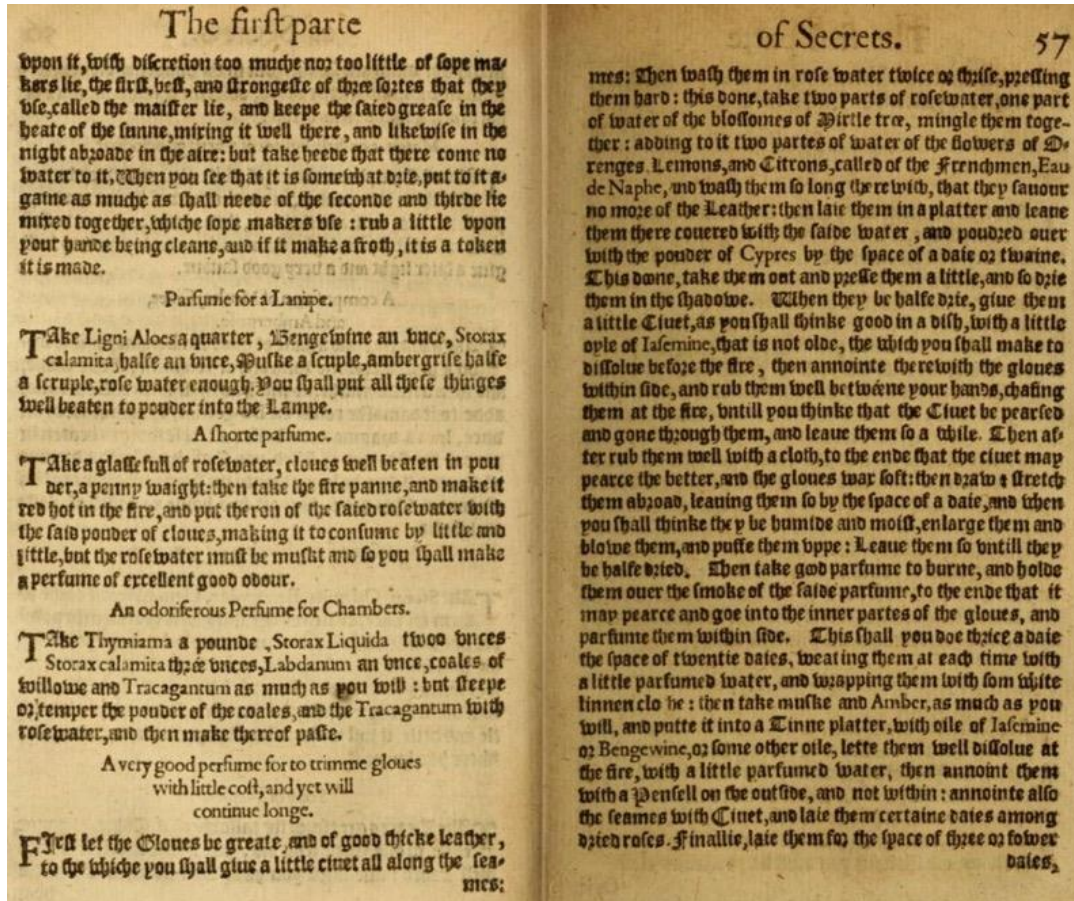
“If there is any man in the community that excites my contempt, and that ought to excite the contempt of every man and woman, it is the soft-handed, soft-headed fop, who, perfumed until the air is actually sick, spends his summer in taking killing attitudes, and waving sentimental adieus, and talking infinitesimal nothings, and finding his heaven in the set of a lavender kid-glove (1885)

“It then smells like your sister's glove box (if she uses musk, only about one hundred times as strong”

SEARCH ANY SMELL



Verie good perfume for to trimme gloues with litle cost, and yet will continue longe



Ingredients:
rose water; myrtle blossom water; orange, lemon, and citron water; perfumed water; cypress powder; jasmine oil; ben oil; perfume (*probably incense*); dried roses; civet; musk; and ambergris.

Girolamo Ruscelli, *The Secrets of the Reuerende Maister Alexis of Piemount*, trans. Wylliam Warde (London, 1558)









How to Work with Smells in Museums?

A Guide for Cultural Heritage Professionals



Odeuropa

Toolkit

Scent distribution techniques





ODEUROPA

Negotiating Olfactory and Sensory Experiences in Cultural Heritage Practice and Research

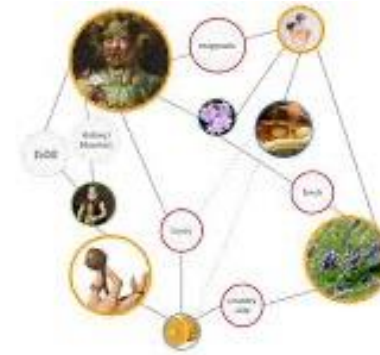
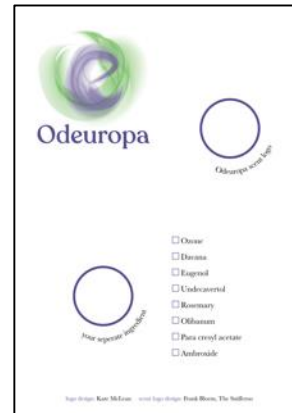


Partners:
Period:

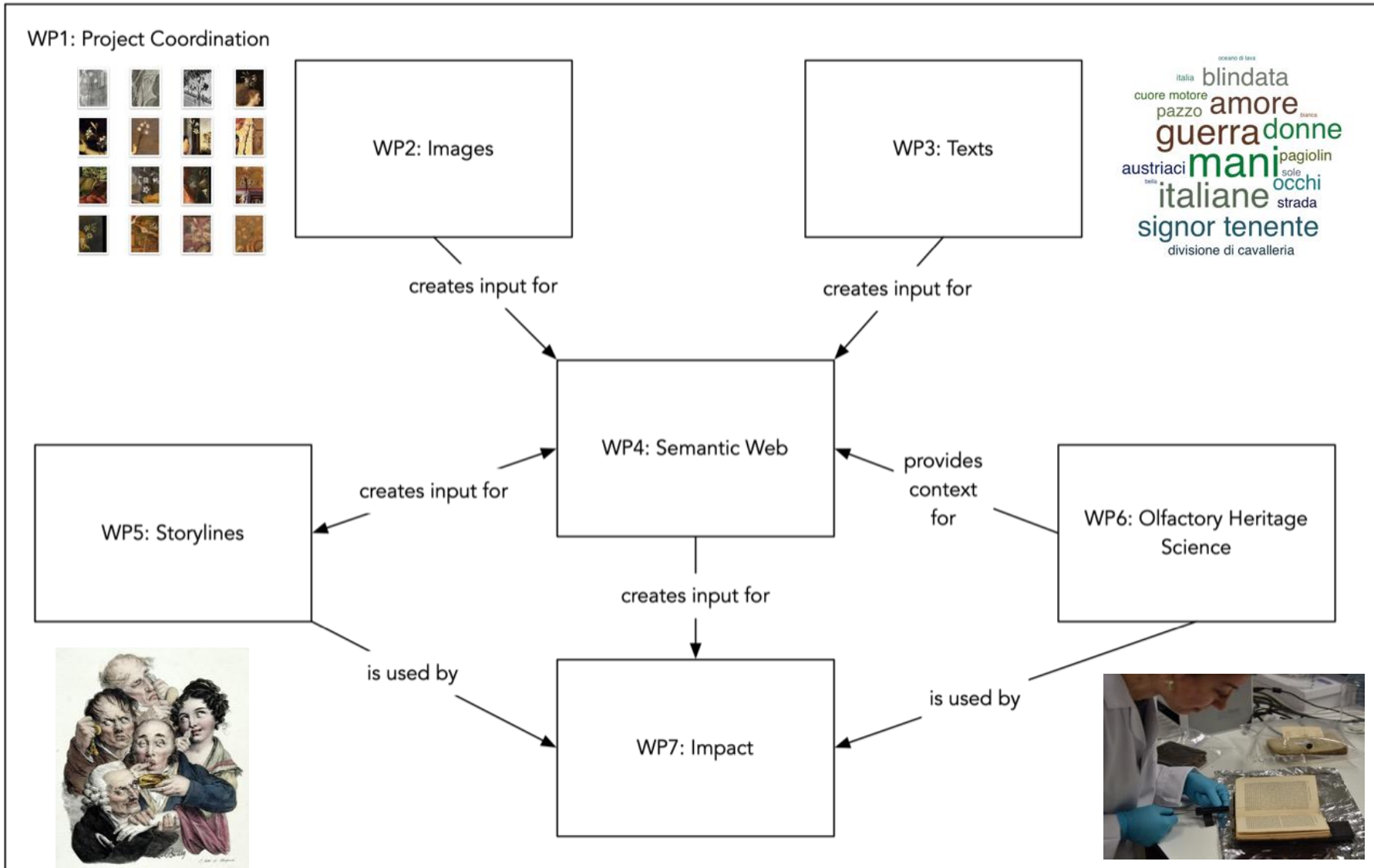
7 (6 countries)
2021-2023

Objectives:

- ❖ develop state-of-the-art **AI techniques** to **identify olfactory information in digital text and image collections**; to curate historical **olfactory narratives**
- ❖ recognize, safeguard, and promote **olfactory heritage**
- ❖ to show that critically engaging our sense of smell & olfactory heritage is viable means for **connecting and promoting Europe's tangible and intangible cultural heritage**



Project overview: transdisciplinary



Slovenian National Commission for UNESCO



DUTCH CENTRE FOR INTANGIBLE CULTURAL HERITAGE

Multilingual olfactory information extraction (7 languages, 1600-1920)



Dutch:
aromatisieren.v,
aromatisch.a,
geur.n, aroma.n,
miasma.n, ...

English: stink.n,
fragrance.n,
odoriferous.a,
reek.v, sniff.v,
scentless.a ...

German: Geruch.n,
Gestank.n,
riechen.v, stinken.v,
wohlriechend.a,
stinkend.a, ...

Italian: lezzo.n,
fragranza.n,
zaffata.n,
aromatico.a,
appestare.v, ...

Smell word:

Slovenian:
vonjava.n, smrad.n,
umazan.a, postan.a,
zaduhteti.v,
ovohati.v, ...

French: déodorant.n,
fragrance.n,
empester.v,
malodorant.a,
olfactif.a, ...

Latin: fetor.n,
odor.n, fragrantia.n,
olfacio.v, puteo.v,
fetidus.a,
beneolens.a, ...

Smell source

Odour carrier

Quality

Perceiver

Evoked odorant

Circumstances

Effect

Time

Location

Frame elements

Smell Emission

Olfactory objects

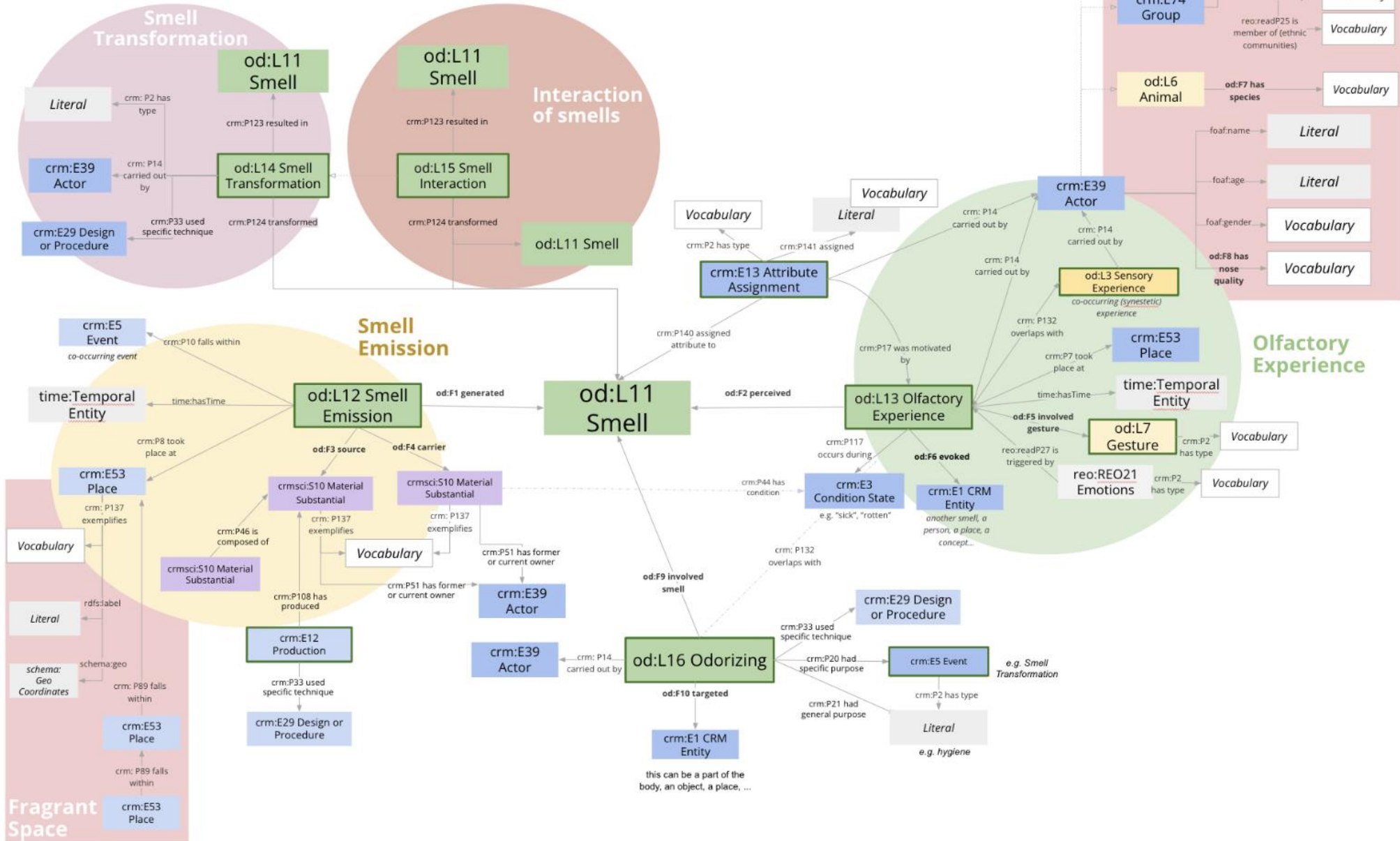
Scent Attributes (qualities)

Place

Time

Person / Actor

Emotion



Deliverables: Online knowledge environments (2023)



Odeuropa Smell Explorer

Encyclopaedia of Smell History & Heritage

Advanced Search | FAQ | Feedback

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| About | Browse | Index | Storylines | Resources | Data |

Welcome to the Encyclopaedia of Smell History and Heritage.
This Encyclopaedia is a reference work for exploring the history of smells and smelling across time and space.
You can find out more about the project here: [Read More](#)

Smells
The inhabitants of our air.
[Read more...](#)

Places
Odours define environments.
[Read more...](#)

Noses
Ways of smelling and knowing.
[Read more...](#)

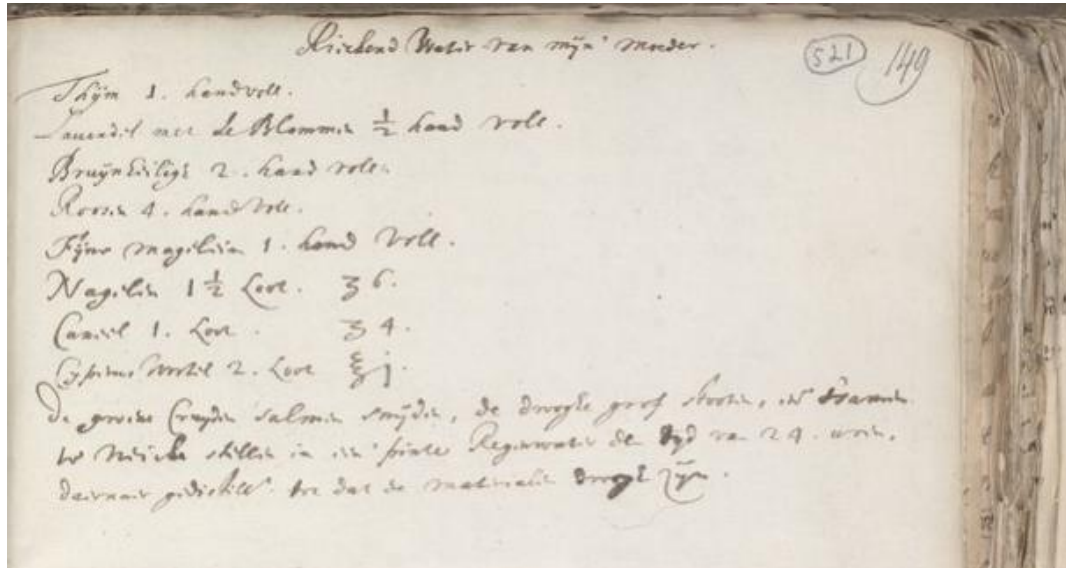
Feelings
The psychology of smells.
[Read more...](#)

Practices
Doing things with scents.
[Read more...](#)

Encyclopaedia of Smell History & Heritage

Odeuropa Heritage Scent Library

Scent Reconstructions & Recreations



IFF

International Flavors & Fragrances



Investigating **olfactory objects** in GLAMs & **smellscapes** of heritage spaces (libraries, archives, museums)



Judith van Gent (Amsterdam Museum) sniffing an old bottle of Boldoot perfume, shaped like an orphan girl.

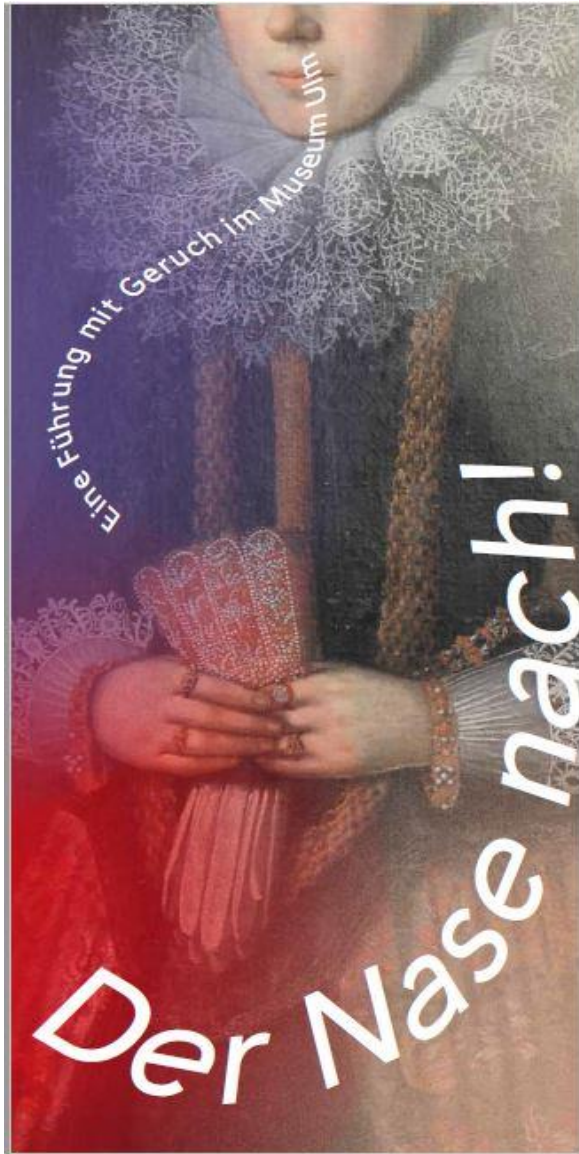


Victoria-Anne Michel and Lizzie Marx smell walking in the National Library in Paris

Olfactory Events



100
Museum Ulm



Follow your Nose
Olfactory guided tours
Museum Ulm

City Sniffers
Urban smell tour



Evaluation: what is the impact of olfactory storytelling?



QUESTIONNAIRE The value of using smells in GLAMs (Galleries, Libraries, Archives and Museums)

PART 1
Please indicate how much you agree (or disagree) with each of the sentences below

Statements	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	n/a	
I used my eyes to learn about objects/artworks/places and history	1	2	3	4	5	6	7
Smelling affects my feelings and emotions	1	2	3	4	5	6	7
I enjoyed smelling during this visit/tour	1	2	3	4	5	6	7
Smells can help me remember a visit/tour	1	2	3	4	5	6	7
Smells used in a museum/historic environment should be exact copies of the real smell	1	2	3	4	5	6	7
The cultural heritage we want to preserve should reflect different senses (touch, sight, hearing, taste, smell)	1	2	3	4	5	6	7
Using smells in a museum/historic place is safe for visitors	1	2	3	4	5	6	7
Smells make me feel that I travel in time	1	2	3	4	5	6	7
I believe that certain smells can represent who I am	1	2	3	4	5	6	7
Using smells in a museum/historic environment creates opportunities for people with different needs to learn	1	2	3	4	5	6	7
I am more willing to pay for a visit to an exhibition or historic place if there are smells present	1	2	3	4	5	6	7
I used my nose to learn about objects/artworks/places and history	1	2	3	4	5	6	7
Smelling affects my mood	1	2	3	4	5	6	7
The smells made the visit/tour special	1	2	3	4	5	6	7
There are smells that can help me feel part of a community	1	2	3	4	5	6	7
Certain smells are important to preserve for future generations	1	2	3	4	5	6	7
I am concerned about the impact of smells on objects/collections/historic buildings and materials	1	2	3	4	5	6	7
I used my hands to learn about objects/artworks/places and history	1	2	3	4	5	6	7
In a museum/historic environment smells that express an idea or an imaginative environment/location are useful	1	2	3	4	5	6	7
Some of the smells I experienced today made me feel overwhelmed	1	2	3	4	5	6	7
The smells made me feel immersed in the scenes/stories/places	1	2	3	4	5	6	7
Smelling in a museum/historic environment encourages me to be active and participate in activities	1	2	3	4	5	6	7
Some of the smells I experienced today made me feel happy and/or excited	1	2	3	4	5	6	7
Experiencing smells makes me feel good about my life	1	2	3	4	5	6	7
I used my sense of taste to learn about objects/artworks/places and history	1	2	3	4	5	6	7
Smells can help me imagine a place in the past	1	2	3	4	5	6	7
Smells leave a strong impression to a visit/tour	1	2	3	4	5	6	7

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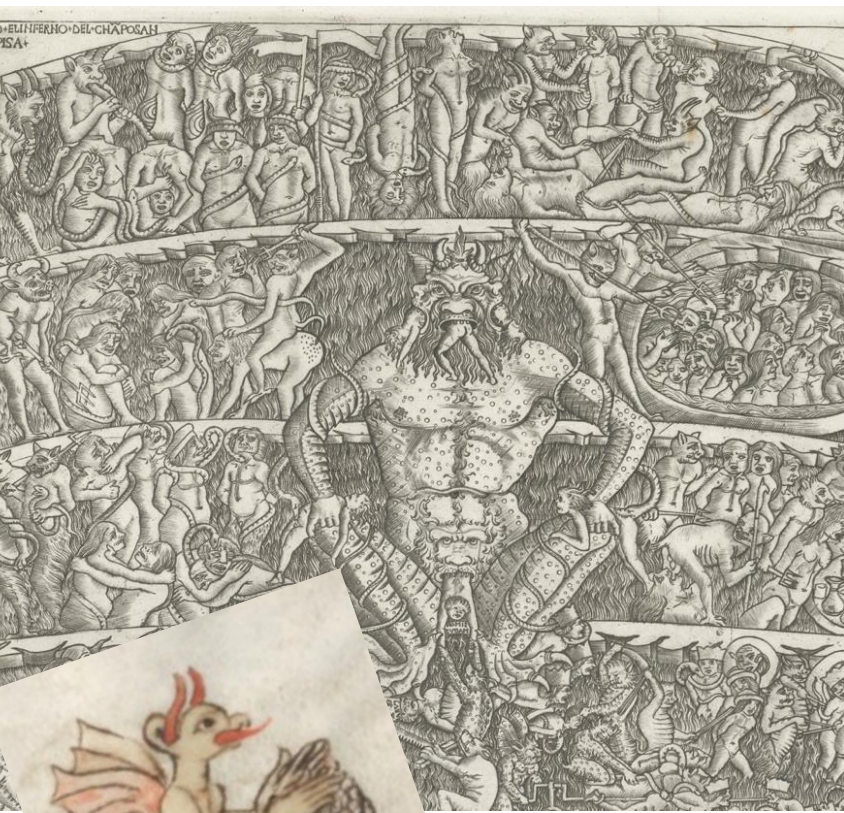
Olfactory heritage – Policy making

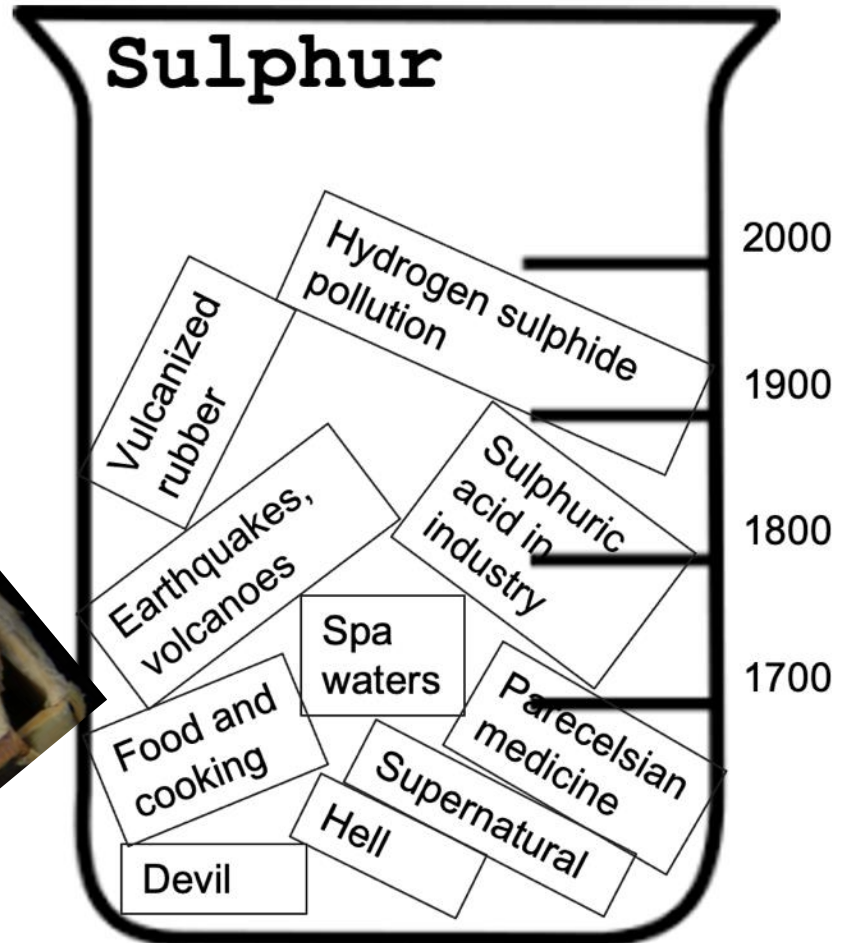


- **smells as objects** with cultural significance (myrrh, civet, historical perfumes);
- **smells as attributes of historic objects and spaces** that carry valuable information about the objects, spaces, and the past and are therefore worthy of study and protection (smell of pomanders, historical libraries, factories);
- **smells associated with cultural practices significant for a certain community** (incense burning in churches, aromatherapy, oud burning, the use of the nose in certain crafts)



The Smell of Hell – Sulfuric Devils





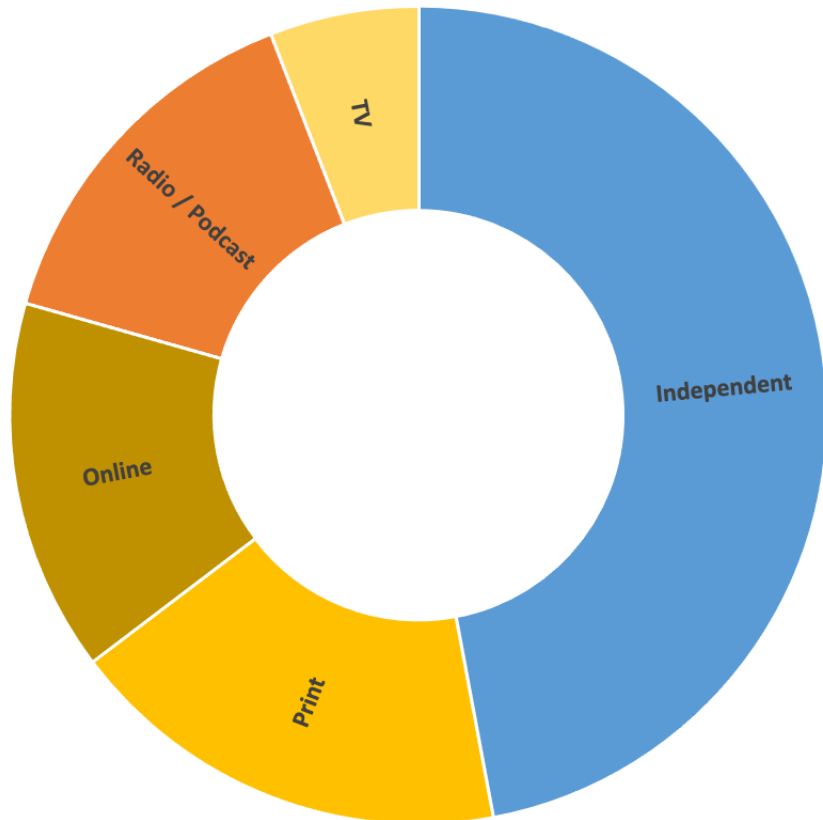
Public impact



Odeuropa project:
7+ million readers worldwide in 1 year

- Over 300 articles published in 3 months
- Around 100 direct appearances in print, radio and TV media

Estimated press coverage Odeuropa Year 1



LA STAMPA

theguardian

dS De
Standaard



Associated Press

Le Monde

The New York Times

la Repubblica

BBC

sky news



HISTORIEK
MARKETPLACE



Models, Demonstrator, Publications

- Odeuropa Smell Explorer (draft version)
<https://explorer.odeuropa.eu/>
- Ontology
 - OWL implementation
<http://data.odeuropa.eu/ontology/>
 - More detailed presentation
<https://bit.ly/odeuropa-model>
- Vocabularies (TTL + Skosmos + API)
<http://vocab.odeuropa.eu>
- Knowledge Graph
<http://data.odeuropa.eu>
- Leemans, I., Tullett, W., Bembibre, C., and Marx, L. (2022). Whiffstory: Using multidisciplinary methods to represent the olfactory past. *American Historical Review*, 127.
- Lisena, P., Schwabe, D., van Erp, M., Troncy, R., Tullett, W., Leemans, I., Marx, L., and Ehrich, S. C. (2022). Capturing the semantics of smell: The odeuropa data model for olfactory heritage information. In *European Semantic Web Conference*, pages 387–405. Springer.
- S. Tonelli and S. Menini. (2021) *FrameNet-like Annotation of Olfactory Information in Texts*. Proceedings of the 5th Joint SIGHUM Workshop on Computational Linguistics for Cultural Heritage, Social Sciences, Humanities and Literature.





Odeuropa

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