

# RESEARCH THEME

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**Title of the doctoral research**

Olfactive Design. The birth of a discipline

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**Abstract**

Space and smell are interconnected. Air travels through space by osmosis, humidity, temperature, pressure difference, but also because materials, shape, arrangement of openings, ventilation systems (natural and forced) move this element to our nostrils.

Odours are linked to places as well as to nature, divinity, disease, sex, food, the everyday, the extraordinary, the evanescent, memory, the brain.

The 'design of the invisible', linked to the sense of smell, is not a monopoly of the perfume industry, but to design in its most complex forms: in the design of spaces, products, performance, services, interaction design, emotions, neural interactions with our neurological, psychological and physiological systems.

Olfactive design, and all its ramifications, also belongs to Architects, Designers, Anthropologists, Sociologists, Psychologists, Neuroscientists.

Olfactive Design is a discipline in its infancy. Researchers all over the world are working on it, but there is still no consistent discipline that brings together this knowledge and systematically investigates what it can bring to the design disciplines.

Research could investigate the olfactory territories of places, objects and materials, including its historical evolution, imagining new scenarios, creating new experiences, in one of the least explored and least exciting fields of design ever.

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**Keywords**

“Olfactive”, “design”, “spaces”