

POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO

Education

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HIGHER EDUCATION COURSE

OLFACTIVE DESIGN

I EDITION — OCTOBER 2022

COURSE

Space and Scent are inter-related. Scent travels through space via air and humidity, wood or laminates, narrating past stories, anticipating the coming future. Scent can attract or repulse, can transmit comfort or anxiety, create powerful memories. Odors are linked to places as well as nature, divinity, disease, sex, food, the Everyday, the Extraordinary, the Evanescent, life! The “Design of the Invisible”, related to the sense of smell, is not the monopoly of the Beauty industry and Perfumery. Scent, and all its ramifications, also belongs to Architects, Designers, Anthropologists, Sociologists, Psychologists. Professionals, that like all of us are constantly immersed in the daily invasion of smells that surround us, from the delightful to the repellent.

The Course of Olfactive Design will investigate the olfactive territories of places, objects and materials, including its historical evolution, imagining new scenarios, creating new experiences, in one of the least explored and exciting field of Design of all time. In our new world “Sensoriality” plays a major balancing and emotional role. Today’s hierarchy of the senses needs to be reviewed and Design in all its form must encourage the incorporation of scent in its creative process..

DIDACTIC PLAN

The expected duration is from October 10, 2022 to February 27, 2023 for a total of 80 hours. The lessons will be held on a regular frequency in the late morning/early afternoon in order to fine tune all the time zones.

This higher Education Course provides the tools and design skills, the method, to become an Olfactive Designer.

It’s a professional profile in demand by the world

of hospitality, retail, interior design, branding, manufacturing, as well as in the experience sector, from museums to entertainment.

This course is the first in the world dedicated entirely to the education and training of future Olfactive Designers. Upon completion, their newly acquired unique skills will enable them to communicate constructively with Designer Studios, Companies, Installation Engineers, Marketing Departments, on how to incorporate scent in design in a creative and innovative way.

The Professional, trained through this course, will be able to act as a Scent Officer for Hotel chains, Retail, Factories, Entertainment and other Institutions that understand the potential and power of olfaction as a stimulus, a signature and point of difference.

Future Scent Designers will be able to consult for companies that deal with indoor air quality, for residential and office environments, in the choice of materials that may absorb or diffuse odor, mal-odor neutralization, antibacterial efficiency as well as for players in emotional marketing.

The Course is addressed to Architects, Designers, Interior Decorators and Professionals, to give a comprehensive knowledge and mastery of the olfactive world, enabling them to integrate scent into design of spaces.

Special consideration will be given in the program to international and multi-cultural elements, from climate to habits.

Sectors of application include, but are not limited, to:

- Retail
- Hospitality
- Factories
- Schools
- Transport
- Home Decoration
- Event Industry
- Branding

20
students

80
hours

5
months

€2.000
cost

– etc.

Theory lessons will be held in blended mode. Each student will receive a customized Olfactive Kit as both, a learning instrument and a tool for remote practical exercises coordinated by the teachers. The students will be introduced to partnering international companies related to the field of study.

TITLE RELEASED

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At the end of the course, students who will have attended for at least 80% of the total hours will obtain a frequency open badge to the course released by POLI.design.

At the end of the Higher Education Course will be issued an attendance certificate in Olfactive Design by POLI.design.

POLI.design reserves the right not to activate the course in case the minimum number of enrolled students will be reached or in case the requirements in terms of didactic, logistic, administrative support, etc. will fail for any reason.

EMPLOYMENT OPPORTUNITIES

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POLI.design “Olfactive Design Course” is the first Course in the world dedicated to Designers and Architects. It is consequently not related to the world of Cosmetics and Perfumes, Personal Care or Cleaning products. It is aimed at Designers who interact with the invisible dimension of air, building materials and their qualities.

Participants will acquire design skills that will enable them to create new experiences and concepts.

Having had access to Specialists (Noses, Chemists,

Inventors, Regulatory Experts) they will understand the opportunities offered by scent, processes and application challenges, and will as a result be able to offer new creative ideas to their clients and their public.

REQUIREMENTS

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The course is intended for students, technical graduated and non-graduated professionals who wish to know the principles and methodologies of olfactive design.

COST

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The participation fee must be paid in a single solution.

The cost of the whole course is 2.000 € + VAT.

Study tour costs are not included.

PARTNERS

Givaudan

FACULTY

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Direttore Scientifico

Anna Barbara, Roger Schmid



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