



# L'IA peut-elle nous aider à sentir notre passé ?

**Marieke van Erp (KNAW) - Raphaël Troncy (EURECOM)**

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- I. Leemans · L. Marx · S. Ehrich · S. Tonelli · S. Menini · **ChatGPT**



# Le Projet Odeuropa 2021-2023

Patrimoine Olfactif & Extraction de Données Sensorielles



*Mediamatic*

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004469.



# Pourquoi parler des odeurs ?



**Ms. Tarantula (official)** @fortuneontwit  
I lost my smell

1



**MamaPyjama** @MamaPyjama2 · 15 mag  
Aw crap. I've **lost** my senses of **smell** and taste. I'm going to try really hard to not get depressed about this but for people who know me I'm, like, \*extremely\* food motivated.



**bella ross** @bellamayay  
Welp... day 4 of being s  
**smell**

6



**Dhrubajyoti Deka** @Djdhruba2 · 24 set 2020  
I didn't understand how **important smell** is

Until I **lost** it today.

17



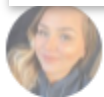
44



**alex** @amrakow · 22 mag  
I lost my taste and **smell** :(



8



**Sarah Coulter** @sarahcoulter  
I have absolutely **lost** all  
never recover

2



**Howard Pinsky** @Pinsky · 15 mag  
I was hoping we were just dealing with the flu but my wife and I got hit with  
both my taste



**Anosmia And Me** @AnosmiaM · 27 feb 2021  
When you have **lost** your sense of **smell** 'memory' smells are so important.  
They connect you to your past. [#lossofsmell](#) [#anosmia](#)  
[#anosmiaawarenessday](#)



**Ken Reid** ✓  
For the "CO  
COVID in the last six months who **lost** their sense of smell and taste and  
NEVER got it back. That's literally 40% of your physical senses gone. That's  
a life long disability

3

14

57



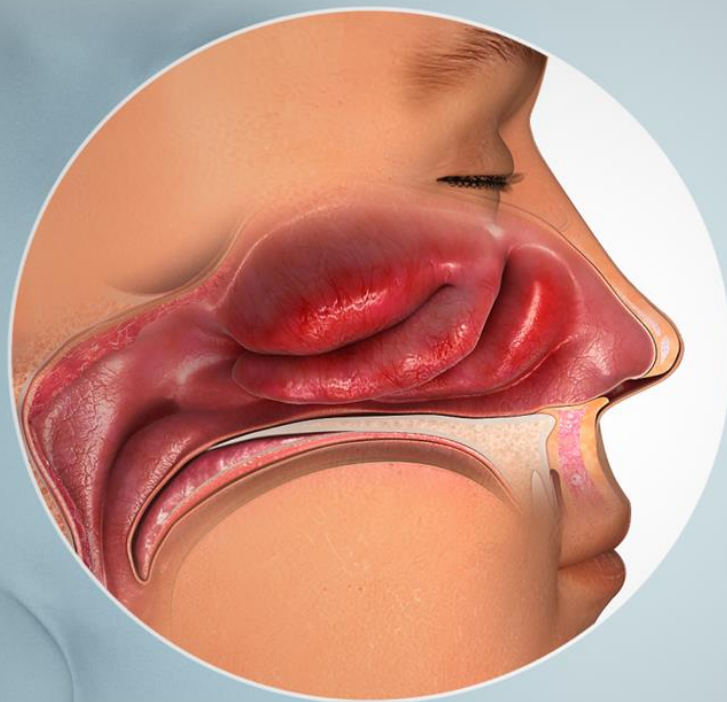
1



2



I have **lost** my senses to taste and **smell** hope this is temporary



# Anosmie

Sait-on parler des odeurs ?

classique

De la connaissance métier spécifique

hydrolitique

oriental

doux

aldehyde

moelleux

volatile

notes

bleuets

bourru

âcre

floral

charpenté

acidité

semblable à  
de l'essence

boisé

citrus

médicinale

Parfumeurs

Sommeliers

Chimistes



*Quelles étaient les odeurs  
les **plus fréquentes** à  
Paris au 18ème siècle?*

# Siècles de mémoire olfactive



*A partir de quand l'odeur  
de la **pollution** a  
commencé à être évoquée ?*

## Patrimoine

*Quelles odeurs pouvions-nous  
percevoir pendant la  
**Bataille de Waterloo** ?*

*Quelles **émotions** étaient  
associées aux senteurs  
florales du 19ème siècle ?*

*Est-ce que les **adjectifs**  
utilisés pour décrire une  
odeur ont changé au fil  
du temps ?*



# PARRY'S CYCLOPÆDIA OF PERFUMERY

A HANDBOOK

On the Raw Materials used by the Perfumer, their  
Origin, Preparation, Characters and Analysis; and  
on other subjects of Theoretical and Scientific  
Interest to the User of Perfume Materials, and to  
those who have to Examine and Value such Materials

ERNEST  
Analytical

## OSPHRÉSIOLOGIE, OU

### TRAITÉ DES ODEURS, DU SENS ET DES ORGANES DE L'OLFACTION;

AVEC L'HISTOIRE NÉCESSAIRE DES MALADIES DE NEZ ET DES SENSÉS PARAIRES,  
ET DES OPÉRATIONS QUI LEUR SONT CONNEXES.

PAR HIPPOL. CLOQUET.

J. B.



A PARIS,  
CHEZ MÉQUIGNON-MARVIS, LIBRAIRE  
POUR LA PARTIE DE MÉDECINE,  
RUE DE L'ÉCOLE DE MÉDECINE, N° 3.  
1821.

Textes

# Siècles de mémoire olfactive



# Patrimoine



Images

# ODEUROPA



## Traiter les expériences olfactives et sensorielles dans la pratique et la recherche sur le patrimoine culturel

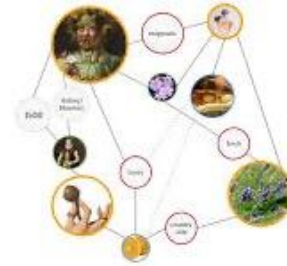
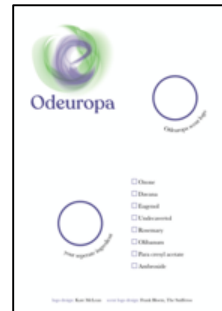


### Objectifs:

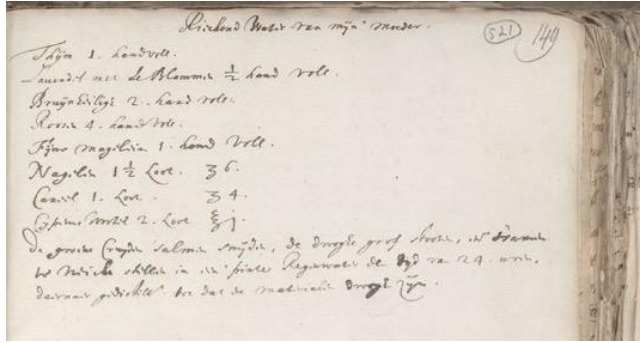
- ❖ développer des techniques d'**intelligence artificielle** pour **identifier les informations olfactives dans les collections de textes et d'images numériques** ; conserver les récits olfactifs historiques
- ❖ reconnaître, sauvegarder et promouvoir le **patrimoine olfactif**
- ❖ montrer que l'engagement critique de notre odorat et de notre patrimoine olfactif est un moyen viable de **relier et de promouvoir le patrimoine culturel matériel et immatériel de l'Europe**.

Partenaires:  
pays)  
Période:  
2023

7 (6  
2021-



# Reconstitutions et Recréations d'Odeurs



HISTORICAL SCENT  
COLLECTION



Odeuropa

iff





**Title:** Portrait of Helena Schermer

**Date:** c.1620

**Creator:** Andreas Schuch (c.1634–1680)

**Medium:** Oil on canvas

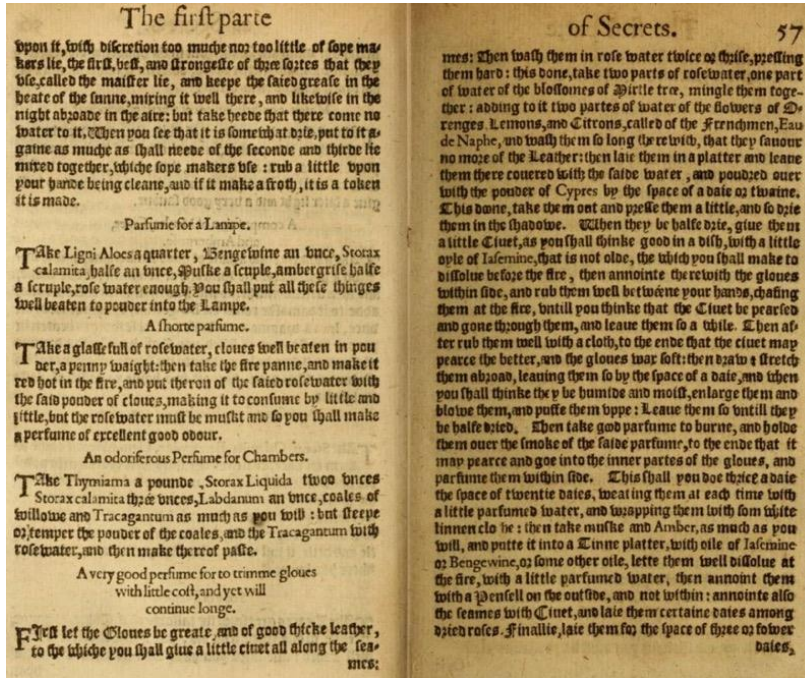
“Follow you nose”  
Exhibition at  
Ulm Museum

First let the gloues bee greate, and of good thicke leather, to the which you shall gyue a little **Ciuet** all alonge the seames: Than washe them in **rose water**, twise or thryse, pressing theym harde: this doen, take twoo partes of **rose water**, one parte of the **water of the blossoms of Mirtell** tree, mingle them together: addinge to it two partes of the **water of the flowres of Orenge, Lemons, & Citrons**, called of the Frēchmen, can de nafe, and washe them so long therwith, that they **sauour no moore of the leather** [...]

Than wil they bee **excellent**, as if it were to present an **emperour** withall.

*-- Girolamo Ruscelli. The Secrets of the Reuerende Maister Alexis of Piemount. 1558*

# 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. Wyllyam Warde (London, 1558)



# Est-ce que ChatGPT connaît l'odeur des gants parfumés ?



What is the perfume recipe from the book of secrets by Girolamo Ruscelli, under the pen name Alessio Piemontese?



Girolamo Ruscelli, writing under the pen name Alessio Piemontese, published a book titled "Secreti nobilissimi de l'arte profumatoria" ("Most Noble Secrets of the Art of Perfumery") in 1555. This book contains various perfume recipes, one of which is known as "Acqua Admirabile" or "Admirable Water."

The recipe for "Acqua Admirabile" from the book is as follows:

Ingredients:

- 1 pound of lavender flowers
- 1 pound of dried rosemary
- 1 pound of dried marjoram
- 1 pound of dried sage
- 1 pound of fresh lemon balm
- 1 pound of fresh lemon peel
- 1 pound of fresh orange peel
- 4 ounces of cinnamon
- 4 ounces of cloves
- 4 ounces of nutmeg
- 4 ounces of cardamom
- 4 ounces of benzoin
- 4 ounces of storax
- 4 ounces of aloeswood
- 4 ounces of rose water
- 4 ounces of musk

Instructions:

1. Grind all the herbs and spices into a fine powder.
2. Mix the powder with the rose water, musk, and other liquid ingredients.
3. Place the mixture in a large jar and let it steep for 40 days in a cool, dark place.
4. After 40 days, strain the mixture through a cloth and transfer the liquid to a clean bottle.
5. Seal the bottle and let it age for another 40 days before using.

This recipe is one of the many perfume recipes found in "Secreti nobilissimi de l'arte profumatoria," and it is a testament to the skill and knowledge of perfumers during the Renaissance era.

*Quelles recettes de parfums sont décrites dans le livre des secrets écrits par Girolamo Ruscelli sous le pseudonyme de Alessio Piemontese ?*

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What is the typical European recipe to scent gloves?

During the Renaissance era in Europe, it was fashionable to wear perfumed gloves as a way to mask the smell of leather and to provide a pleasant fragrance to the wearer. The following is a typical recipe for scenting gloves from that time period:

Ingredients:

- 1/2 pound of Orris root
- 1/2 pound of benzoin
- 1/2 pound of storax
- 1/4 pound of cloves
- 1/4 pound of cinnamon
- 1/4 pound of sandalwood powder
- 1/4 pound of lavender flowers
- 1/4 pound of rose petals
- 1/4 pound of musk

Instructions:

1. Grind all the ingredients into a fine powder.
2. Put the powder into a muslin bag or pouch.
3. Place the gloves in a box or container and add the pouch of powder.
4. Close the box or container and let the gloves absorb the fragrance for several days, shaking the box or container occasionally to distribute the powder.
5. After a few days, remove the gloves from the box or container and shake off any excess powder.

This recipe can be adjusted based on personal preference, and different herbs, spices, and scents can be used to create a unique fragrance. However, the basic principle of using a combination of natural ingredients to create a pleasant scent remains the same.

*La poudre de bois de santal n'était pas utilisée pour odoriser les gants*

<https://www.osmotheque.fr/le-santal-lorsquun-bois-precieux-devient-parfum/>



# Est-ce que ChatGPT connaît l'odeur des gants parfumés ?

Do you know what scent Helena Schermer might have worn?

Helena Schermer was a historical figure who lived in the early 17th century and was the wife of the Dutch painter Frans Hals. While I do not have any specific information on the scents that she wore, it was common for women of that era to wear perfumes made from natural ingredients such as floral extracts, spices, and herbs.

Some of the popular scents during the 17th century in Europe included lavender, rose, jasmine, orange blossom, bergamot, musk, and ambergris. Many of these scents were used in perfumes, powders, and other fragranced products. Women also used scented gloves and handkerchiefs to carry and apply their preferred fragrance.

It is likely that Helena Schermer wore one or more of these fragrances, or perhaps she had a preferred scent that was made specifically for her. However, without further historical documentation or personal accounts, it is difficult to know for certain what scent Helena Schermer may have worn.

*ChatGPT invente un mari à  
Helena Schermer*


You're wrong. Helena Schermer married the councillor Anton Schermer in 1620. Why do say she was the wife of Frans Hals?


I apologize for the error in my previous response. You are correct that Helena Schermer was the wife of Anton Schermer and not Frans Hals. I must have inadvertently mixed up the names while responding to your question.

Unfortunately, I do not have any specific information on the scents that Helena Schermer may have worn, as there are no historical accounts that I am aware of that describe her personal fragrance preferences. However, as I mentioned earlier, it was common during the 17th century for women to wear perfumes made from natural ingredients such as floral extracts, spices, and herbs, and it is possible that Helena Schermer also wore one or more of these fragrances.

*ChatGPT s'excuse mais ne  
retient pas les leçons*

# Erreurs factuelles et mythes ...

 How did people use smells to protect themselves against plague?

 During the time of the plague, people believed that bad smells or "miasma" in the air were responsible for spreading the disease. To protect themselves, they used a variety of methods to mask or purify the air around them.

One common method was the use of "pomanders," which were small, perfumed balls or sachets filled with fragrant herbs and spices. People would carry these with them or hang them in their homes to ward off bad smells and, by extension, the plague.

Another method was the burning of aromatic herbs and woods, such as rosemary, juniper, and frankincense, which were believed to have purifying properties. This was often done in small burners called "thuribles," which could be carried around or placed in a home or church.

In addition, people would sometimes wear masks filled with fragrant herbs, such as a mix of rose petals and cloves, to protect themselves from the bad smells and potentially disease-carrying particles in the air.

While these methods were not effective in preventing the spread of the plague, they provided people with a sense of comfort and control in the face of a devastating disease.

Les tulipes n'ont généralement pas d'odeurs (elles ont d'ailleurs été cultivées pour leur qualité visuelle et leur endurance aux maladies, mais pas pour produire des odeurs qui nous seraient agréables).

ChatGPT projette les odeurs des icônes visuelles formant l'identité des Pays Bas

 What does the Netherlands smell like?

 As an AI language model, I don't have the ability to experience smells firsthand. However, I can provide some information on common smells associated with the Netherlands based on what I have been trained on.

The Netherlands is a relatively small and densely populated country with a diverse landscape that includes cities, countryside, and coastlines. Some of the scents that one might encounter in the Netherlands could include the smell of salty sea air along the coast, the fragrance of tulips and other flowers in the famous Dutch flower fields, the scent of fresh cheese and baked goods in local markets, the aroma of freshly brewed coffee in cafes, and the smell of diesel fuel from the many bicycles and boats that are popular forms of transportation in the country. Additionally, there may be some less pleasant smells associated with urban areas, such as exhaust fumes from cars and buses.



Est-ce que l'IA sait voir les odeurs ?



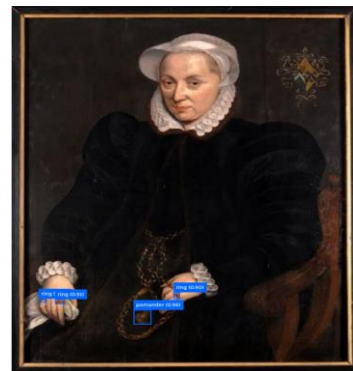
Titre: Portrait de Eitel Besserer

Date: 1516

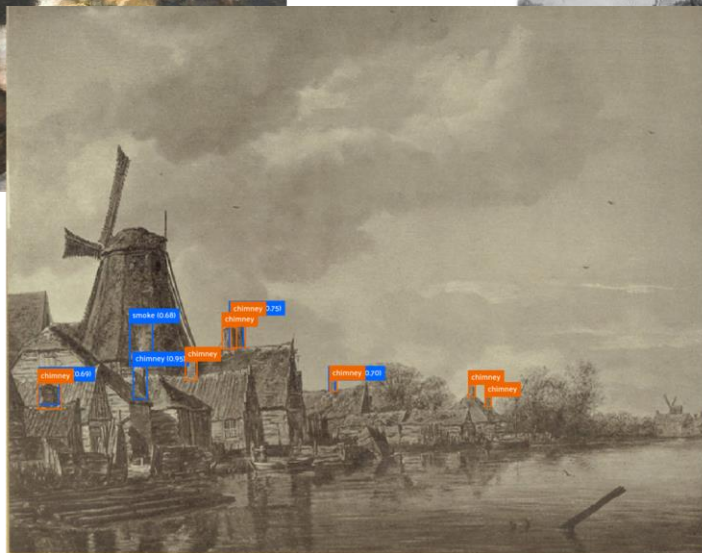
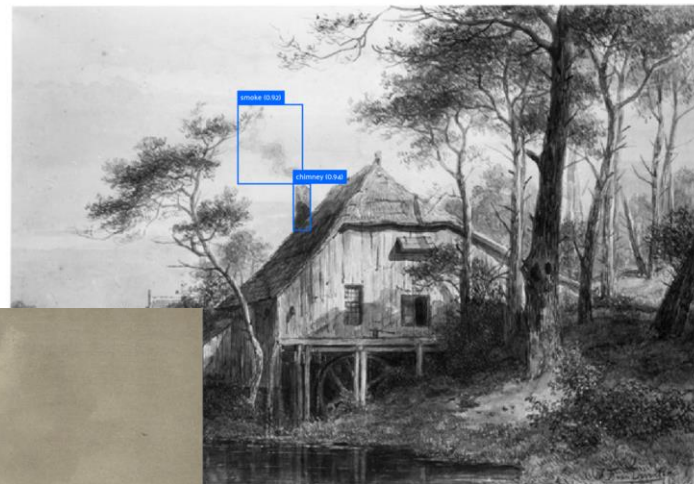
Auteur: Martin Schaffner (c. 1478 - après 1546)

Institution: Musée Ulm, Allemagne

Besserer tient un rosaire avec une pomme de senteur (pomme d'ambre, pomandre), un bijou parfumé. Il contient divers aromates qui auraient créé une atmosphère de prière, agi comme un talisman contre la peste, aurait protégé le corps contre les maladies et, par le biais du travail décoratif, aurait fonctionné comme un symbole de statut social.



# Savoir repérer les fumées et les cheminées

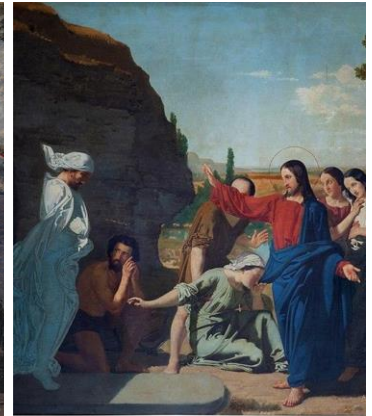
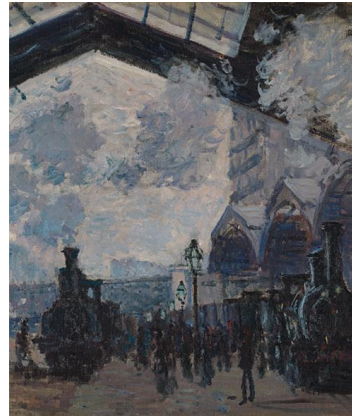


ODOR  
Dataset v3

# Extraire les odeurs des peintures



- 4 type de références olfactives :
  - les objets
  - les gestes
  - les paysages olfactifs
  - l'iconographie olfactive
  
- Nous avons entraîné des réseaux de neurones (une intelligence artificielle) qui sait reconnaître 139 objets olfactifs sur près de 90,000 peintures



Est-ce que l'IA sait lire les odeurs ?



ni. plaly  
bluisceris  
nequo a  
me  
silia m  
corde meo  
tur nimie  
exaudi me  
nequando  
alui ad

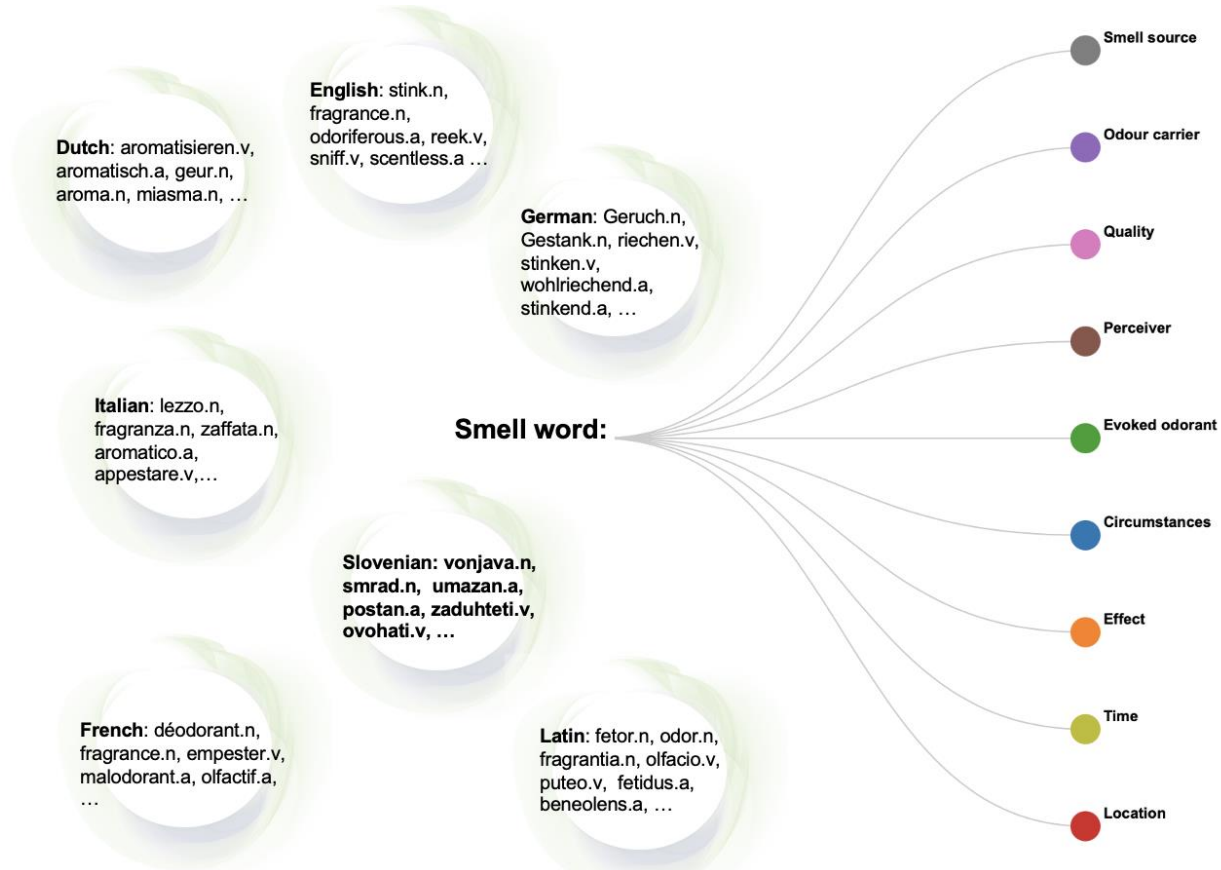
**D**edica me deus & discerne  
causam meam de gente non sancta:  
ab homine iniquo & doloso erue me.  
**Q**uia tu es deus fortitudo mea quare  
me repulisti et quare tristis incedo:  
dum affligit me inimicus.  
**M**itte lucem tuam & veritatem  
tuam ipsa me deduxerunt & adduxe  
runt in montem sanctum tuum: &  
in tabernacula tua.  
**E**t introibo ad altare dei: ad deum  
qui letificat iuventutem meam.  
**C**onfitebor tibi in cythara deus  
deus meus quare tristis es anima



# Extraire les expériences olfactives dans le texte

- Identifier les passages susceptibles de décrire une référence olfactive en utilisant des mots amorces comme “odeur”, “parfum”, “puer”, “fleurer”, etc.
- Chaque expérience olfactive est reconnue comme un événement impliquant des participants (individus, groupes, animaux), un lieu, une référence temporelle, la source de l’odeur, des adjectifs décrivant la qualité et les effets de cette odeur, etc.
- Cette détection est effectuée dans 7 langues européennes (Anglais, Hollandais, Français, Allemand, Italien, Slovène et Latin) qui ont elles mêmes évoluées au fil des siècles

# Extraire les expériences olfactives dans le texte



when anybody comes Perfum'd among us; and it looks like a citizens dowdy daughter, roll'd up in sweets like a pastielle, and only Thames Street now smells of musk

and civit .  
The Tricks of the Town laid open: Or, a Companion for the country gentleman (London, 1746), pp. 10-11.  
There you'll find some clapping and stamping, others hissing and scoffing, and perhaps both without any reason.  
There you'll see a cock horse on the seats, damning and confounding the play and players, they know not why or for what; others throwing about their wigs, and

almost blinding you with the nauseous scents of their perfumes and pulvilio; others prating with orange wenchers, or bantering with whores; and what's more probable, the whores bantering of them.  
George Anne, Bellamy, An apology for the life of George Anne Bellamy, late of Covent-Garden Theatre.  
Written by herself.  
(London, 1785, 5vols), III, pp. 85-6.  
And notwithstanding it happened to be a very wet afternoon, a great concourse of people for the second gallery attended.  
As soon as that part of the house was full, she disposed of the overflow in the boxes and up on the stage; wisely preferring their two shillings a piece to empty benches.

The heat of the house occasioned the wet clothes of the dripping audience to send forth odours not quite so sweet as those of Arabia .

Not being accustomed to such effluvia , I gave preference to lavender water , with which I impregnated my handkerchief, and held it to my face.  
Mr Ross, who played Alexander, happened that night to be in one of his active dispositions, and intending to do the part justice, which was full in his power, when he did not chuse to walk over the course, he enquired why I hid my face from him whilst he was paying homage to my queenship.

I as usual, played satire which I answered, that I did it because I was just suffocated with the stench ; the people smelling so of tripe that they were horrible offensive.

The gentleman, out of humour at my delicacy put what I had uttered into his own tramontane language, and told the lovely Roxanna that I had said that her audience stunk .

## Mot "odeur" amorce

- Véhicule
- Qualité
- Agent qui perçoit
- Odorant
- Lieu
- Temps
- Circonstances
- Effets

Annotation manuelle avec la plateforme INCEPTION, <https://inception-project.github.io/>

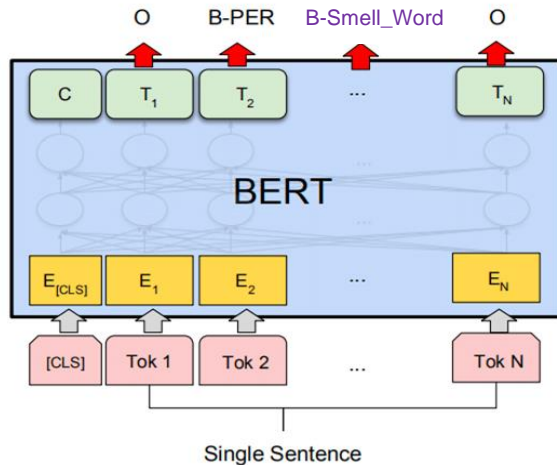
# L'IA sait-elle lire les odeurs ?



Le parfum des fleurs est souvent écoeurant

↓ ↓ ↓ ↓ ↓ ↓ ↓

O B-Smell\_Word B-Smell\_Source I-Smell\_Source O O Qualité



Les phrases sont découpées en mots.  
Le système classe chaque mot selon si il décrit : la source de l'odeur, une qualité, ce qui transporte l'odeur, le lieu, le temps (moment), les circonstances, les effets et celui ou celle qui perçoit l'odeur.



# Vous pouvez essayer le système vous même !

- <https://smell-extractor.tools.eurecom.fr/>
- Copier un passage textuel
- Sélectionner la langue



Odeuropa

## Smells Extraction



FONDAZIONE  
BRUNO KESSLER

Insert a text:

Or... you might want to try these examples

[ENGLISH] It's 1787, you are newly arrived in London, and you are walking the short distan...

Select the language of the text:

English

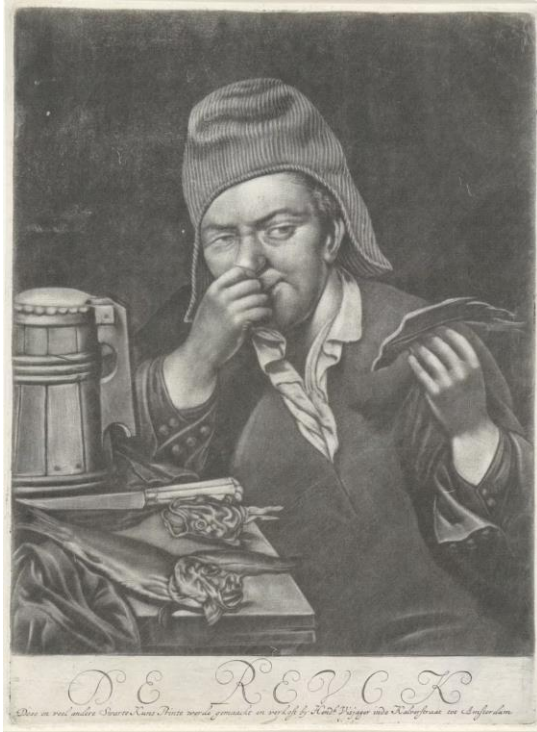
## ... et voilà le résultat

[ ENGLISH ] It ' s 1787 , you are newly arrived in London , and you are walking the short distance from the Saracen ' s Head Inn to the nearby Newgate prison . As you pass Circumstances the Old Bailey courthouse Location you Perceiver catch a terrible Quality smell Smell Word in the air Odour Carrier . Uncertain of its origins , you ask a lawyer as they hurry past on their way to a trial . They tell you that the smell Smell Word arose from the burning Circumstances of a woman who had been found guilty of coining farthings Smell Source . The public burning of women in England only ended in 1790 , Catherine Hayes being the last such individual to be thus punished . Up until 1789 Time the scent Smell Word of burnt flesh Smell Source also appeared in the courtroom itself Location , where some malefactors Perceiver might be branded with a hot iron - " T " for theft , " F " for felon , or " M " for murder . The smell Smell Word of burning Smell Source was a warning to others Effect . But smell Smell Word could also feature as part of the humiliation of legal or , in some cases , extra - judicial punishment Effect .





# Détecter jusqu'à 38 émotions dans le texte



An anonymous depiction of the sense of smell, circa 1680.  
(Rijksmuseum Amsterdam)

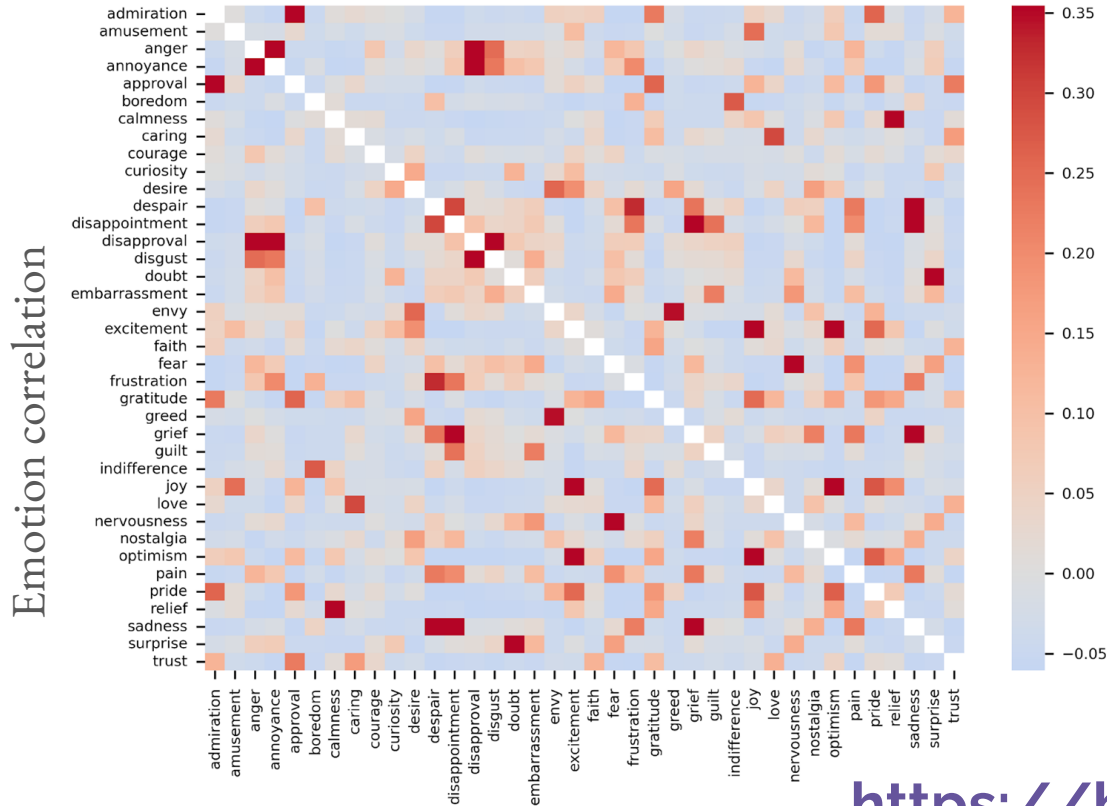
admiration	désapprobation	indifférence
amusement	dégoût	joie
colère	doute	amour
ennui	embarras	nervosité
approbation	envie	nostalgie
confiance	excitation	optimisme
sérénité	foi	douleur
bienveillance	crainte	fierté
courage	frustration	soulagement
curiosité	gratitude	tristesse
désire	avidité	surprise
désespoir	chagrin	déception
irritation	culpabilité	

Les chercheurs peuvent ré-utiliser nos modèles

<https://huggingface.co/lrei/roberta-large-emolit> (Large)



# Est-ce que l'IA sait bien détecter les émotions ?



- L'IA est juste dans 60% des cas d'après nos évaluations
- ...
- ... mais les humains eux mêmes ne sont pas toujours d'accord sur les émotions associées à un texte
- Là encore, nous avons mis en place un démonstrateur pour que vous puissiez essayer

<https://bit.ly/Odeuropa-Emotions>



# Les sources des odeurs attachées aux émotions changent ... au fil des siècles

## NOSTALGIE

1600-1699	1700-1799	1800-1899	1900-1930
brimstone, eglantine, garlands of <b>roses</b> , of sin, pink epitheton, pollution, sops - in - wine	garden, <b>a bank of violets</b> , a country full of new - mown hay, banks of blueberries, blossoms <b>blossoms</b> , boeotian, cold, fountains, greens, hay	<b>flowers</b> , <b>roses</b> , <b>blossoms</b> , clover, tea, shrubs, <b>violets</b> , air, <b>herbs</b> , incense	<b>flowers</b> , <b>of roses</b> , incense, pine, <b>blossoms</b> , of her hair, of lavender, of the sea, <b>of violets</b> , <b>of orange blossoms</b>

## CRAINTE

1600-1699	1700-1799	1800-1899	1900-1930
creatures, fishes, flowers, fruits, gums, plants, seeds, serpents	fluid, <b>of blood and gun - powder</b> , oil	<b>of blood</b> , <b>a rat</b> , danger, of smoke, of sulphur, fire, of <b>gunpowder</b> , of musk, aromatics, brimstone	<b>a rat</b> , trouble, <b>blood</b> , danger, of smoke, salts, of brimstone, death flowers, flying



# L'organe olfactif des données

des vocabulaires multilingues



## Objets olfactifs

420 Concepts



## Gestes olfactifs

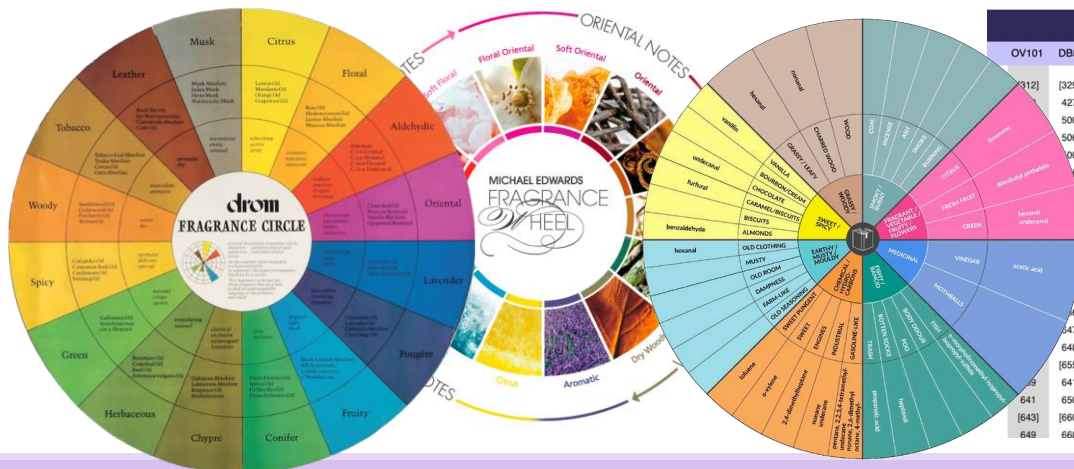
35 Concepts



## Espaces olfactifs

110 Concepts

des taxonomies pour décrire les odeurs

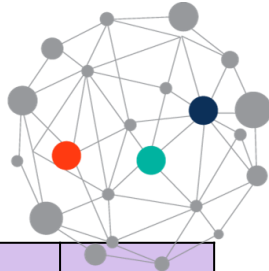


Flavornet Home					Kovats RI	
OV101	DB5	OV17	C20M	Odorant	Odor	
[312]	[329]	[420]	677	trimethylamine	fish	
427	[518]	714	ethanal	sulfur, ether		
500	[591]	696	methanethiol	solvent, pungent	ga	
506	[597]	571	propanal	alkane		
500	500	500	pentane	alcohol, pungent	ga	
5	[827]	1037	propanol	cabbage, sulfur, ga		
	[596]	716	dimethyl sulfide	pungent		
	[591]	848	ethyl formate	ether		
	[688]	[945]	methyl ethyl ketone	sulfur, garlic		
	[700]	[957]	methyl ethyl sulfide	alkane		
	600	600	hexane	pineapple		
	[719]	907	ethyl acetate	herb		
	[711]	[968]	dimethylbenzyl	ether		
	[6]	[727]	984	pentanone	wine, solvent, bitter	
	547	[738]	1099	isobutanol	flower	
	648	[739]	1047	trans-crotonaldehyde	mint	
	[655]	[746]	1003	methylpentanone	cocoa, almond	
	641	729	912	methylbutanal	malt	
	641	650	728	910	pyrrolidine	alkaline
	[643]	[660]	[751]	1008	sweet	
	649	668	17591	929		



# Le graphe de connaissance des données olfactives européennes

- 6 langues: EN, IT, FR, DE, SL, NL
- 2.5 Millions de références olfactives



Graphe	Nb d'images	Type
odor-dataset	24,351	Image
europena	17,530	
nuk	1,752	Image
rijksmuseum	14	Image

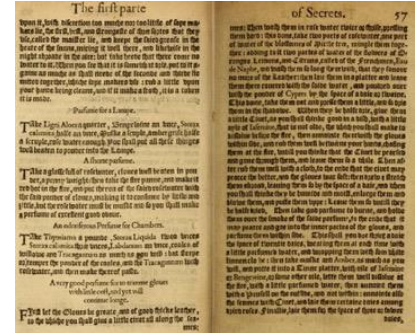
Graphe	Nb de documents	Type	Langue
british-library	266,667	Text	EN
gallica	261,502	Text	FR
gutenberg	33,456	Text	EN, IT
dbnl	32,878	Text	NL
dlib	22,270	Text	SL
liberliber	21,741	Text	IT
dta	14,844	Text	DE
wikisource	12,970	Text	IT
ecco	8,435	Text	EN
text-annotation	7,125	Text	All
pulse	6,562	Text	EN
royal-society-corpus	4,632	Text	EN
old-bailey-corpus	998	Text	EN
bibleleue	385	Text	FR
grimm	40	Text	FR



# Interprétation olfactive



Portrait d'Helena Schermer



## AHR HISTORY LAB

American Historical Review 127.2 (2022), <https://doi.org/10.1093/ahr/rhac150>

### Making Whiffstory

A Contemporary Re-creation of an Early Modern Scent for Perfumed Gloves

Lizzie Marx University of Cambridge, Sofia Collette Ehrlich IKNiAW, Inger Leemans IKNiAW, Cecilia Bembibre University College London, William Tullett Anglia Ruskin University, Odeuropa, IFF, and Museum Ulm

#### Scratch 'n' Sniff



This publication is in two parts: the scent contained on this card, which was developed to accompany the portrait of Helena Schermer (see reverse) in the Museum Ulm collections, and an explanation of the methodology by which it was developed.

For the latter, please see the print or online version of this journal.

Lizzie Marx, Sofia Collette Ehrlich, William Tullett, Inger Leemans, Cecilia Bembibre, Odeuropa, IFF ([www.iff.com](http://www.iff.com)), and Museum Ulm, Making Whiffstory: A Contemporary Re-creation of an Early Modern Scent for Perfumed Gloves, *The American Historical Review*, Volume 127, Issue 2, June 2022, Pages 881–893, <https://doi.org/10.1093/ahr/rhac150>





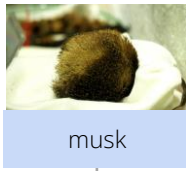
civet



rose water



dried rose



musk



amber



myrtle blossom water



orange flower water



Jasmine oil

od:L12 Smell Emission

od:L11 Smell

od:L14 Smell Transformation

od:L11 Smell

od:L13 Olfactory Experience

crm:E13 Attribute Assignment



Emperor  
crm:E21 Person

od:F2 has source

od:F3 has carrier

od:F2 has source

crm:P33 used specific technique

od:F1 generated

crm:P140 assigned attribute to

od:F2 perceived

crm:P17 was motivated by

crm:P2 has type

crm:P141 assigned

crm: P14 carried out by

hedonic

excellent

# Cadre de préservation des odeurs



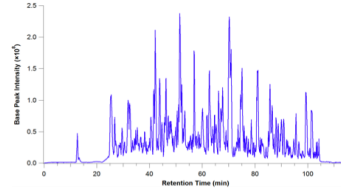
## ÉTAPE 1

Établir la **signification** : pourquoi préserver cette odeur ?



1. Documents historiques
2. Parties prenantes
3. PCI

## Description olfactive



Analyse chimique



Sensory evaluation

## ÉTAPE 2

## ÉTAPE 3

### Documentation

Comment transmettre la signification aux générations futures ?



Archivage et Communication

## ÉTAPE 4



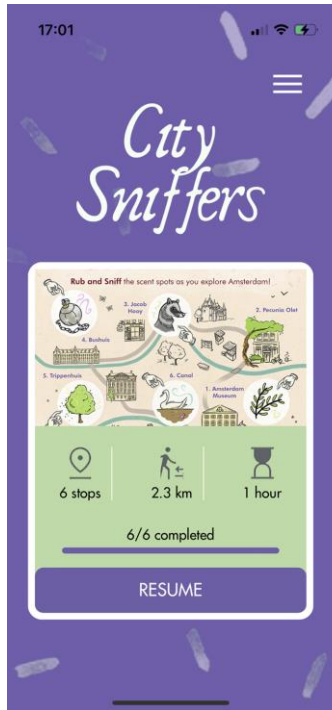




L'odeur de la voiture royale a été reconstituée



# City Sniffers : un parcours olfactif à Amsterdam



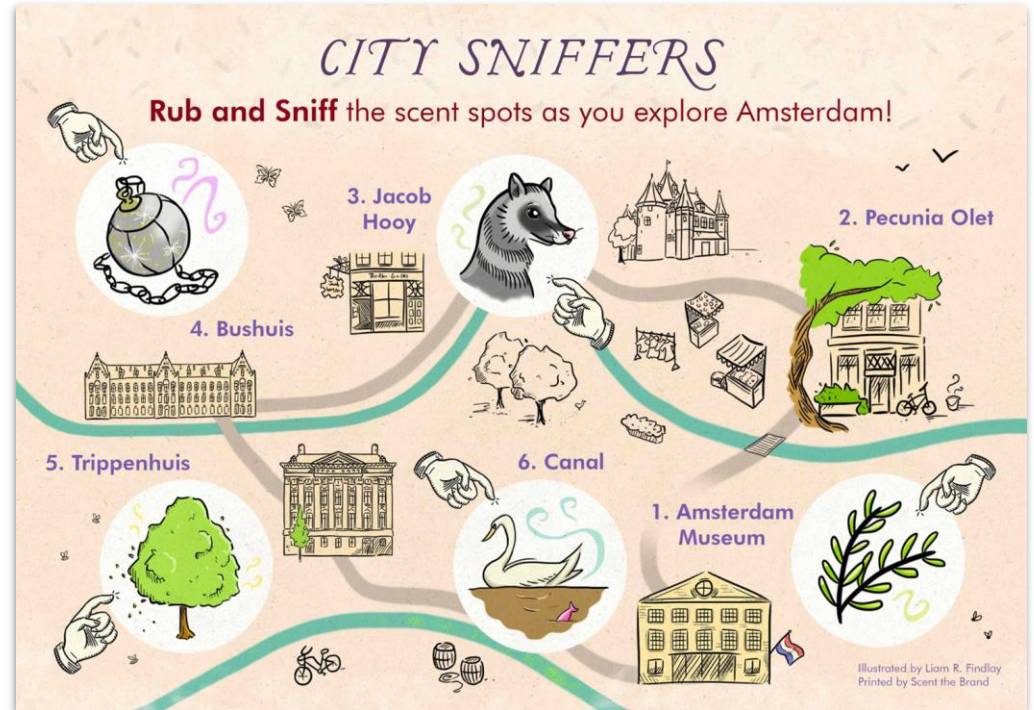
17:00

< Back Stop 4: Plague an...

expanding their trade with Asia. In the course of the seventeenth century, the VOC brought many new commodities back to European cities. In particular, the Dutch company brought an influx of **spices** into European cities: **nutmeg, mace, and cloves**. However it was through using violence and forced labour that they expanded their trade.

For instance, the Dutch tortured, massacred, and enslaved the indigenous community at Banda islands, situated East of Java, in order to gain a monopoly on the trade of **mace and nutmeg**.

These were not just culinary curiosities: they were also used in medicines that could be bought in apothecaries as seen at the previous stop. In the





# L'Explorateur d'Odeurs Odeuropa

Explorer le Patrimoine Olfactif Européen



RECHERCHER UNE ODEUR

Essayer avec "Tabac"



OU  
PARCOURIR PAR

SOURCES D'ODEURS

ESPACES ODORANTS

GESTES ET ALLÉGORIES



# Des filtres pour trouver des passages

- Recherche plein texte (à la google)
- Source de l'odeur (Tabac, Rose, Encens)
- Transport (Air, Fumée, Mouchoir)
- Qualité / Intensité (Fort, Agréable, Nauséabond)
- Emotion (Amour, Dégoût)
- Langue
- Période temporelle
- Lieux
- Musée et Bibliothèque

CLEAR

In text

In images

Both

Full text search

Search in

Title only

Content only

Title and content

Smell Source

 x ▼

x Cigar

Carrier

 ▼

Quality

 ▼

Emotion

 ▼

Language

 ▼

Time

[« Previous result](#)[Back to search results](#)

22

[Next result »](#)[↗](#) Textual resource

# Du tabac : description historique, botanique et c...

V.-P.-G Demoor

 SaveGallica (permalink) Source: <https://gallica.bnf.fr/ark:/12148/bpt6k96122122>[Lien vers la source](#)Titre et  
metadonnées

FULL TITLE Du tabac : description historique, botanique et chimique, climat, culture, récolte, frais, produits, modes de dessiccation, séchoirs, conservation, commerce / par V.-P.-G. Demoor,...

## Smell Emission

SMELL SOURCE [Cigar](#), [Tobacco](#)

CREATION DATE 1858

## Olfactory Experience

EMOTION

LANGUAGE fr

Données  
extraites[↗](#) Excerpt 1 ▾

“

Parmi les Antilles l'île de Cuba adopta de bonne heure la culture du [tabac](#), qui a toujours été en augmentant par sa bonne qualité, surtout pour l'Amérique tant en Amérique qu'en Europe font une très - grande consommation ; [leur parfum](#), quoiqu'[fort](#), est surtout estimé : le [tabac](#) de la Havane est l'excellent tabac des Antilles ; ses [cigares](#) sont les meilleurs que l'on connaisse et il s'en fait une immense consommation. Porto Rico et Haïti ou Saint-Domingue produisent un excellent tabac : Saint - Vincent et Tabago aux petites Antilles récoltent du [tabac](#) très - estimé .

Extrait

Explore other excerpts containing smell words from the same source:

Visual resource

# Christ and John the Baptist as children in a land...

studio of Peter Paul Rubens

♡ [Save](#)

Odor dataset ([permalink](#)) Source: <https://rkd.nl/explore/images/281437>

Lien vers la source

Titre et  
métadonnées

FULL TITLE Christ and John the Baptist as children in a landscape

## Smell Emission

SMELL SOURCE [Rose](#), [Sheep](#)

CREATION DATE 1616



Données  
extraites

Boîtes englobantes et  
score de confiance



# Smell of Cigar



## Smell Quality

delicious smelling reeking mingled scented subtle perfumed  
odoriferous putrid very palpable few olfactory odorous

aromatiques stinking noxious faint bad honeyed **fragrant**

## Emotion

curiosity doubt indifference nervousness envy  
pride calmness desire gratitude greed  
**amusement nostalgia**

## Fragrant Space

under her window a little little room  
from the verandah below **into the room**  
the room in the hall the pipes about the room  
from his pillow

## In texts (1296 occurrences)

ODOURS	
AUTHOR	Mark BEAUFOY
TITLE	Mexican Illustrations, fo...
CREATION DATE	1828
SMELL SOURCE	<a href="#">Cigar</a>
OLFACTORY EXPERIENCE	

ODOURS, STINKS	
CREATION DATE	1825
SMELL SOURCE	<a href="#">Cigar</a> , <a href="#">Breath</a>
OLFACTORY EXPERIENCE	
EMOTION	doubt, amusement, pain
DEFINED AS	beyond perfumer, the

WHIFF	
AUTHOR	Robert MONTGOMERY
TITLE	Age Reviewed: a satire...
CREATION DATE	1827
SMELL SOURCE	<a href="#">Cigar</a> , <a href="#">Shop</a>
OLFACTORY EXPERIENCE	

SCENTED	
AUTHOR	Robert MONTGOMERY
TITLE	Age Reviewed: a satire...
CREATION DATE	1827
SMELL SOURCE	<a href="#">Cigar</a> , <a href="#">Earth</a>
OLFACTORY EXPERIENCE	

WHIFF	
CREATION DATE	1828
SMELL SOURCE	<a href="#">Cigar</a>

AUTHOR [Mark Beaudin](#)  
 TITLE [Mexican Illustrations, fo...](#)  
 CREATION DATE 1828  
 SMELL SOURCE [Cigar](#)  
 OLFACTORY EXPERIENCE  
 DEFINED AS the least offensive  
 LANGUAGE en  
 SEE MORE

CREATION DATE 1829  
 SMELL SOURCE [Cigar, Breath](#)  
 OLFACTORY EXPERIENCE  
 EMOTION doubt, amusement, pain  
 DEFINED AS beyond perfumer, the least offensive  
 SEE MORE

AUTHOR [Robert Montgomery](#)  
 TITLE [Age Reviewed: a satire...](#)  
 CREATION DATE 1827  
 SMELL SOURCE [Cigar, Shop](#)  
 OLFACTORY EXPERIENCE  
 LANGUAGE en  
 SEE MORE

AUTHOR [Robert Montgomery](#)  
 TITLE [Age Reviewed: a satire...](#)  
 CREATION DATE 1827  
 SMELL SOURCE [Cigar, Earth](#)  
 OLFACTORY EXPERIENCE  
 DEFINED AS fine scented, scented  
 LANGUAGE en  
 SEE MORE

CREATION DATE 1829  
 SMELL SOURCE [Cigar](#)  
 SEE MORE

SHOW ALL

## In images (13 occurrences)



ARTIST [Monogrammist C.S.](#)  
 TITLE [Allegory of taste](#)  
 CREATION DATE 1653  
 SMELL SOURCE [Tobacco packaging](#),  
[Cigar](#), [Tobacco](#),  
[Jan Steen jug](#)

SEE MORE



ARTIST [Mathijs Wulfraet](#)  
 TITLE [Rokende man die a...](#)  
 CREATION DATE 1694  
 SMELL SOURCE [Pipe](#), [Cigar](#)

SEE MORE



ARTIST [François Basan](#)  
 TITLE [Man next to an ope...](#)  
 CREATION DATE 1750/1774  
 SMELL SOURCE [Pipe](#), [Snuff Box](#), [Cigar](#)

SEE MORE



ARTIST [Charles Van Haver...](#)  
 TITLE [In the artist's studio](#)  
 CREATION DATE 1892  
 SMELL SOURCE [Cigar](#)

SEE MORE



ARTIST [Hermen A. van der Vliet](#)  
 TITLE [A fisherman](#)  
 CREATION DATE 1850  
 SMELL SOURCE [Cigar](#)

SEE MORE

SHOW ALL



# Gérer vos passage favoris

- Identifiez vous avec Google / Facebook / X (Twitter)
- Sauvegarder vos images et passages favoris et organiser les dans les listes
- Partager ces listes et inviter des collaborateurs à contribuer

## Cadavers

Created on: 11/6/2023

Last update: 11/17/2023

This list is **public**.

Public link: <https://explorer.odeuropa.eu/lists/cadavers-654933a8c99153273aeaad60>

## Operations

Download

Delete list

Invite

## Items in the list

### ODEUR

TITLE Suite de l' histoire ab...  
CREATION DATE 1745  
SMELL SOURCE [Cadaver](#)  
————— OLFACTORY EXPERIENCE —————  
EMOTION , ,  
LANGUAGE fr

SEE MORE

### PUZZINO

AUTHOR Alfredo Panzini  
TITLE Diario sentimentale d...  
CREATION DATE 1923  
SMELL SOURCE [Cadaver](#)  
————— OLFACTORY EXPERIENCE —————  
EMOTION , , nostalgia, nervousness  
LANGUAGE it

SEE MORE

### PUZZO

AUTHOR Alfredo Panzini  
TITLE Diario sentimentale d...  
CREATION DATE 1923  
SMELL SOURCE [Cadaver](#)



# Encyclopédie de l'Histoire et du Patrimoine des Odeurs

ENCYCLOPEDIA OF SMELL HISTORY AND HERITAGE

SEARCH      ENTRIES      STORYLINES      ABOUT

Welcome to the Encyclopedia of Smell History and Heritage: an online reference tool that allows you to explore the significance of past smells and their continuing value in the present.

[Read more →](#)



# Encyclopédie de l'Histoire et du Patrimoine des Odeurs

ENCYCLOPEDIA OF SMELL HISTORY AND HERITAGE

SEARCH   Entries   STORYLINES   ABOUT


tags: "Rosemary"


SMELLS   NOSES   PLACES   OBJECTS


Hide tags


Disgust • Nostalgia • Fear • musk • Italy • Pleasure • Comfort • Memory • Germany • Cooking • Civet • flowers • cinnamon • Paris • rose • lavender • excrement • Perfumers • myrrh • Rosemary • Ambergis • Consumers • ships • London • Violets • Tobacco • Incense • Joy • Sex • Desire • Perfumery • cloves • Nationalism • Bergamot • Coffee • Leather • homes • turpentine • sulphur • Pine • juniper • Perfume • Streets • Deodorisation • Smoking • Patchouli • Theatre • Vanilla • Animals • Horses • Floral • Nutmeg • spices • Eau de Cologne • poets • Spain • Egypt • body odour • citrus • Violet • Fennel • Home • Homesickness • Smell and memory/nostalgia • Soldiers • Pain • Benzoin • Smoke • deodorization • hospitals • gardens • sea • tar • herbs • ozone • Fumigation • Disinfection • Physician • Doctors • wine • vinegar • Sweat • Mint • Lemon • camphor • Beer • Alcohol • The Netherlands • Manliness • Bourgeoisie • Tasting • Touching • anise • Perfuming • Angelica • Marjoram • Colonialism • France • Ginger • Clove


5 RESULTS IN ENTRIES:

 **Eau de Cologne**  
by Caro Verbeek

 **Love**  
by Sally Holloway

 **Plague**  
by Rose Byfleet

 **Rosemary**  
by William Tullett

 **Lavender**  
by Jessica P. Clark

# Encyclopédie de l'Histoire et du Patrimoine des Odeurs

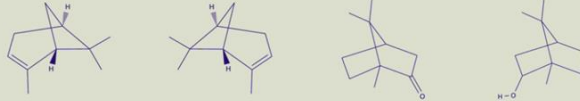


## Rosemary



Creator:  
William Tullett

Citation:  
[\[click to copy\]](#)



The scent of rosemary, sharp and aromatic, has a long history of use to spur the memory, as a perfume, and as a medicine. Today scientific studies note the power of rosemary to help remembrance, but sixteenth and seventeenth-century writers had already recognised rosemary's role as an aid to the memory. Rosemary has also been an essential ingredient in the history of perfumery: from late mediaeval 'Hungary Water', through eighteenth-century 'Eau de Cologne', to the birth of modern perfumery in fragrances such as Guerlain's 1889 'Jicky'. Finally, rosemary has also found medicinal uses: protecting users from threats ranging from seventeenth-century plague to late-nineteenth-century mosquitos.

ODEUROPA SMELL EXPLORER

3317 texts - 0 images

[Introduction](#)

[Smells](#)

[Places](#)

[Practices](#)

[Feelings and Noses](#)

### Smells

Rosemary has a rich history of use for its scented properties. Rosemary is one of the top notes in Guerlain's 'Jicky', first introduced in 1889. Jicky was one of a number of revolutionary perfumes in the 1880s and 1890s that used synthetic, or artificial, materials which were produced in laboratories for the first time. This marked an important shift towards the

Creator:  
William Tullett

Citation:  
William Tullett,  
"Rosemary,"  
Encyclopedia of  
Smell History and  
Heritage, accessed  
November 22, 2023,

# JOURNÉES EUROPÉENNES DU PATRIMOINE

PATRIMOINE  
DES  
ITINÉRAIRES,  
DES  
RÉSEAUX  
ET DES  
CONNEXIONS

PATRIMOINE  
MARITIME

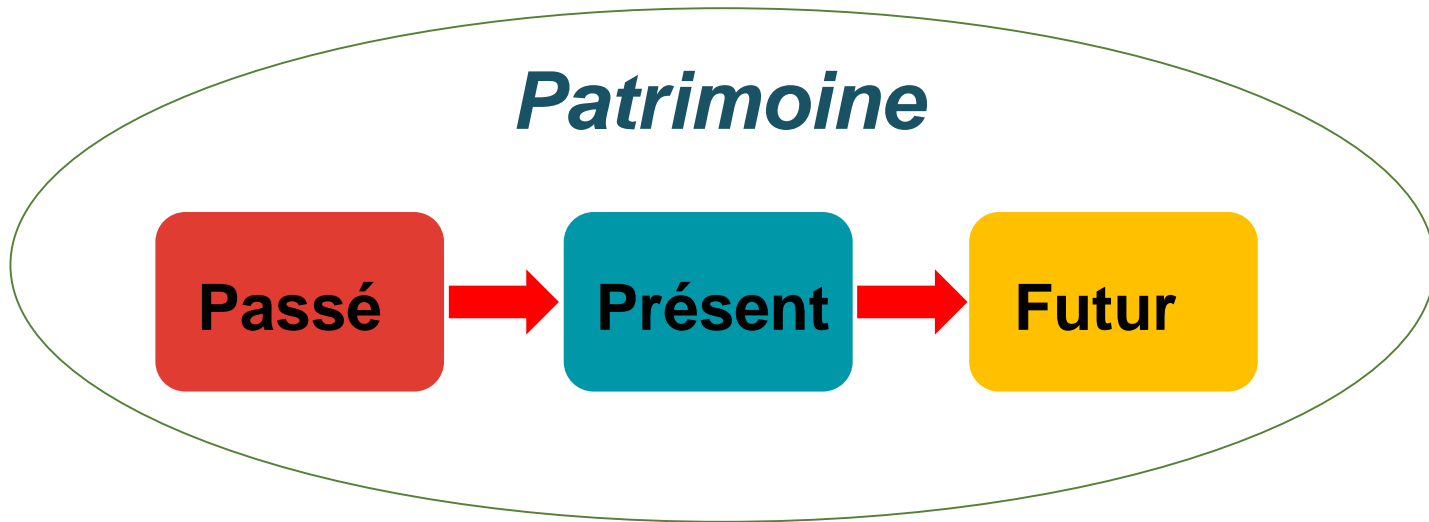
21-22  
09  
2024

# Qu'est-ce que le patrimoine ?



*“Le patrimoine est l'**héritage du passé dont nous profitons aujourd'hui et que nous transmettons aux générations à venir.** Nos patrimoines culturel et naturel sont deux **sources irremplaçables de vie et d'inspiration**”.*

<https://whc.unesco.org/fr/apropos>



# Qu'est-ce que le patrimoine ?



- Une construction : il s'agit d'une construction *culturelle* et *sociale*.
- Défini et lié par **les significations et les valeurs** qui lui sont attachées par les gens.
  - “Il n'existe qu'en raison des valeurs que les gens lui attribuent” (Pearson & Sullivan 1999 : 33)
- Sa **définition** à un moment ou dans un lieu donné **dépend** des *circonstances historiques, sociales et culturelles locales* et, au niveau individuel, **du milieu, des expériences de vie et de la personnalité d'une personne**.



# Le patrimoine est ...



## Tangible/ Matériel



## Culturel



## Naturel



## Intangible/ Immatériel



## Vivant



## Mort(?!) terme problématique





# Vers un patrimoine sensoriel



- Émergence de la **muséologie sensorielle** et du **patrimoine sensoriel**
- Changement idéologique important : “**Convention de l'UNESCO pour la sauvegarde du patrimoine culturel immatériel**”.  
Adoptée en 2003. Entrée en vigueur en avril 2006



# Les odeurs comme patrimoine immatériel



- 2018 : Inscription sur la Liste représentative du patrimoine culturel immatériel de l'humanité
- Les savoir-faire liés au parfum en Pays de Grasse : la culture des plantes à parfum, la connaissance et la transformation des matières premières naturelles, l'art de la composition des parfums.



Source: <https://ich.unesco.org/en/RL/the-skills-related-to-perfume-in-pays-de-grasse-the-cultivation-of-perfume-plants-the-knowledge-and-processing-of-natural-raw-materials-and-the-art-of-perfume-composition-01207>





Van Gogh Alive



Widnes: two centuries of stink



Bagh-e Hind:  
Scent Translations  
of Mughal & Rajput  
Garden Paintings



La esencia de un cuadro  
Prado Museum



Follow your nose  
Museum Ulm



Parfums d'Orient  
Institut du Monde Arabe



Scent of the Afterlife  
Moesgaard Museum



2021

2022

2023



Odeuropa project starts



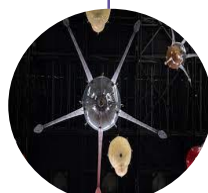
Smell it!  
Bremen



Sensory Odyssey  
Natural History Museum



Fleeting - Scents in Colour  
Mauritshuis



Annicka Yi:  
In love with the world  
Tate Modern



Mondrian Studios  
Kunstmuseum



Olfactory tours  
Louvre Museum



Guantes de ámbar  
Prado Museum

# Quelques événements culturels, patrimoniaux et olfactifs (2021-23)





# OLFACTORY STORYTELLING TOOLKIT

*A 'How-To' Guide for Working with Smells  
in Museums & Heritage Institutions*

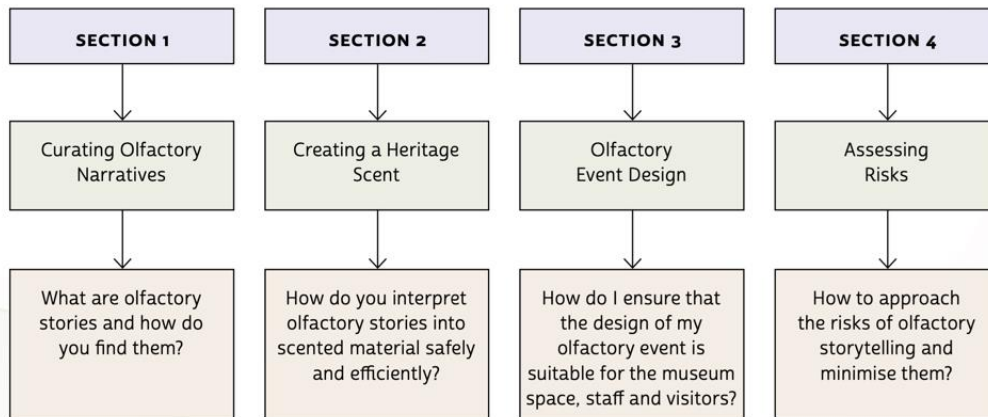


Diagram of an overview of the *Olfactory Storytelling Toolkit: a 'How-To' Guide for Working with Smells in Museums and Heritage Institutions*.





L'OSMOTHÈQUE  
CONSERVATOIRE INTERNATIONAL  
DES PARFUMS



Odeuropa

## Heritage Smell Library



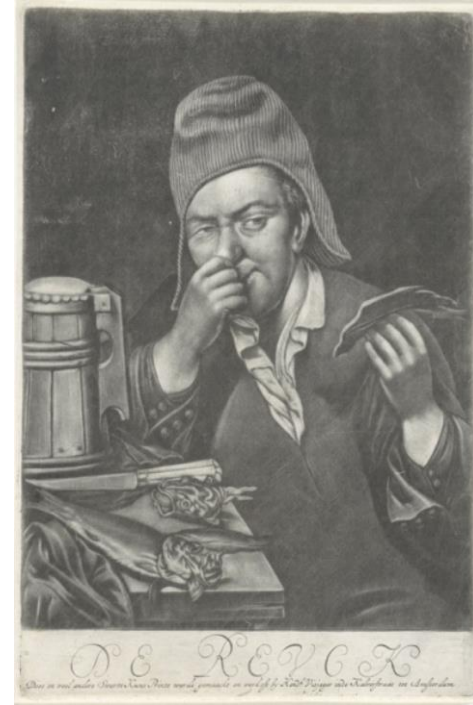
- Une collection de 18 compositions olfactives à valeur historique et patrimoniale a été développée.
- L'ensemble de la collection a été confié à l'Osmothèque, Conservatoire International des Parfums.
- Lors de leur présentation au public par l'Osmothèque, les odeurs et compositions parfumées seront accompagnées de notre documentation.
- La bibliothèque peut s'enrichir à l'avenir.



# Vers une définition du *Patrimoine Olfactif*



Matériaux, objets, lieux et pratiques dont la signification est définie par, ou notamment associée à, les odeurs et les expériences olfactives significatifs pour les communautés, les groupes et les individus.



# Impact et engouement médiatique



- Odeuropa a du faire face à une **tempête médiatique mondiale**
- **+300** articles de presse publiés en 3 mois
- **Médias principaux** / dans tout le monde
- Des **Millions** de lecteurs dans le monde

LA STAMPA



Associated Press

theguardian

Le Monde

dS De  
Standaard



sky news

The New York Times

la Repubblica

BBC



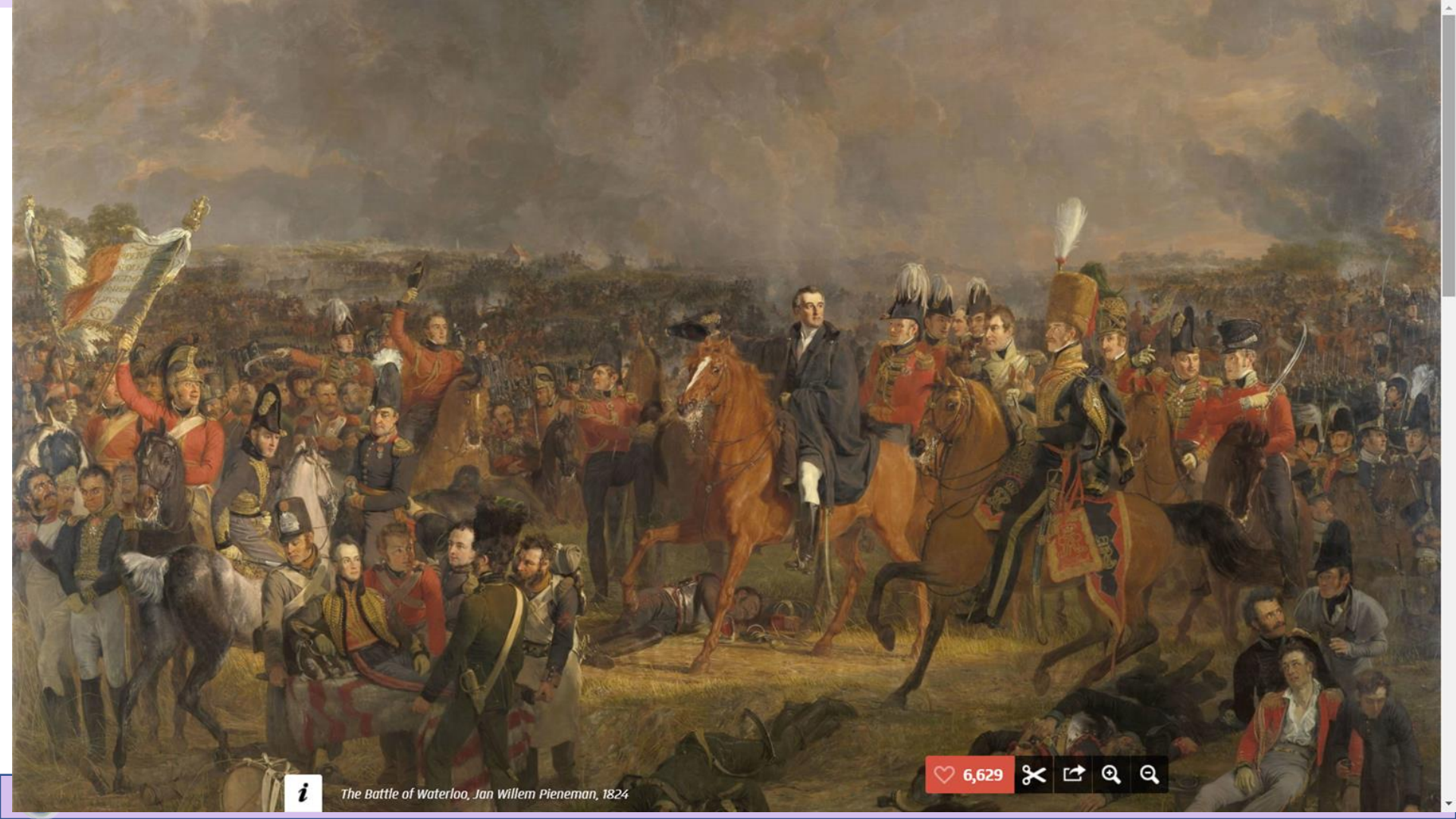
HISTORIEK



<https://www.youtube.com/watch?v=DaS8VDU2EYc>

<https://www.france.tv/france-2/telematin/2434899-emission-du-jeudi-13-mai-2021.html>





The Battle of Waterloo, Jan Willem Pieneman, 1824

6,629



# MERCI



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