

ThinkLab/1

Who are we?

The Society of Scent is a community of experts inspired by a deep understanding of the true power of scents. Transcending the traditional notions of perfumes and fragrances, home or beauty products, or luxury versus mass positioning. Scent is now extending its reach to functional and clinical proven development that can enhance brain functions and emotional well being. Our environment is loaded with olfactory and other sensory signals, which trigger physical and emotional responses and act as subliminal primers revealing hidden memories or creating future ones. Scent belongs to Self-care while facilitating individual connections with others.

The Society of Scent ThinkLab, is decoding low signal of our society, anticipating and shaping The Future of Smell to deliver on positive living and wellbeing.

To achieve this journey Beatrice Dupire (Futurist & Curator) Partner @thesocietyofscent and Frederic Jacques (Scent expert & visionary) Founder @thesocietyofscent are the two creative forces behind this think tank, collecting and exploring individual and societal behavior to potential innovative and influential lifestyle.

What is happening now?

1/a.Wellness Culture

As today's world is embracing a universal wellness culture, new rituals need to be created. Scent is a critical aspect of the wellness quest as we are increasingly feeling overwhelmed, uncertain, unsafe and distrustful within our accelerating lifestyle. We understand these cultural shifts and sees wellness as a strategic angle for 21st century marketplace :scent is the missing link in the sensory and emotional competition for gaining, or regaining a citizen-consumer that demands new levels of Experience and Connection with brands, as well as truthness and function.

In fact, "Scent with a Function" is one of the biggest wellness movements as recognized by "The Global Wellness Summit Trends" in 2019.

See article

<https://www.globalwellnesssummit.com/2019-global-wellness-trends/>

1/b. Typography Defining Wellness

Wellness will include physical and virtual world integrating the best of each "Realities".

Wellness can be explored as an "accessible wellness" open to large communities united by an emotional belonging to similar lifestyle, aspiration, identification (versus non member "others"), outside geographical location, seeking for protection, happiness, wellbeing and Connection.

These communities at ease with SelfCare rituals, seeking for positive living: meaningful and spiritual, will also be comfortable combining "physical wellness" and "inclusive virtual wellness" introducing more experiential escapism, discovery and cocooning.

Wellness can be explored as a "new luxury lifestyle" open to more curated lifestyle, seeking for highly customize exposure to experience, rarity, and Extraordinary. Limitless to reach these ultimate goals of wellbeing and ultimate wellness, these selective communities mostly not inviting will expect high level delivery combining innovation x creation x perfection of all components with always a "human touch".

2/Our Toys are broken

We are transitioning from a world of certainty to a world of uncertainty defining for each of us new rituals and aspirational lifestyle. Our well-being depends on our capacity to deal with this radical and fast pace immersion and merge our humanity within some of the mechanical and virtual facets of his transformation

We are evolving in a new world where Innovation are allowing mankind to be effortless but with a lost of control, privacy and constant transparency. More than a recurrent stretch between man versus machine, a fundamental question is in the air: the disappearance of humanity.

2/a. An accelerated world

These revolutionary changes:

Transformative technologies

Omnipresent digitization

Augmented Reality

Self driving cars

are going to affect our ability to preserve a sense of identity, stability and safety.

2/b. Ubiquity is everywhere

We are evolving in a new world where Cross pollination between health, wealth, lifestyle is becoming a reality. Data, Algorithm on everywhere are becoming the new Gold and source of political and economical challenge. The traceability of everyone is now a fact as much as the ability to profile your need and desire.

3/c. Physical and virtual nomadism

Flux of population and migration will combine with uncertainty and unsafety of our family, community and social environment.

We will have to exist as individual independently from our home, employment or status

Identifying New Classification of individuals and communities

1/a. Individual:

Each individual will be challenged to re-anchor his own identity and confidence in the face of many anxiety provoking situations.

Keywords: anxiogenic

self care, mindfulness, lightness, truth worthiness

1/b. Consumer:

Keywords: omnipresence of marketplace

rarity, sharing, matieres, appreciation

1/c. Citizen:

Keywords: Data and algorithm narrative

fairness, censorships, new ethics and regulation

As a society and individuals we are dealing with recurring, anxiogenic and unsolved situation:

As define wellness is a state of complete physical, mental, and social wellbeing.

Fields of Action

We divided our search on three essentials territories where scent with function and olfactory strategy are totally under explore and fully efficient to embrace a positive living and well being journey.

1/a. Self Care: energy, relaxation, fulfillment

1/b. Home \$ Lifestyle Playgrounds : housing to hospitality to cultural space.

1/c.Mobility; transport to migration

Why Scent Matter.

Our five senses shape most of our interaction with the world but it is our sense of smell that is the most potent on the cognitive functions of mood and memory. The limbic system, the most primitive part of our brain, plays a major role in controlling our memories, behaviors and emotions.

In our Future where intangibility will be a daily "reality" under the driving force of Virtual Reality and "5G", with bodies & objects unable to be touched or grasped, the sense of smell will be a constant link to physical and emotional experience.

We can imagine combining virtual reality with functional application (virtual tour guide of your next apartment) and a "mood enhancer vibe" to drive you to a positive mindset.

The scent is imperceptible but at the same time is a true, direct experience who can provoke emotion, memory creation, and "spacial" experience (ergonomy of scent).

We can "feel" scent and decode them with pre-existing meanings influenced by our own culture, education (bad or good experience, Gas identified to danger) and rituals.

Mother smell

Safety Blanket/ childhood/protection

Smell of Food, bakes and Coffee

Place of Worship

There are many way in which scent is effective but two distinct types of activations could be successfully identified.

No sense is a better "memory primer" than the olfactory one. We believe in the power of a comforting and reassuring scent that would counter all these minor or major daily changes, protect us and

reinforce our individual quality of life while participating to wellbeing of the community.

We are able to create new memories associated with scents that can be further used as Talisman, protection, alarm, through associative learning process

No sense is a better "mood enhancer" than the olfactory one. We believe in the power of scent that increases a positive mood, enhance creativity, initiate focus or connect you to inner peace.

We believe that Food and Scent will soon become strategic in regards of economy, education and health facing the common challenges of Humanity, including rarity, isolation and longevity.

Few communities will be more exposed.

The Youth, The generation Alpha "Virtual Reality" native, with a "limited access" to the real life, and real experience except for the taste and the smell.

The Eldest, facing yet unexplored challenges including wellbeing, social engagement, mental and spiritual "maintenance".

The potentially physically, mentally and spiritually ill to provide preventive wellbeing rituals and detective care (Halzheimer detection with a lost of smell).

The "Nomadic Provider", seeking for meaning, protection, hope and escapism to provide for them self, close community and eventually a universal community benevolence, engagement and Love.

Organized political. social or economical force will have to engage in innovative, experiential and caring strategies.

The Future is Now: Major areas of implementation

We divided our search on three major areas, where the sense of smell and olfactory innovation are under explored. and fully efficient to embrace a positive living and well being journey.

Engaging with this transformation will have to be a collective effort about sharing of anticipative narrative about the decoding of new lifestyle to experts and thinkers (engineer, architect, designer, educator)

1/a. Self Care

Wellbeing: Body, mind, spirit and engagement.

The sense of smell will inspire new rituals in our daily to journey to wellbeing providing easy, portable and efficient scent with function including Sustainable and Ethical Hedonism.

2/b. Home & Cultural Playgrounds

Private or public space are occupied by light, sound and air, we have to integrate the sense of smell, a curated design of the smell of scent as a meaningful force driving to positive living.

Let's imagine redefining living & working space, health space integrating the power of smell: function and fulfilment.

We can explore the power of automation and Smart Home, we have the power to re-create intimate space in our home or sanctuary transforming by the Sense of Smell, rooms so called Bedroom, Bathroom, Living Room where in fact are just title.

Now with have the power to transform them to combine function and hedonism part of our well being journey, we will of course integrate physical and virtual reality to bring positive living.

2/c. Mobility

From transportation to "new forced nomadism" or dislocation connected to employment, climate change, political to digital nomadism

Self driving car, The Hyperloop, trip to Mars! The transformation has begun bringing more speed, more affordable and clean transportation, as well more shared, local and accessible public transportation by automation.

On a different aspect, Mobility is also about Nomadism, engaging to unknown culture and lifestyle, trying to preserve tradition, memory and at the same time creating just to survive new rituals, new memory.

In this journey, we will have to "bring the Soul back".

Start ups, embrace since few years Nomadism to provide disruptive business models and sometimes to engage in to benevolence to bring back "fate to humanity".

We will look for anchor, physical objects and Sense of Smell, that will remind us of a great feeling, memory