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PROJECT: "FOOD AND SMELL: PERCEPTION AND SOCIO-POLITICAL ROLE OF FOOD FLAVOURS IN CONTEMPORARY SOCIETY"

OSMOSPHERES

SMELL, FOOD, ATMOSPHERE



ABSTRACT

THIS RESEARCH INVESTIGATES FOOD SMELLS FROM A PHILOSOPHICAL STANDPOINT.

THE CONNECTIONS BETWEEN ODOURS AND ATMOSPHERES AS DIFFUSED FEELINGS ARE EXPLORED THROUGH THE IDEA OF OSMOSPHERE (OSMĚ, "SCENT", AND ATMÓS, "VAPOUR, STEAM").

THE AIM IS TO UNDERSTAND THE AESTHETIC AND SOCIO-POLITICAL ISSUES STEMMING FROM THE PERCEPTION OF FOOD AROMAS.

FROM SCENT MARKETING TO OLFACTORY ARTS, FROM SOCIAL DYNAMICS TO PHENOMENOLOGICAL INSIGHTS ON OSMOSPHERES, THE STUDY SHEDS LIGHT ON THE ECOLOGY OF SMELLING AND THE EXPERIENCE OF FOOD FLAVOURS AS AFFECTIVE QUALITIES.

“The social question is not only an ethical one, but also a nasal question”
G. Simmel

Atmospheres are cross-sensory phenomena; nonetheless, a sort of commutability between atmospheres and smells has been speculated.

In eating, smelling and tasting are tightly intertwined. The smell of food is the first affective stimulus that connects with the world. Moods, flavours and nourishment, being concurrent, acquire an interchangeable atmospheric value. Smell disorders prove the importance of food osmospheres in mental health, eating behaviour, social and emotional life.

Innovations in food technology include the design of olfactory devices for eating osmospherically, so as to minimise the intaking of harmful substances while preserving food hedonics.



SOME PUBLICATIONS

E. Mancioffi, *L'olfattivo: Per un'estetica sociale dell'odorato*, Edizioni ETS, 2022

E. Mancioffi, *Osmospheric Dwelling: Smell, Food, Gender and Atmospheres*, "Espes", 11(2) 2022: 38-53

E. Mancioffi, *Osmospheres: Smell, Atmosphere, Food*, Mimesis International [forthcoming, 2023]

Nowadays, we dwell in spaces and buy commodities that are massively food-scented. The main goal is to provide environments and non-edible goods with an atmospheric appeal, hence driving consumers' behaviours by triggering emotions. Food itself is food-scented, due to unsustainable production systems that overlook its aromatic profile until processing and packaging stages. Indeed, aroma industry is essential for food industry since the 50s. An inquiry on the aesthetics of osmospheric foodification is still lacking and nowadays compelling.

MAIN SOURCES

Philosophy

Aesthetics, (New) Phenomenology

Psychology

Ecological theories of smell, Psychopathology

Humanities

Sociology, Anthropology, Food Studies, History

Art

Literature, Poetry, Installations, Performances, Theatre, Cinema

Consumer Sciences

Scent Marketing



CASE STUDIES

Smell and/as Affective Disorders
Gender, Flavours and Sense of Home
Olfaction, Civilisation and Primordality
Osmospheric Gastronomies and Futurism
Being-in-the-Air and Smell Phenomenology
Memory and Nostalgia
Scent of Place and Aromatic Time
Smell Marketing and Air Design
Olfactory Arts and Smelly Aesthetics
I. Calvino, J. Saramago, M. Proust
Ethnic Flavours and Aromatic Classes
Truffle as Social Character and Osmospheric Design
Cooking Smells, Law and Prohibition

