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»Odors have a power of persuasion ...«

Synaesthetic Power of the Sense of Smell, or: the Scents of Modernity in the Interior

Abstract

Due to modern doctrine the smell of space and materials as well as the strong interaction of body and soul with the quality of smells are since long not considered to be a part of the professional approach to architecture. In correlation with this modern doctrine regarding the interior the human body is rather thought to be free of any kind of smell.

To develop a professional basis however would be an important achievement given the fact that the problems with air-conditioned rooms and obsessively insulated houses become more frequent. To integrate smell would mean to extend the approach of interior design from merely visual to synaesthetic aspects, to activate the integrative effect of smell, and to orchestrate the intensity of spatial convenience and beauty addressing all senses.