

Olfaction and the City

Friday, 15 May 2009

9.00 - 9.30 **Opening**
 Elisabeth Nemeth, *Head of the Department of Philosophy*
 Walter Jäger,
Head of the Department of Clinical Pharmacy and Diagnostics
 Mădălina Diaconu,
Project manager of »Haptic and Olfactory Design«

9.30 - 10.20 **Smell and Taste**
 Thomas Hummel, *Dresden*

10.30 - 11.20 **The Human Sense of Smell:
 Our Noses Are Better Than We Think!**
 Matthias Laska, *Linköping*

11.30 - 12.30 **Analysis of Flavours and Fragrances. An Overview**
 Gerhard Buchbauer, *Vienna*

14.00 - 14.30 **Coffee**

14.30 - 15.20 **Sense, Scent and (Urban) Sensibility**
 Regina Bendix, *Göttingen*

15.30 - 16.20 **Olfact – Towards a Pedagogy of Curiosity**
 Susan Benn, *London* & Kerstin Mey, *Ulster*

16.30 - 17.20 **Mapping Urban Smellscapes**
 Mădălina Diaconu, *Vienna*

Saturday, 16 May 2009

9.00 - 9.30 **Coffee**

9.30 - 10.20 **Smell and Be Well.**
Influence of Ambient Odors on Basic Emotions and Affect
 Sandra T. Weber & Eva Heuberger, *Vienna*

10.30 - 11.20 **Mental Representations of Odors: Evidences from Semantic
 Categorization, Odor Imaging and Transcultural Studies**
 Catherine Rouby, *Lyon*

11.30 - 12.30 **Multimodal Sensory Perception
 and the Use of Statistics in Describing Complex Sensory
 Objects like Food Products or Cities**
 Klaus Dürrschmid, *Vienna*

14.00 - 14.30 **Coffee**

14.30 - 15.20 **Brash Scents, Big City**
 Jim Drobnick, *Toronto*

15.30 - 16.20 **SMELL = Information.**
A Tool of Communication and Navigation
 Sissel Tolaas, *Berlin*

16.30 - 17.20 **Panel Discussion**

A symposium
 within the frame of the research project
 »Haptic and Olfactory Design.
 Resources for Vienna's Creative Industries«

www.univie.ac.at/tastduftwien

15 - 16 May 2009

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