

THE SCENT OF BELONGING



London College of Communication

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Final Major Project

INTRODUCTION & ABOUT

Scent carries memory — everyone has certain smells that evoke a personal sense of belonging. Specific scents can transport people back to unforgettable moments in their lives, bridging time and distance, and providing comfort and relaxation.

This project draws on the Fragrance Wheel theory of scent composition, selecting 40 distinct fragrances. Visitors are free to choose and combine them to create their own personalized “scent of belonging” — a fragrance that recalls their individual memories and emotions.

Through olfactory data visualization, each participant can also obtain a visual representation of their unique scent of belonging, deepening their understanding and awareness of their own emotional connection to smell and memory.





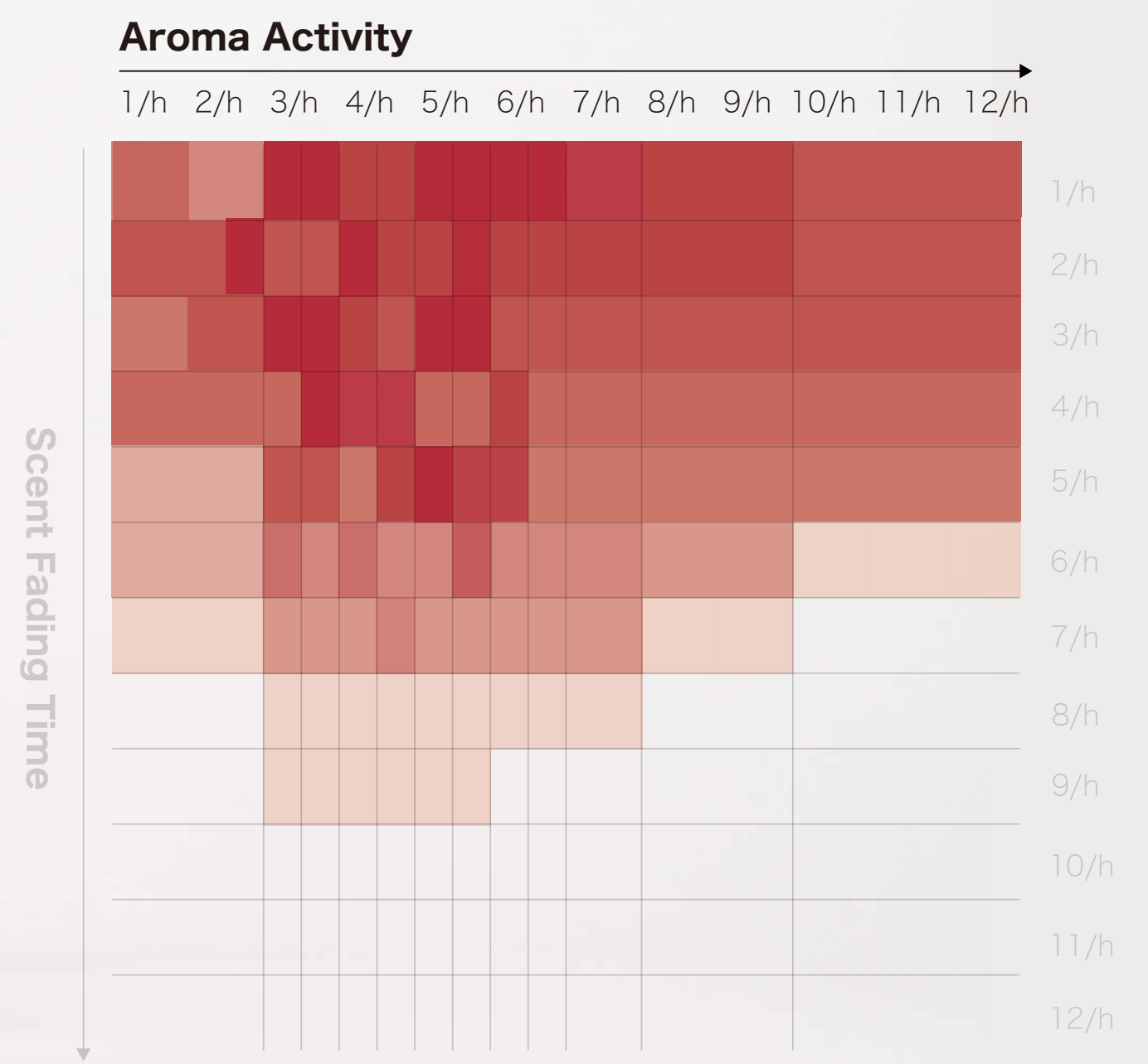
Apple 苹果	Aloe 芦荟	Tea Tree 茶树	Matcha 抹茶	Cypress 柏树
Tree moss 树苔	Black Tea 红茶	Grass 青草	Orange 橙子	Tobacco 烟草
Mint 薄荷	Lavender 薰衣草	Vervain 马鞭草	脂粉味	Grape 葡萄
Leather 皮革	Cedar 雪松	Honey 蜂蜜	Musk 麝香	Sage 鼠尾草
Ebony 乌木	Vanilla 香草	Soap Sensation 皂感	Coffee 咖啡	Cherry 樱桃
Frank incense 乳香	Ross 玫瑰	Osmanthus 桂花	Lemon 柠檬	Seawater 海水
Incense 焚香	Ginger 生姜	Bamboo 竹子	Bergamot 佛手柑	Rum 朗姆酒
Rosemary 迷迭香	Maple Leaf 枫叶	White Tea 白茶	Lily 百合花	Jasmine 茉莉



Drawing on the theory of color synesthesia,
this project assigns specific colors to corresponding scents to evoke the viewer's imagination to the
greatest extent possible.

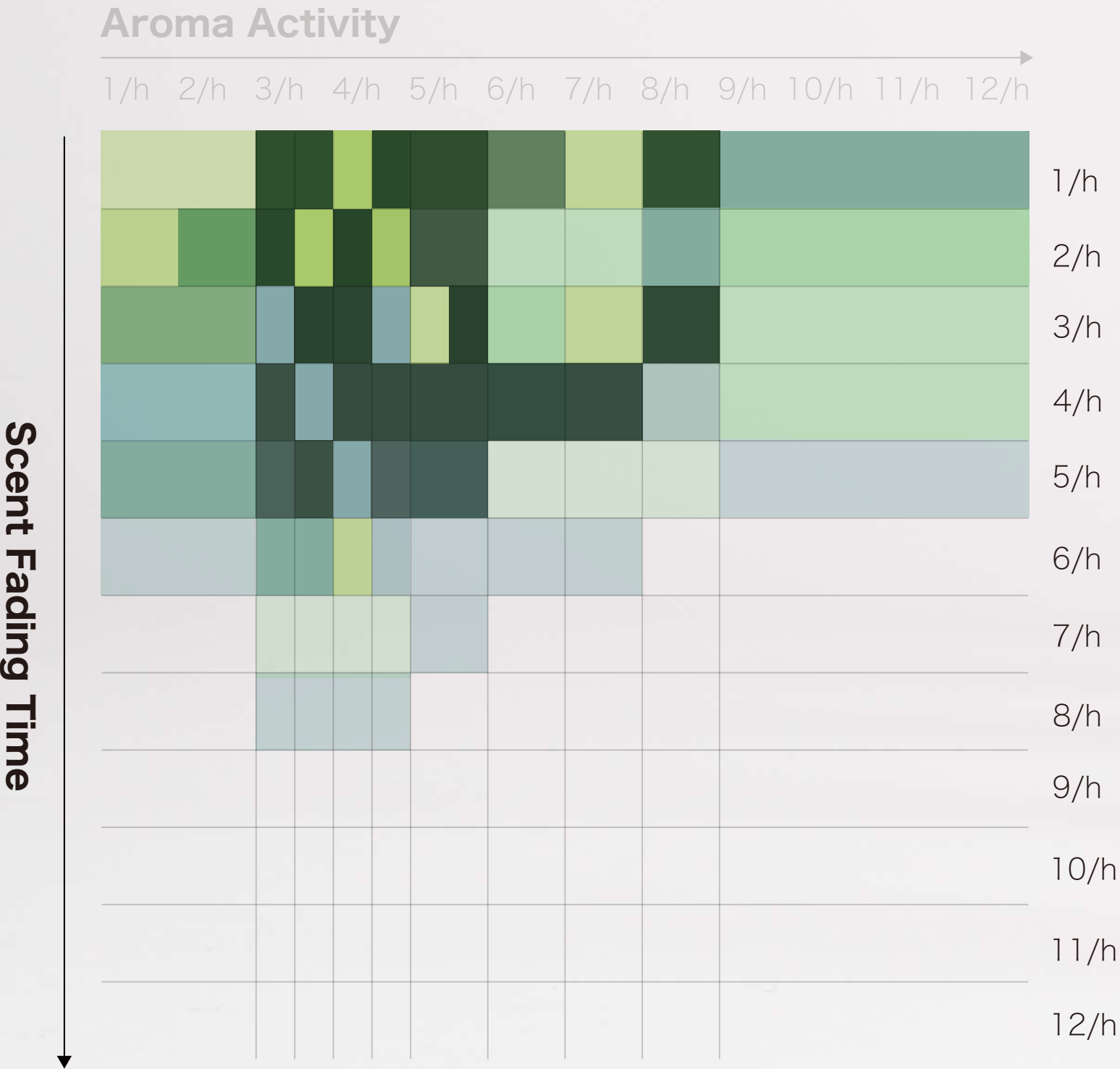


SCENT DATA VISUALIZATION



In the scent visualization chart, the horizontal axis represents the scent activity data over a 12-hour period. Denser grids and deeper colors indicate higher levels of scent activity, while sparser grids and lighter tones suggest lower activity levels. Through this combination of color and grid visualization, viewers can observe how the activity of each scent fluctuates over time, with their visual focus naturally drawn to the moments of highest intensity.

SCENT DATA VISUALIZATION



The vertical axis represents the dissipation time range of each scent. Since dissipation speed varies with changes in temperature and humidity, this dataset is presented as an interval rather than a fixed value.











100
Aloe



10
Aloe



Jasmine



Tea Tree



100



Aloe
芦荟

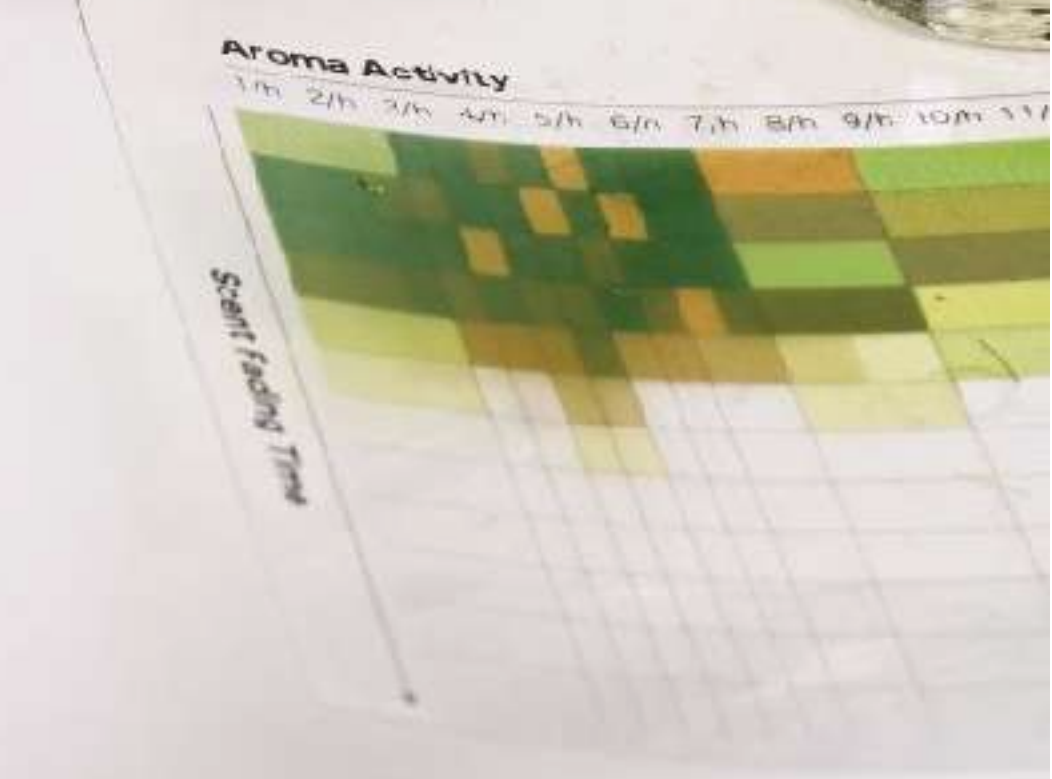
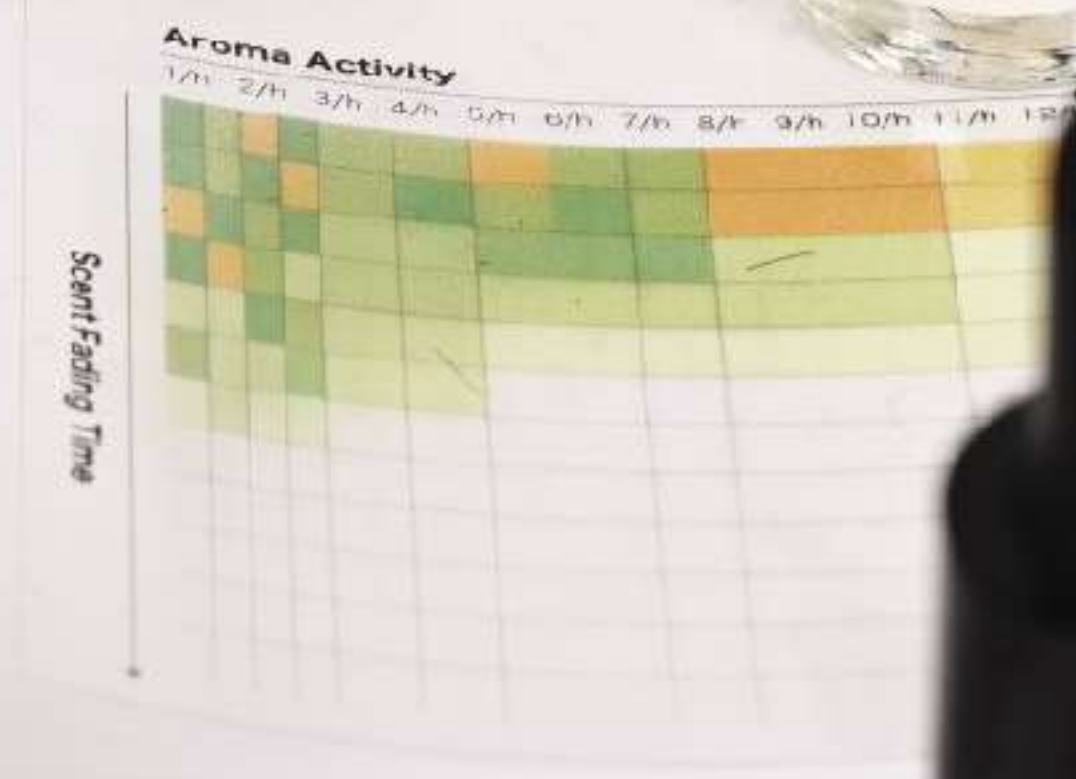
Grass
青草

Lemon

Aloe :
芦荟

Grass :
青草

Lemon :
檸檬



Lavender

Apple

Lavender

Apple

Lily





YOUR SMELL :

Aroma Activity

1/h 2/h 3/h 4/h 5/h 6/h 7/h 8/h 9/h 10/h 11/h 12/h

Start time

1/h

2/h

3/h

4/h

5/h

6/h

7/h

8/h

9/h

10/h

11/h

12/h









YOUR SMELL :

Aroma Activity

Grape

Scent Fading Time

YOUR SMELL :

Aroma Activity

Grape

Scent Fading Time

YOUR SMELL :

Aroma Activity

Maple Leaf

Scent Fading Time

YOUR SMELL :

Aroma Activity

White Tea

YOUR SMELL :

Aroma Activity

Scent Fading Time

YOUR SMELL :

Aroma Activity

Vanilla

YOUR SMELL :

Aroma Activity

Apple

YOUR SMELL :

Aroma Activity

Scent Fading Time

YOUR SMELL :

Aroma Activity

Green Grass

Scent Fading Time

Scent Fading Time

Scent Fading Time

Scent Fading Time

Scent Fading Time