

(Sc)entertainment

Charles Spence

Department of Experimental Psychology, University of Oxford, UK

E-mail: charles.spence@psy.ox.ac.uk

In this talk, I will consider the various roles of the active use of scent in a variety of entertainment/well-being contexts. I will address scent's use in everything from scent marketing to aromatherapy, and from scented cinema to live performance setting. I want to highlight some of the problems for the digital delivery of scent, and consider the innate versus learned qualities of scent and their impact on us.