

## IN A VISUALLY OVERSTIMULATED WORLD, SCENT HAS THE POTENTIAL TO CHANGE ONE'S MINDSET INSTANTLY. WHAT IF YOU COULD KNOW THE TIME WITHOUT LOOKING AT A WATCH? INSTANTLY IS AN AMBIENT SERVICE THAT STRUCTURES YOUR DAY INTO CYCLES USING SUBTLE SEQUENCES OF SCENT.

There is no scentless space or place on the earth. A silent medium of information, constantly affecting us.

For me as a designer it is a central perspective to design with the 5 senses in mind.

This M.A. project shows an exploration of one approach, integrating scent within design and it's effects on our behaviour and well being.

Scent is evolutionary anchored to give us signals and is the only sense, that is instantly influencing our brain (emotional cortex). It is the strongest to give ambient information, but the most neglected intellectually. Scent triggers and motivates behaviour.

Time in our daily routines and habits has become insignificant in terms of how we react to it and it is not perceived linear. Knowing the time is mostly exclusive to the visual perception in terms of „taking a look at the clock“. In any situation that is chronic, meaning habitual and constant, time is an important factor.

Instantly is an ambient service that will structure your day into cycles using subtle sequences of scent. Just like learning the clock as a child, you will have to learn the sequences over time and will know what time it is by being primed on a certain scent sequence. Learning to assign the unknown scent compositions to actions, your perception of time will be unique and exclusive to you.

The crucial idea with Instantly is, that your reaction to the time will be more considerate. In your daily routines it is not about the actual time, but about the moments you actively anticipate change. Any constant condition can be harmful in the long run. Instantly breaks with your current mindset and encourages you to stay active.

