

# Olfabet

Read by smelling



The Olfabet is an olfactory alphabet.  
Imagine that you can read words and texts just by smelling.  
With every breath we (unconsciously) smell.  
By linking specific scents to letters, we can expand our ability to read and learn.



**NAMING**

**An Olfactory Alphabet**

Olfabet is a portmanteau of the words olfactory and alphabet.  
Olfactory means 'relating to the sense of smell'.



**OLFACTORY CONCEPT**

**Innovative reading**

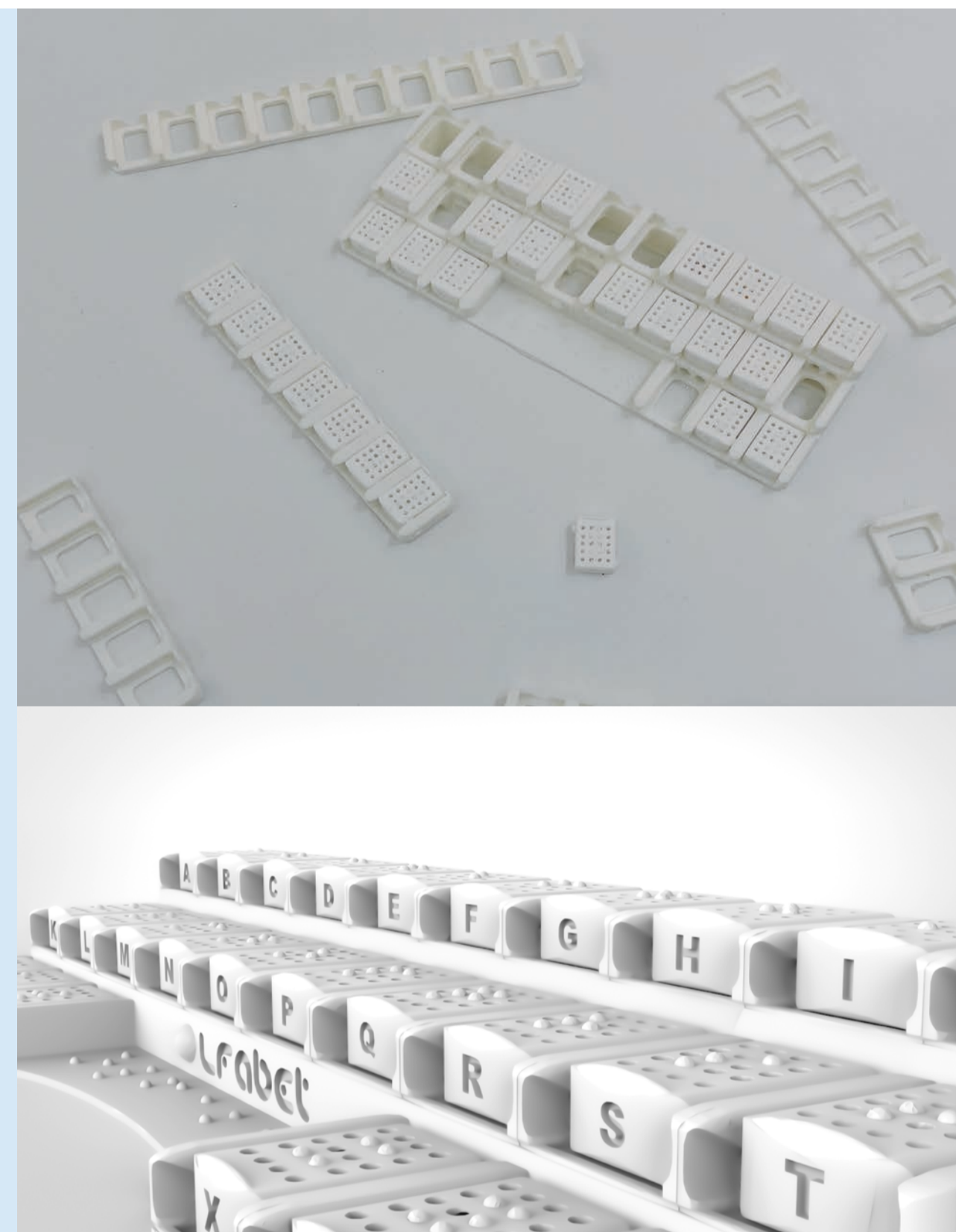
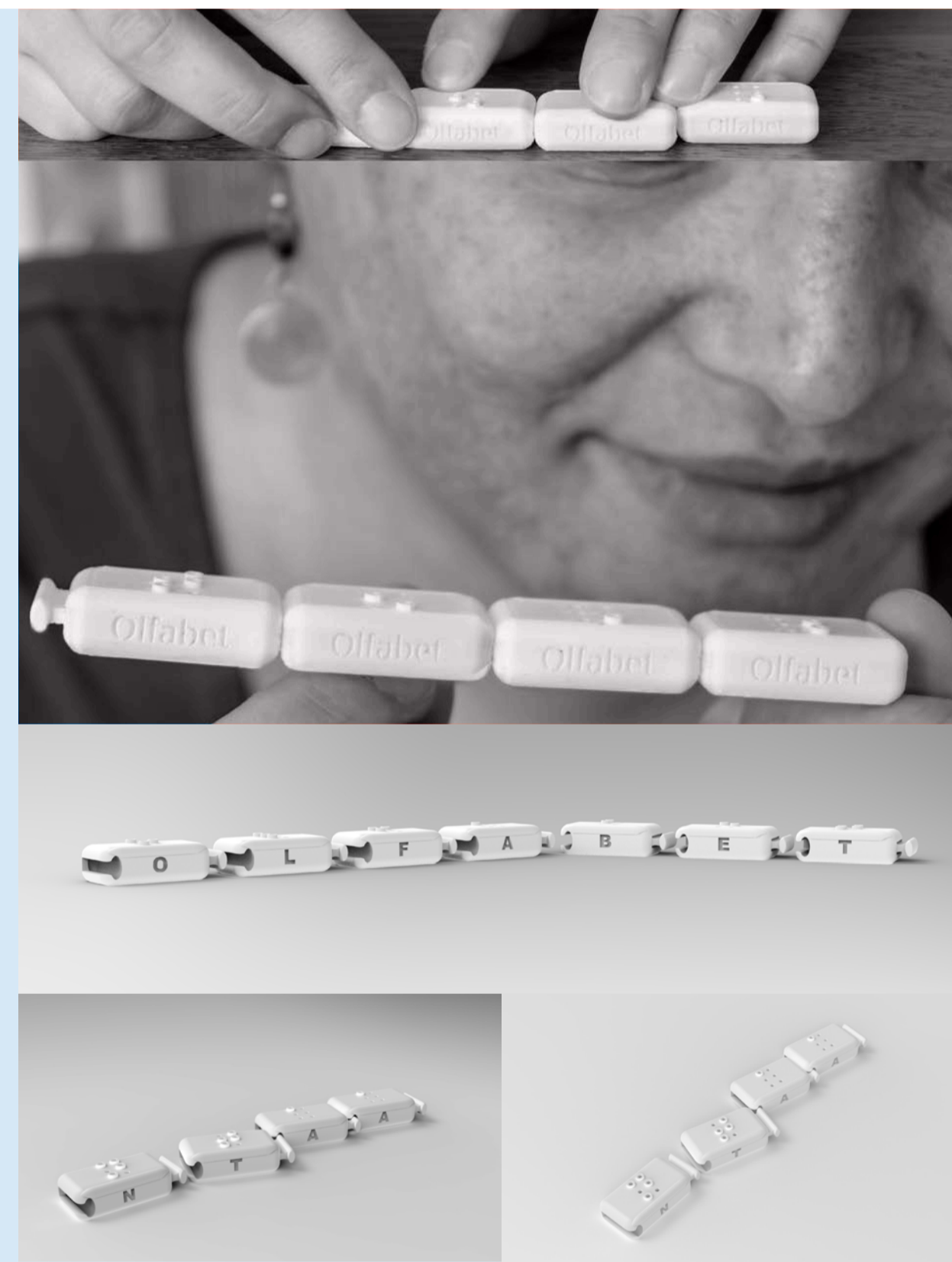
Every letter is linked to a fragrance (scent molecule), which you can learn.  
Words are formed from a combination of several odours.  
And from words come sentences.



**SENSORY TRANSLATION OF LANGUAGE**

**From visual text and braille to Olfalanguage**

The better you learn the Olfabet, the faster you will be able to differentiate the scents and identify sequences.  
Several olfactory letters form a scent accord, which can be instantly recognised as a word without having to smell the individual scents.



**OLFAREADERS**

Concept smell devices

READ BY SMELLING

TEXT IS TRANSLATED INTO THE OLFACTORY LANGUAGE VIA THE RHYTHM OF YOUR BREATHING.

ONGOING ARTISTIC RESEARCH PROJECT

**Various scent letters learning modules**



DR PIET DEVOS



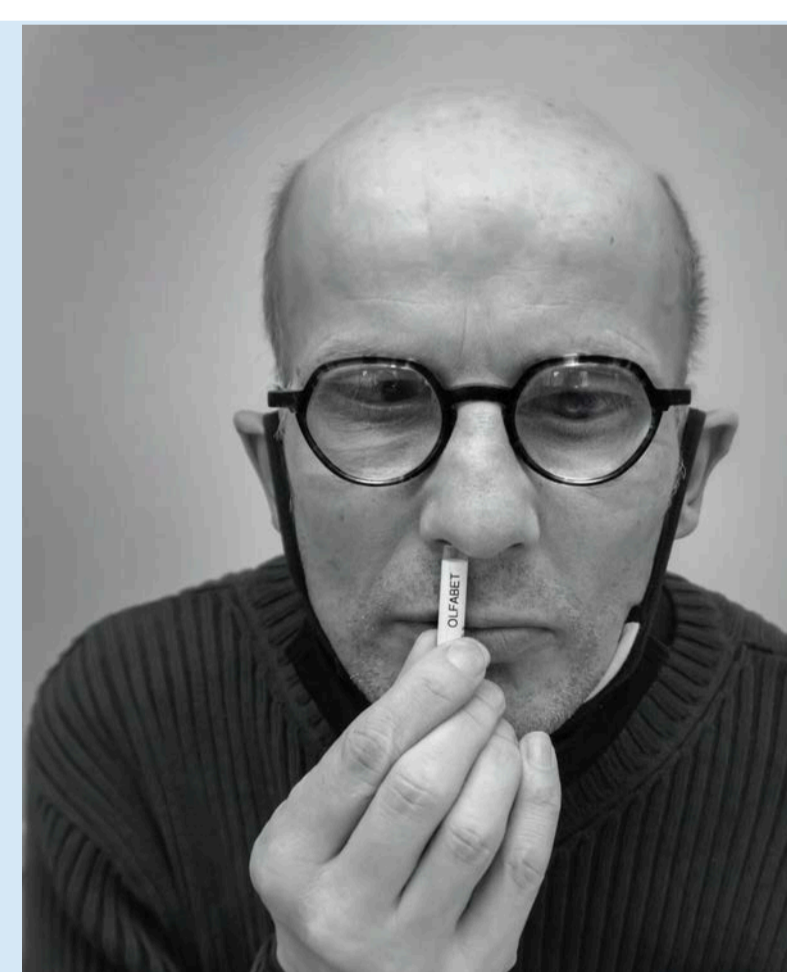
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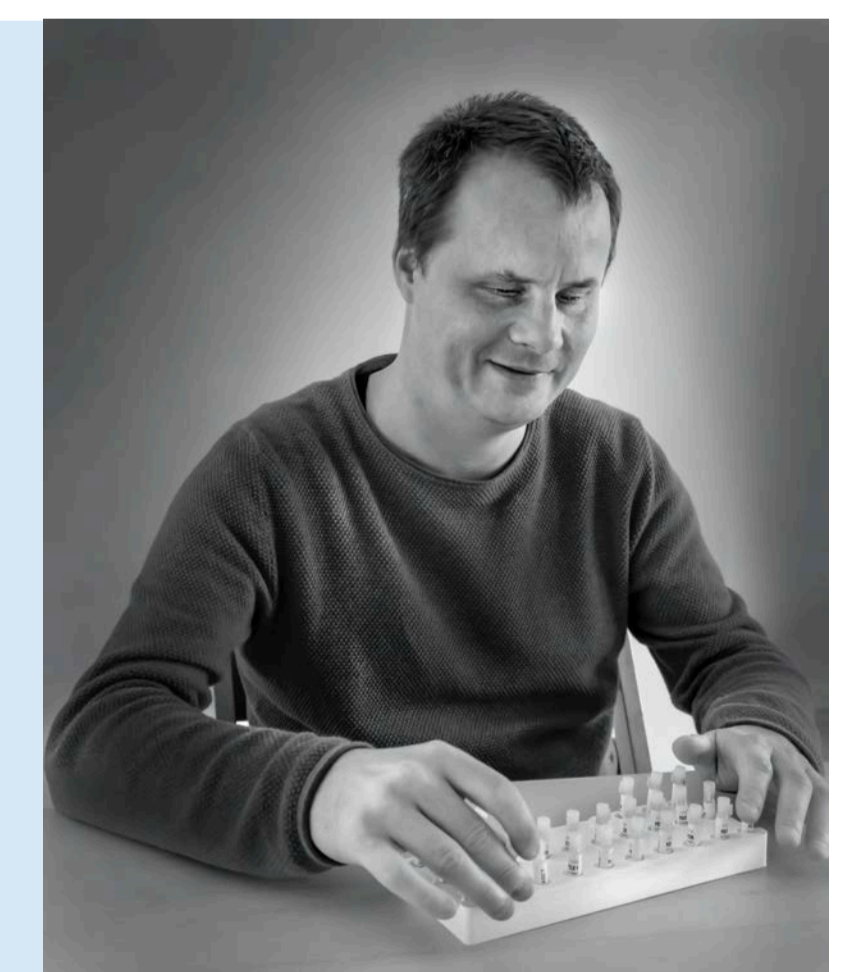
LETICIA LARANGÉ



JAN GOSSELEIN



FRANCKY VAN ONACKER



TIMMY DE WAELE

**OLFACTORY AMBASSADORS**

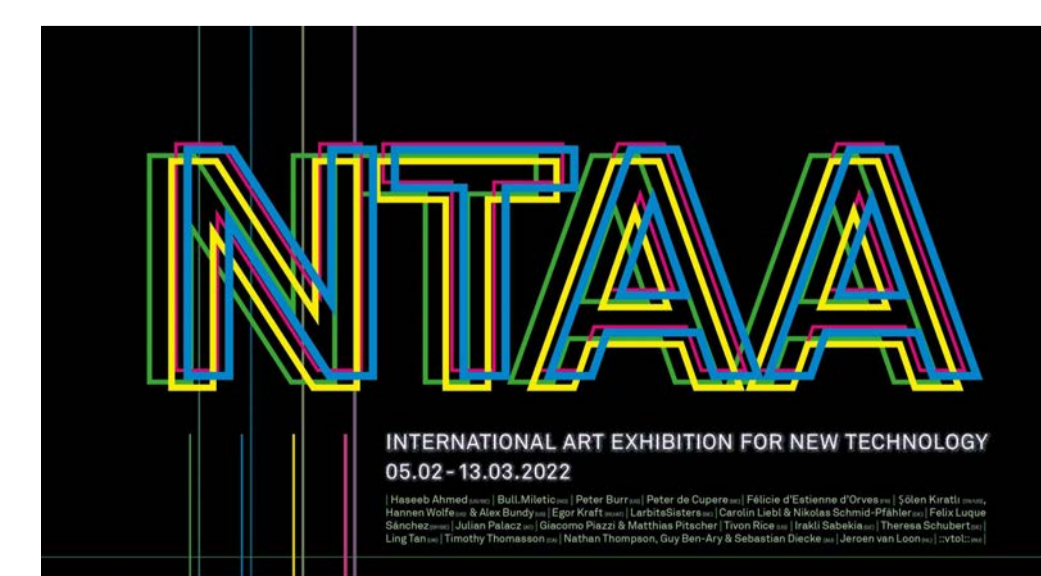
The selection of the fragrances were made by the olfactory ambassadors for the exhibition 'The World Within Reach' in Bruges. They are the beating heart of the start of the Olfabet project. The Olfabet was developed through their experiences of being blind or visually impaired. Without them, the Olfabet would never have left the drawing board. Thanks to their willingness, cooperation and advice, the Olfabet became a reality. Every scent ambassador has made a unique contribution to the development of this beautiful sensory project, based on their own lived experiences.



dr. Peter de Cupere  
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For more than 25 years Belgian olfactory artist Peter de Cupere has been one of the most proactive proponents for the use of scent in art. He gave lectures from Berlin, London to New York and collaborated with various institutions, museums, universities, and companies. He is a lecturer at the PXL-MAD School of Arts in Hasselt (BE) where he teaches in the Open Lab the use of the nearby senses (smell, taste and touch) in art. In 2019 he received his doctor title for his research about how the sense of smell can be used as a context and/or be the concept of the work of art. A joint PhD research between the UHasselt, PXL-MAD and the VUB Brussels.  
At the research group MANUFACTURE @ PXL-MAD RESEARCH Peter de Cupere is doing research on the use of scent in 3D printing in combination with scented polymers of which the Olfabet is one of his research projects. For his contribution to the use of scent in art he received in 2018 in London the prestigious Art and Olfaction award (awarded by the Institute of Art and Olfaction L.A.).

www.pxl-mad.be/manufactureb  
www.pxl-mad.be/open-lab  
www.open-lab.be  
www.olfabet.com  
www.peterdecupere.art



Winner of the Public Award 2022  
NTAA New Technology Art Award



Finalist of the Art and Olfaction  
Awards 2022, Los Angeles