

# The International Odor Minute

Monday, June 19, 2024 at 10:06 a.m.

## The protocol

The protocol is very simple and lasts only a few of minutes.

1. On June 10<sup>th</sup>, **plan to be outdoors at 10:06 a.m.** to begin the experience.
2. **Walk slowly** and concentrate on your breathing. Remain silent.
3. **Stop as soon as your nose detects a smell**, no matter what that smell is. It can be pleasant or not, intense or discreet, permanent or ephemeral.
4. Close your eyes. Try not to think about anything. **Focus on the smell** and only on the smell. Try to memorize it and put words to describe it.

5. Then **pick up your pen!** On a white notecard (10 × 15 cm format), **describe this scent** in your own words: sensations, evocations, emotions, adjectives, memories... You are free to describe it as you like: in French or in your mother tongue, in a few words or in a few sentences.

6. On the back of the notecard, write your first name and age, along **with the address** (even if approximate) of the observation site.

7. **Send your text as soon as possible**, preferably before June 17, 2024, to the following address:

Atmo Normandie  
3 place de la Pomme d'Or  
76 000 ROUEN -FRANCE

**A SENSORY  
EXPERIENCE AND  
COLLECTIVE WRITING.**

**FROM 7 TO 107 YEARS OLD:  
OPEN TO ALL !**

All texts will be included  
in the exhibition **Capital**

**Odors** which will take place at the Pavillon des Transitions in Rouen during the summer of 2024 on the 50<sup>th</sup> anniversary of Atmo Normandie, the observatory of air quality in Normandy.

## Crucial smells

Atmo  
votre parten'air  
NORMANDIE

50  
ANS

# The International Odor Minute

Monday, June 19, 2024 at 10:06 a.m.

## The protocol

### Some details for a group or class

PREPARING THE EXPERIMENT

1. Decide in advance on the olfactory observation location and the perimeter not to be exceeded (e.g. the schoolyard or a nearby park).
2. This odor exploration perimeter should be large enough to allow everyone to enjoy their sensory experience without being disturbed by a too-close neighbors, and small enough to allow supervisors to keep an eye on participants, especially children.
3. Emphasize that the experiment must be carried out solo, a few meters apart and in silence: you must not influence each other, and you must not interfere with each other's concentration.
4. Take the time to explain this protocol to the group on D-Day before going out. Make sure everyone understands it. Point out that this is both a scientific and an artistic experiment.
5. If you are dealing with a group of children, you can present the «minute» to them like a theater play: a role to be played alone, keeping their distance from their peers, walking calmly, etc. Put the children at ease, and make it clear that there is no grading, and no right or wrong answers. Spelling mistakes will of course not be penalized.
6. Distribute notecards before going out. Everyone should bring a pen and, if possible, a writing surface to facilitate writing outdoors. Do not forget to dress for the weather.
7. Allow enough time before leaving the room to travel with the group to the observation site, so that the experiment can actually start at 10:06 a.m.

COURSE OF THE EXPERIENCE

8. A sound signal (bell, whistle, music from a mobile phone, etc.) can be used to start the experiment, making the moment more solemn and well-framed with a start time of 10:06 a.m.
9. The experiment should not last too long. It is suggested to stop it at 10:15, for example by sounding a second signal.
10. If some students have not smelt anything, they must indicate this on their notecard, for example by writing «None.» Valorize these participants by reminding them that, for scientists, a result equal to zero is a result of the experiment. It is therefore important to take this into account.
11. Teachers are also invited, if they wish, to take part in the experiment not only on a notecard, but also by recording their observations of the overall experiment on a colored notecard (they may indicate, for example, how this workshop went, how it was experienced by the group, etc.).

Any questions may be directed to [LesOdeurscapitales@atmonormandie.fr](mailto:LesOdeurscapitales@atmonormandie.fr) or asked at +33 (0)2 35 07 94 30.

Crucial smells



with :



Direction des services départementaux  
de l'éducation nationale  
de la Seine-Maritime

