

## THE INTERNATIONAL MINUTE OF SCENTS RETURNS FOR ITS THIRD EDITION

**On June 10 at 10:06 a.m. (local time), breathe, sense, write.**

With the **International Minute of Scents** (third edition), Atmo France, in partnership with Atmo Normandie, invites people around the world to take one minute to reconnect with their sense of smell on **Wednesday, June 10, 2026, at 10:06 a.m. (local time)**.

The initiative aims to raise awareness of a sense that is essential to our lives yet often overlooked. Participants are invited to identify a scent in their surroundings, describe the sensations, emotions, or memories it evokes on a postcard-sized card, and send it to Atmo Normandie. The collected cards will be exhibited in Normandy, France, in September 2026.

### June 10 at 10:06 a.m.: A Global Invitation to Explore the World Through Scent

Taking part is simple:

1. On June 10 at 10:06 a.m., step outside and let your nose explore the world.
2. As soon as you notice a scent, take a moment to experience it fully.
3. Describe your impressions on a card or sheet of paper (10 x 15 cm): sensations, emotions, memories, images, or reflections.
4. On the back, write your first name, age, and location.
5. Mail your card to:

#### Atmo Normandie

place de la Pomme d'Or  
76000 Rouen  
France

### Marc-André Selosse, Patron of the 2026 Edition

This year's edition is sponsored by **Marc-André Selosse**, a French biologist, professor at the National Museum of Natural History in Paris, and internationally recognized specialist in fungi and the invisible relationships that connect living organisms.

Through his books, lectures, and research, he works to make life sciences accessible to a broad audience while highlighting the intimate links between nature, culture, and the environment. His sensitive and committed perspective on the living world echoes the spirit of the International Minute of Scents, making him an especially inspiring patron for this third edition.

### Why Pay Attention to the Sense of Smell?

In France, excessive odour nuisances are considered a form of air pollution under air quality legislation. What is the relationship between scent and health? Odours are often associated with negative health effects, particularly when they are perceived as unpleasant or originate from industrial activities. Some compounds responsible for odours may indeed be toxic.



Marc-André Selosse, French biologist and patron of the 3rd edition of the International Minute of Scents. © Biogée



Mathieu Simonet, French writer and founder of the International Minute of Scents. © Bryan Lehmann

Beyond these toxicological aspects, odour nuisances can also produce very real physical and physiological symptoms, including nausea, headaches, loss of appetite, and stress. At the same time, the sense of smell is directly connected to the brain regions involved in emotion, memory, and desire. Researchers, urban planners, architects, and artists are increasingly exploring the many dimensions of the olfactory world, demonstrating the value of developing olfactory awareness and attentiveness to scents. At every stage of life, exercising the sense of smell can contribute positively to health, well-being, attention, personal development, cognitive stimulation, memory, and a deeper connection with one's environment.

### After June 10

The cards collected during the third International Minute of Scents will be exhibited at Le Havre Normandy University (France) from September 24 to 27, 2026, during the scientific event On the Shoulders of Giants (Sur les Épaules des Géants).

### A Participatory Event Organized Worldwide from France

The International Minute of Scents seeks to restore recognition and appreciation for scents through a unique collective experience. Scents play an essential role throughout our lives, yet the sense of smell receives far less attention than our other senses. This poetic and public-interest initiative takes place every year on June 10 at 10:06 a.m. Through this event, Atmo Normandie invites people around the world to pause for a moment, identify a scent, and allow themselves to describe it in writing.

Each year, a major public-interest issue forms the civic dimension of the International Minute of Scents:

- 2024: Smell education in schools
- 2025: Childhood anosmia
- 2026: Olfactory heritage

### Discover the Event Live from France



**Wednesday, June 10, 2026**



**From 9:16 a.m. to 10:26 a.m. (local time)**

In the presence of:

- Marc-André Selosse
- Mathieu Simonet, French writer and creator of the International Minute of Scents
- Catherine Hervieu, President of Atmo France
- Eléonore Mandel, Director of Atmo Normandie



Location:

Jardin des Plantes, Paris (5th arrondissement)

Corner of the Becquerel and Edmond Perrier pathways, near the entrance to the greenhouses



### More Information

All practical information is available at:

[www.atmonormandie.fr/article/international-minute-scents-2026](http://www.atmonormandie.fr/article/international-minute-scents-2026)



### PRESS CONTACTS

**Christelle Bellanger**, Communications Manager,

Atmo Normandie ☎ + 3 6 89 33 91 91

✉ [christelle.bellanger@atmonormandie.fr](mailto:christelle.bellanger@atmonormandie.fr)

**Delphine Guillaume**, Communications Manager,

Atmo France ☎ +33 6 29 35 54 98

✉ [delphine.guillaume@atmo-france.org](mailto:delphine.guillaume@atmo-france.org)

**Atmo  
France**

En partenariat avec

Atmo  
NORMANDIE  
votre parten'air