

Scent as Scene

Alleviating loneliness through spatial experiences informed by scents



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“Architecture needs no more, nor should it
ever do less, than assist man’s homecoming.”

Aldo van Eyck

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1 TOPIC

- Literature Review

Topic

Literature Review

INTRODUCTION

This literature review will explore alleviating loneliness by creating meaningful experiences in the built environment through scent. This will be done through dissecting the many aspects of loneliness, the concept of place attachment, the idea of scent, and designing specifically for olfactory experiences. This review will define loneliness, the aspects that pertain to wellbeing. Then, the review will define place attachment, its characteristics, and how it relates to place identity and well-being. Finally, it will discuss why scent provokes memories, and how experiences led primarily by olfactory nerves, are like no other. This paper will lead to an interior design thesis focusing on scent as a spatial dimension, to create a spatial experience, to alleviate loneliness and prompting connection.

LONELINESS

Noreena Hertz, an English economist and writer, states that loneliness is a global pandemic, affecting people of all ages, genders and occupations. In the United States, “one in five millennials doesn’t have a single friend,” and in 2016, 60 percent of nursing home residents in the U.S. reported they

never have any visitors. Loneliness is not solely an urban issue. The migration of young people to big cities leaves numbers of rural elderly without support. About 70 percent of the world’s people will be living in cities by 2050. “More than 1 in ten of whom will live in cities of over 10 million inhabitants.” (Hertz 2021, 61-69)

Hertz further explains nowadays living solo is common in big cities such as New York, Washington DC, and Pittsburgh. “In Manhattan, over half of the residents live on their own.” Same case in other cities, like, Tokyo, Paris, and Munich where the half of residents are solo dwellers. She highlights, though, that loneliness does not necessarily mean being alone. Living alone indeed provided motives to interact and go out which those who lived with others might don’t necessarily have. However In difficult or vulnerable times, living alone can make people feel lonely more frequently than people living with others. (Hertz 2021, 6-8)

Finnish architect and scholar, Juhani Pallasmaa states that we often considered the lack or loss of meaningful connection and relationship as a form of negative status of loneliness. He explains that loneliness arises from internal mental causes and external causes. Regardless of the causes, loneliness is a personal experience of feeling a disconnection and un- and uprooted with

the world. (Pallasmaa 2021, 73) Similarly, Hertz defines loneliness as feeling unsupported and uncared for by our community, our employers, and our government. It is both an internal state and an existential one. Its effects come from the personal, societal, economic, and political realms. Loneliness is a community issue, more than an individual one. (Hertz 2021, 11)

From an opposite angle, Pallasmaa investigates a positive attitude of being alone, which is soulited. He further explains soulited as the status of achieving a sense of balance between the inner and outer world, through withdrawing into oneself consciously. This status is an explanation of the word solitude, which is an appropriate and desired status for creative work. Solitude also portrays an angle of being alone without feeling disconnected emotionally. It is a status that can be interpreted voluntarily. It is also a manner that reinforces the connection and belonging. (Pallasmaa 2021, 74)

Loneliness has shown to have negative impacts on health and wellbeing, in urban environments. Hertz highlights that it can cause anxiety and depression, that it is three times as dangerous as being an alcoholic and the equivalent of being abused. (Hertz 2021, 8) Psychology writer, Michael

Bond agrees that the psychological impact of living in cities, can contribute to depression and chronic anxiety, as highlighted by an experiment created by Colin Ellard, a professor of neuroscience. In 2018 he gave people in New York bracelets to track their reaction while walking, to study the effect of architecture in our bodies. According to his findings, people showed positive signals walking into green spaces, while they walked faster near boring or complex façades. (Bond, 2017)

To alleviate loneliness Hertz suggests involving in more micro interactions with our communities, such as talking to the barista, or a neighbor, or someone walking their dog. Whether it is genuine or performative, friendliness acts as an emotional boost. (Hertz 2021, 66-67) On the other hand, in “The Restorative Power of Nostalgia: Thwarting Loneliness by Raising Happiness During the COVID-19 Pandemic“ the authors conducted surveys in China, the United States, and the United Kingdom. In six studies conducted during the pandemic, they evaluated the model that nostalgia counteracts loneliness by increasing happiness. Reflecting on the pandemic’s required restriction and lockdowns, the authors suggest a powerful and accessible strategy, “drawing on one’s reservoir of nostalgic memories.” Although the effect of nostalgia is contradictory, it is mainly positive. Nostalgia provides warmth and contentment to individuals, but

Topic

Literature Review

also longs for valued moments. The authors found the survey is supporting their hypothesis, which is “Loneliness conducted to unhappiness but also to nostalgia.” Therefore, nostalgia helps to increase happiness, which could decrease as an influence of loneliness. (Xinyue et al. 2021)

PLACE ATTACHMENT

The formidable concept of place attachment can be applied to loneliness. In fact, Pallasmaa explains architectural and urban spaces have a significant role on mental status, which can either support or reduce the sense of belonging and self identity. Architecture and environments can convey both status, loneliness and solitude. We could feel detached from a cultural, social and human context, or rooted and accepted by the urban setting. Moreover the self and soulited experience is related to silence. Despite the presence of others. Pallasmaa argues that visiting Barragán building in Mexico is a solo experience, the same way you encounter a poem, a masterpiece of painting or music alone. The Barragán's building reflect serene beauty that is unlike the normal quality of dwelling. You confront these experiences with your own silence, and recreate the poetic reality of piece through your own experience. (Pallasmaa 2021, 76)

Environmental psychologist, Leila Scannell and environmental psychologist and professor Robert Gifford explore place through the lens of place attachment, which can be defined as the emotional bond. This bond is built between people and their physical surroundings and it fulfilled basic human needs.

Scannell and Gifford examine place attachment as a three- dimensional framework of Person, Psychological Process, and Place. The authors explore the person dimension as individual and group experience. To illustrate, culture, religions link members through shared experiences and revered places such as Mecca or Jerusalem or smaller scale, such as churches, or temples. In the second dimension, Psychological Process, the authors further break it down into three elements: effect, cognition, and behavior. The effect of place attachment does not necessarily mean a positive bond, it could also be negative due to a traumatic experience. Cognition, relies on significant and personal memories, beliefs, meaning, and knowledge. "Through memory, people create meaning and connect it to the self." Behaviors, includes the desire to be close to place, and the reconstruction of a place post-disaster such as Xenia in Ohio. Which was destroyed by tornado, in 1974. However, with community and businesses efforts, the new Xenia looked much like it had before the disaster. The last dimension of place attachment, and

the most important one according to the authors is Place. Place has two layers which are social and physical, and both affect the overall bond, rootedness, and belongingness.

Scannell and Gifford also believe the functions of place attachment are to provide a sense of security and comfort, to reduce the cognitive load, and to enhance positive emotions. This cognitive load, can be construed as experiences dominated by sights and sound, write Ellen Lupton, and Andrea Lipps in *The Senses: Design Beyond Vision*. The Senses are an intimate link to the experience, and the nature of the place would be enhanced through something called Sensory Design: “designs that activates touch, sound, smell, taste, and the wisdom of the body.” (Lipps and Lupton 2018, 9-19) Senses according to the authors are “protective mechanisms; senses deliver joy as well as warnings,” and those senses are individually unique. Sensory design celebrates an individuals’ ability to explore the world, experience joy, wonder, and social connections. (Lipps and Lupton 2018, 9-19) Roderick Kemsley and Christopher Platt in *The Experience of Place*, believe that place has the ability to connect with us in some way, that place lives within our consciousness and, with time, becomes a part of us. In some way, we become part of place, as it becomes part of us. (Kemsley and Platt 2012, 25-58).

Kemsley and Platt highlight the experience of place is condition to comprehend. In addition, representative visuals such as photographs or sketches can’t capture the essence of place. Pallasmaa agrees. He states that photographs are not able to convey the spatial experiences, “Peripheral vision integrates with space, while focused vision drives us out of the place, making us mere spectators.” (Pallasmaa 1996, 40-49) We perceive experiences of an environment through the senses, which in turn is communicated by the brain. We are more aware of ourselves through the environment that has had influence on us. “Place is the DNA of architecture.” It is therefore necessary to create meaningful urban places, such as squares and streets that humans will develop an emotional passion for. (Kemsley and Platt 2012, 25-58)

SCENT AND MEMORY

A science writer, Ashley Hamer introduces smell as one of the most primal senses, which has surprising power over cognition, emotion, and even other senses. Despite its ubiquity, the importance of olfaction is easy to dismiss. There are two major reasons for this, according to psychologist Johan Lundstrom, PhD, a faculty member at the Monell Chemical Senses Center in Philadelphia.

Topic

Literature Review

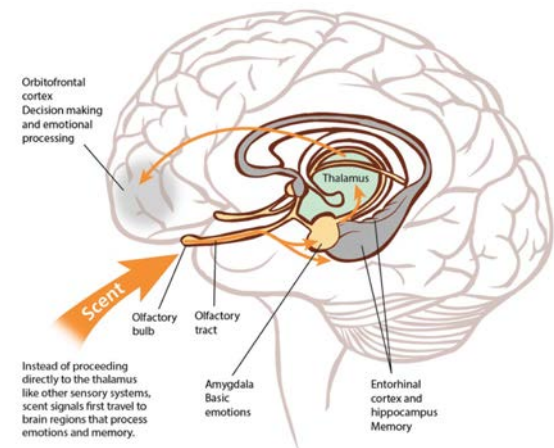
The first problem is a lack of words. We can express the colors, shapes, sizes, and textures of objects to create rich descriptions. Sounds come with volume, pitch, and tone. However, describing a scent without comparing it to another familiar aroma is nearly impossible. Second, olfactory input travels through other brain regions, including memory and emotion centers, before reaching the thalamus, which is known as the olfactory bulb. While other sensory memos which delivered directly to the thalamus, and from there to the primary sensory cortices. (Hamer, 2019) An independent writer specializing in science, health, psychology, Kirsten Weir likewise highlights that the olfactory bulb is directly connected to the amygdala and hippocampus, which may explain why smelling something can instantly trigger a detailed memory or even intense emotion.

An experimental psychologist, Charles Spence discusses the significant impact on our mood and well-being by the built environment's olfactory atmosphere. Unpleasant scents can not only negatively impact our olfactory experience in the built environment, but they can also have

Maaïke J. de Bruijn & Michael Bender both lecturers at Tilburg University, Netherlands point out that strong scent

a major influence on our well-being and behavior. In 2016, Virgin Australia was dealing with an issue of passengers, who were reporting feeling sick on a five hours flight. Some passengers started vomiting on their seats, and others vomited on tarmac after landing. Passengers described the smell of old socks, while in fact it was the parmesan cheese sandwiches. The cheese has isovaleric acid, which is a "popular compound for cognitive modulation of olfactory perception research," Spence says (Spence, 2020) provokes autobiographical memory. The experience of scent evokes memories from different periods in a person's life. They support the theory that older memories as well as memories relegated to olfactory experiences are encoded differently. This is known as the Proust phenomenon, which is "the ability of odors spontaneously to cue autobiographical memories which are highly vivid, affectively toned and very old."

(De Bruijn and Bender 2017)



The authors studied 170 participants, who were asked to score the vivid, detail, and emotional intensity of childhood memories after being given smells, or shown images to elicit a response. The findings highlight those participants reported richer memories when given childhood-related scents rather than childhood-related images or unrelated childhood odors or images. The authors discuss how memories of scent are slowly forgotten compared to memories of other sensory modalities. The memories built by olfactory cues are more emotionally rich. (De Bruijn and Bender 2017) Similarly, Pallasmaa agrees. He argues the power of the sense of smell helps us remember memories that might have otherwise been erased from visual memory. (Pallasmaa 1996, 40-49)

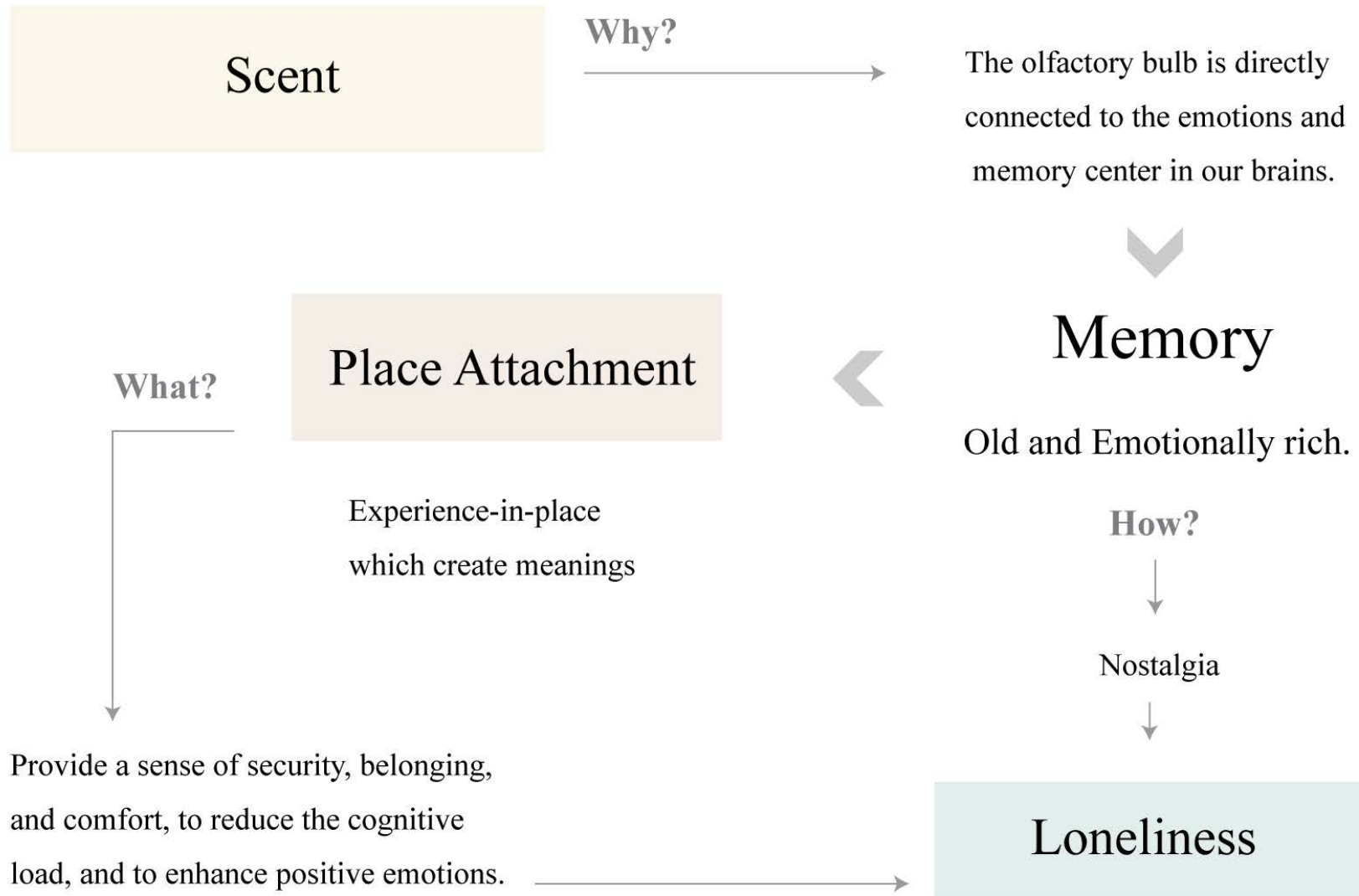
Andrea Lipps and Ellen Lupton in *The Senses: Design Beyond Vision*, explore the importance of scent within sensory design to improve wellbeing. At mealtimes in a healthcare facility, the scent of grapefruit, curry, or chocolate cake is used to stimulate the appetite of Alzheimer's patients. (Lipps and Lupton 2018, 9-19) Angela Kelly, a participant in the Positive Lives Project (a photography exhibit that documented the impact of HIV & AIDS around the world), lost her partner Andrew to HIV. Kelly points out that Andrew's scent often evokes memories of him. She uses his favorite strawberry lip balm that she used to smooth on his lips to ease his pain, as a way to alleviate her own. (Kelly and Kerner 2004, 4)

Conclusion

This literature review discussed the issue of loneliness, the pattern of place attachments, and the relation between memories and scent. Though each term is unique, the concept of loneliness, place attachment, and scents, linked with memories fundamentally. By understanding the connections between these concepts, the aim is to use the design to create meaningful experiences. By developing the connection of scents in designs, we could promote more connection to one's self and to others. Scents, in fact, act to generate old, warm and meaningful memories to bring a sense of nostalgia. Then, the concept of place attachment will draw on the memories of experiences, to provide a sense of belonging. Therefore, nostalgia and sense of belonging alleviate loneliness, and promote connections.

Topic

Research Framework



2 DESIGN AGENDA

- Precedents
- Design Probe: Experience
- Design Probe: Scale
- Design Probe: Materials
- Design Intent

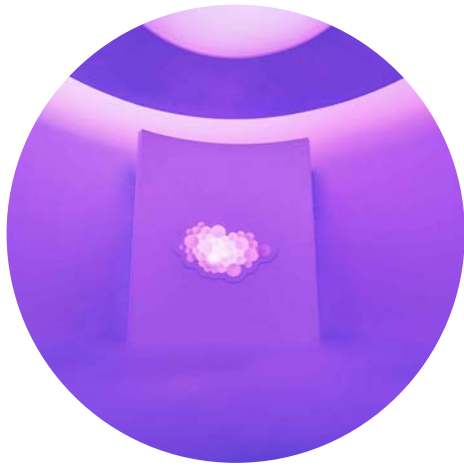
Design Agenda

Precedents

1- The Museum Of Feelings

Closed

Address: 306 Photos & 66 Reviews - Museums - 230 Vesey St, New York, NY



Calm Room



Exhilarated Room



Energized Room



Joyful Room

This project was a temporary installation in NYC. A space where visitors explored five responsive rooms on an unexpected, immersive journey. The scent-driven exhibit featured a massive walk-in kaleidoscope, individual halos of light, fragrance scented clouds, and a forest of tangible light. Every step of the way people interacted with each other and the installation to turn everyday emotions into live art.

2- The Artistic Aromas by Anicka Yi

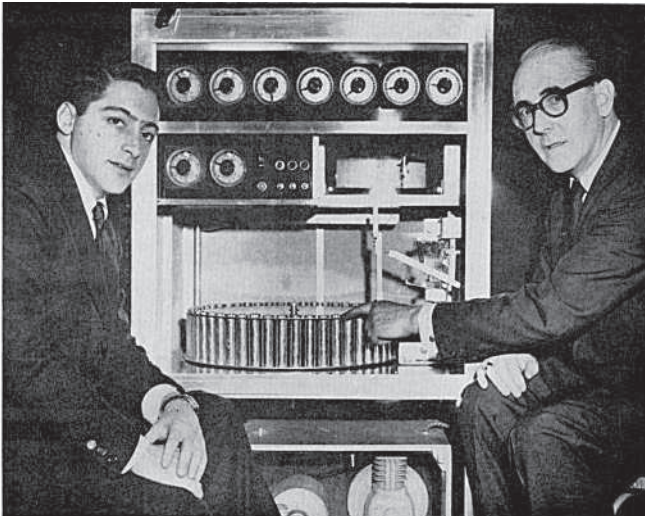


Conceptual installation tackles human fears of viral contagion. The hall will also be filled with another, less tangible, suggestion of microbial life: an aroma that will change from week to week. Visitors will encounter a series of giant air creatures that look like the ethereal cousins of jellyfish and amoebae, brought to life with drone technology and algorithms. Yi's floating forms react to the sky in Turbine Hall in unpredictable ways, with each of the tentacular, spherical creatures programmed to behave in its own way. Heat sensors installed throughout the space allow them to detect the presence of visitors – and may prompt one or two of them to float down and hover a few feet above the visitors' heads.

Design Agenda

Precedents

3- Bio-Immersive Media System



THE BRAINS OF SMELL-O-VISION—Michael Todd, Jr. (left) sits beside master control and scent energizer of the Smell-O-Vision system with its inventor Hans Lube. Latter points to the multitude of vials each containing a different scent which is selectively projected through tubes to every seat in theatre on signal triggered from picture's sound track.



Inspired from Smell-o-vision was a system that released odor during the projection of a film so that the viewer could “smell” what was happening in the movie. Scentscape™ creates immersive media experiences for the home and office. A disruptor technology, Scentscape™ redefines reality by adding neuroscience-based mood-making aroma to every human experience, making it the bio-digital platform of the Metaverse. A cross-platform smart technology, Scentscape™ works with TVs, computers, smartphones, VR headsets, or by itself.

4- The People's Kitchen

Address: 56 Bath Ln, Newcastle upon Tyne NE4 5SQ,
United Kingdom



People's Kitchen began in East London in 2011. The idea was to create an inclusive space where people from different backgrounds share skills and stories while transforming food waste into community feasts. People can naturally find their role, whether it's peeling, chopping, ect. Their mission is to support homeless and vulnerable people and help fight hunger and loneliness for locals in need.

Design Agenda

Precedents

5- The Conflict Kitchen

Address: 221 Schenley Drive, Pittsburgh, PA 15213



Conflict Kitchen was a pop up restaurant that serves cuisine from countries with which the United States is in conflict, such as Iran, Afghanistan, Venezuela, North Korea, and Palestine. The restaurant rotates identities in relation to current geopolitical events, every month. This concept that seek to expand the public engagement with the culture, politics, and issues.

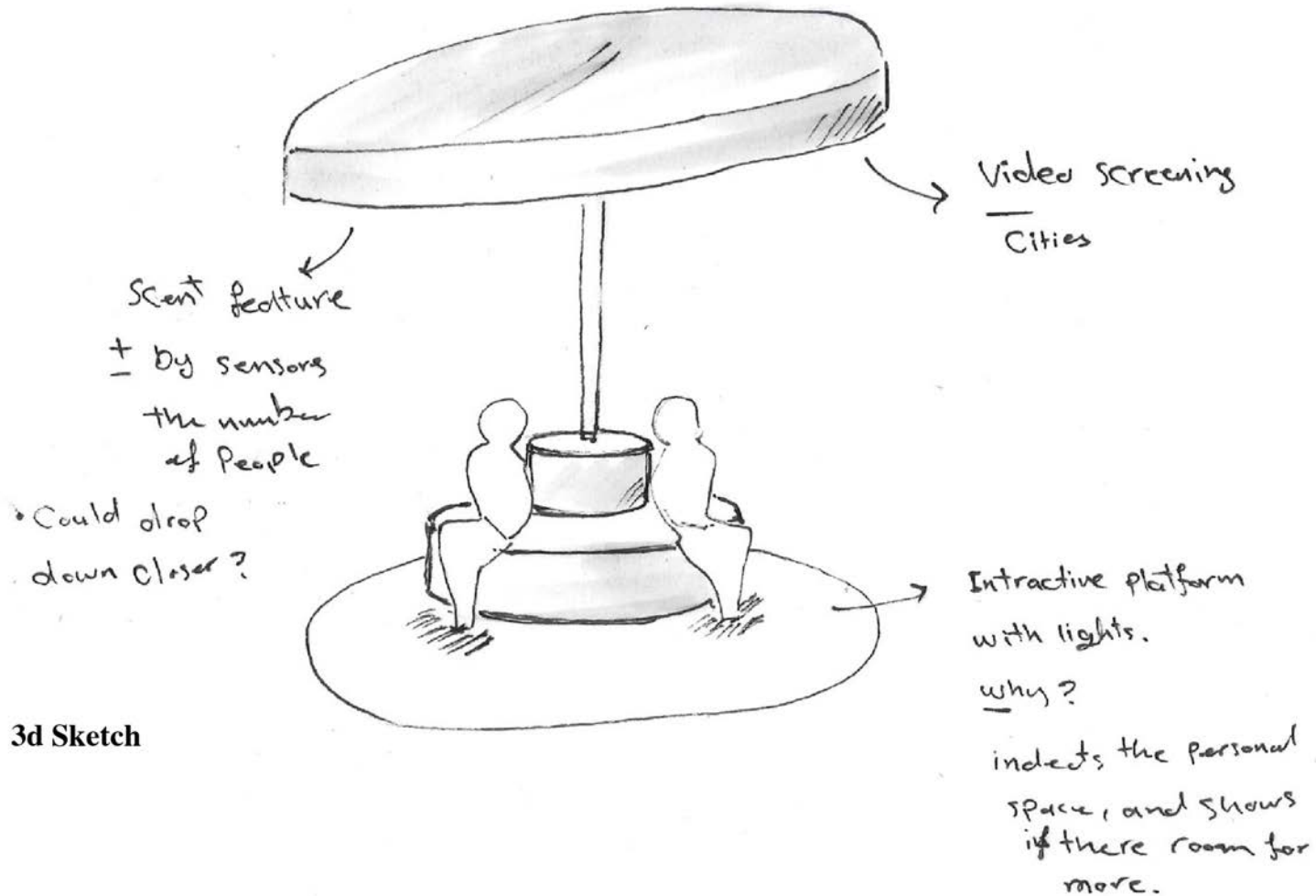
Design Agenda

Design Probe: Experience

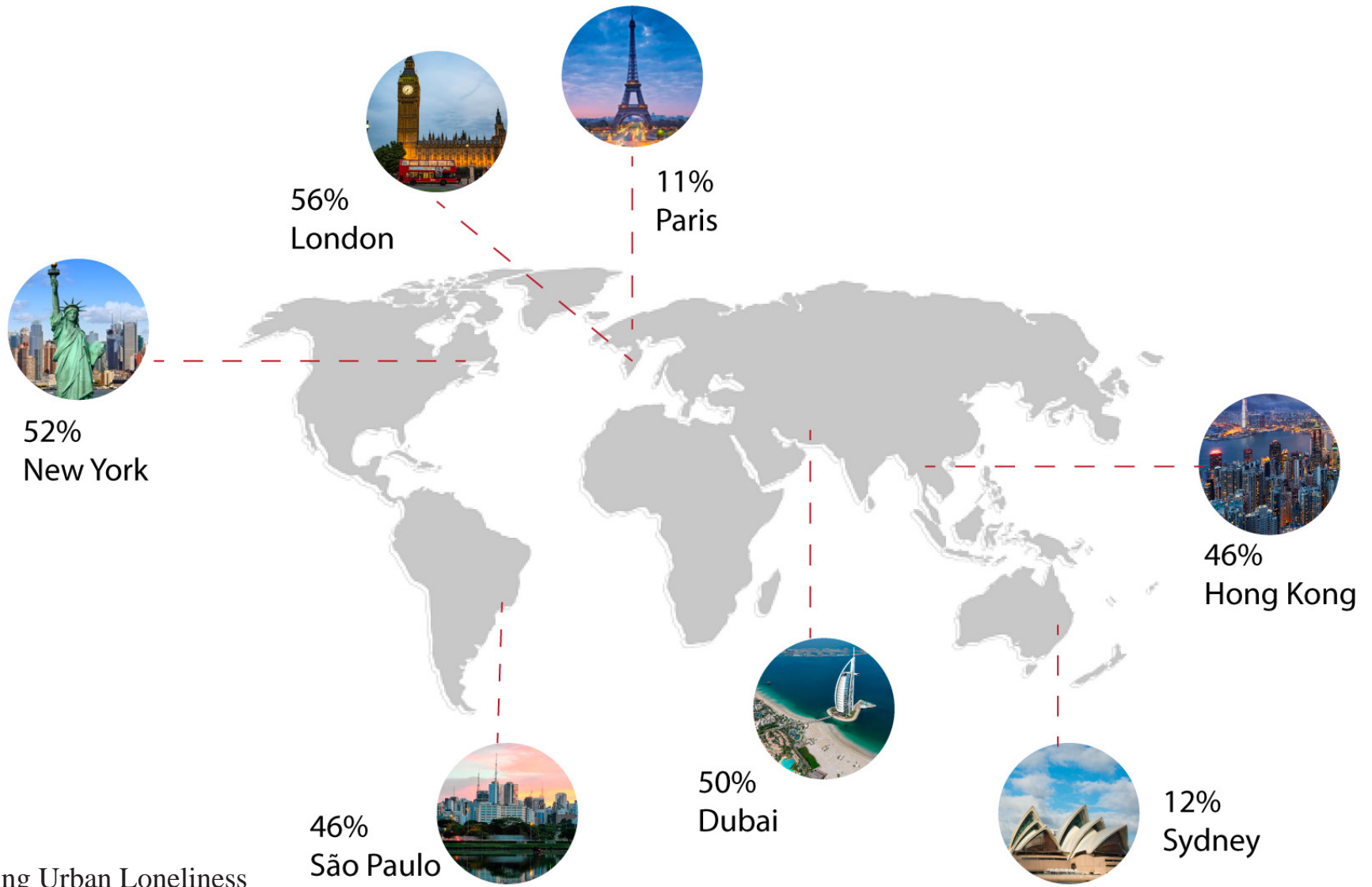


Design Agenda

Design Probe: Scale



3d Sketch



Mapping Urban Loneliness

Design Agenda

Design Probe: Materials





Sponge soaked on gingerbread- essential oil.



Pumpkin spice- essential oil sprayed on cotton pads



Apple cider essential oil
on balsa wood



Lemon scent on glass



Fabric soaked with coffee Cake essential oil



Cinnamon essential oil on paper

Design Agenda

Design Intent

Engagement



- Providing space that encourages connections.
- Promote community and engagement.
- Opportunity entertainment
- Allow for digital unplugging

Place attachment



- Encourage identity and belonging by rotating programs that are linked to other identities.
- Provide a sense of comfort and adaptability

Experience



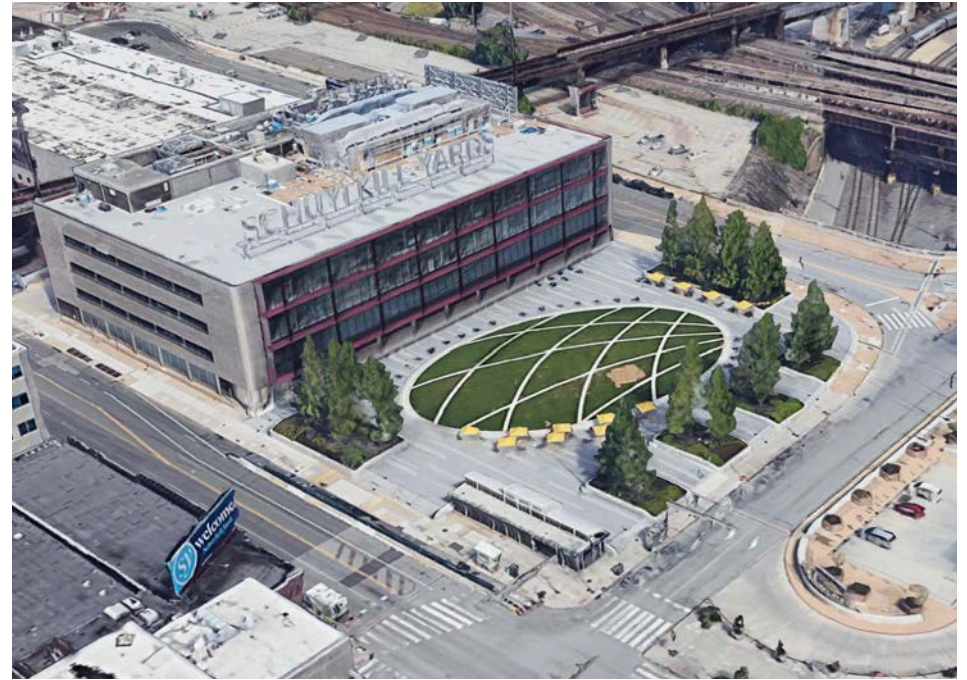
- Create sensory experiences that evoke nostalgia and memories, through the making class and the exhibitions.
- Provide a space that promotes calming and wellbeing.

3 SITE

- Context & Background Information
- Site Documentation

Site

Context & Information



The building was originally built in 1954, designed by architect George Howe and occupied by the Philadelphia Bulletin, a daily evening newspaper that was published from 1847 to 1982. The east face was completely blank, with a façade of brick and stone. When adjacent Drexel University purchased the property in 1993, the designers added strips of windows to accommodate the needs of contemporary tenants. A gigantic concrete plaza sat in front of the structure. As part of the renovation, the newspaper's parking lot has been redeveloped into a 1.3-acre public green space. The park, dubbed Drexel Square, features an oval shaped patch of grass with stone pathways, and redwood trees surrounding the entire plaza.

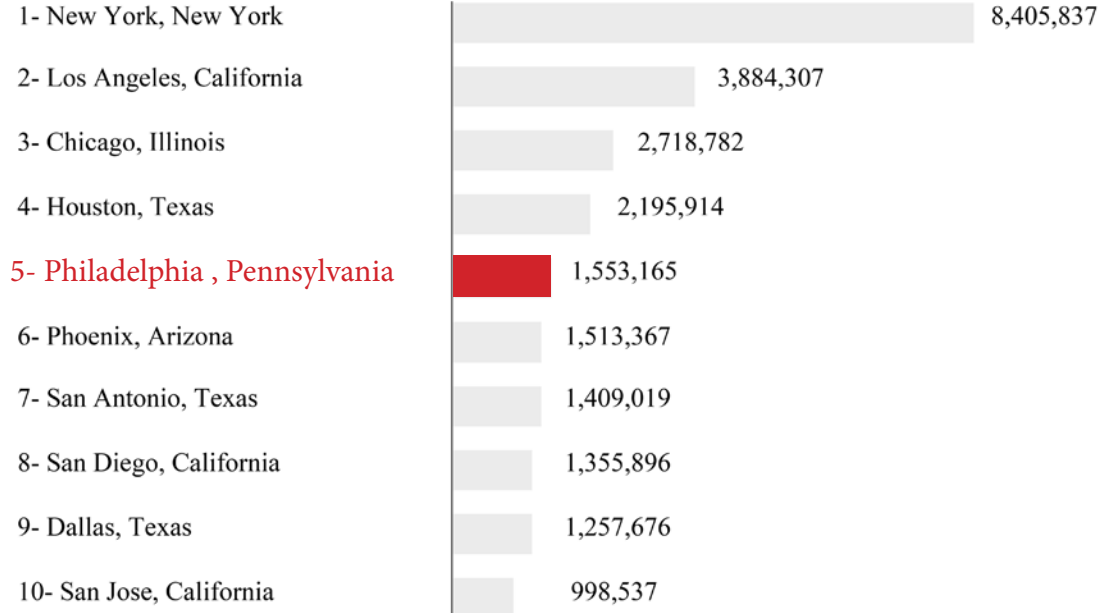
The renovation completed in 2020.
Total Building Square Feet. 282,709 Sq. Ft.
Stories: 4 stories plus rooftop space

Necessary Conditions For Site Selection

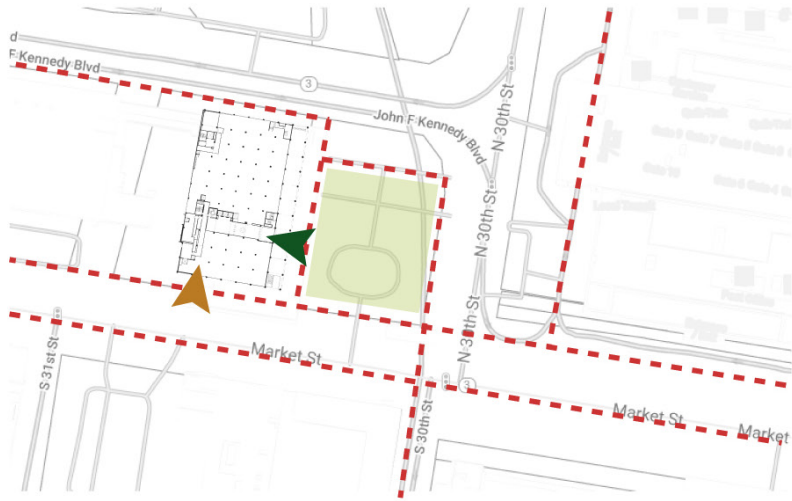
1. Urban Area
2. Accessible By Public Transport
3. Access To Natural Light
4. Outdoor Space
5. 10 Min Walk From residential area
6. Dense, diverse Neighborhood
7. Parking



US Highest Population Cities

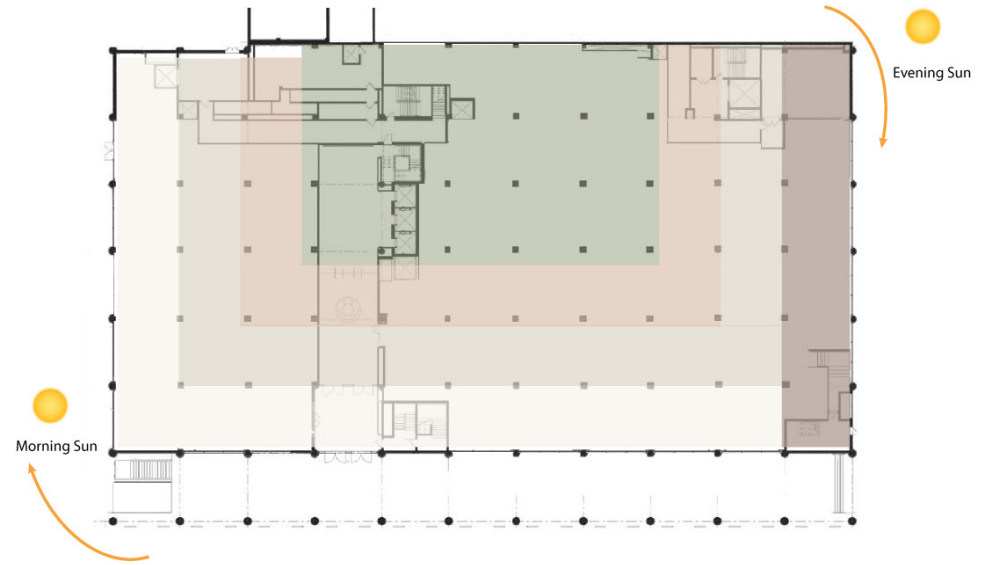


Site Site Documentation



Accessibility Legend:

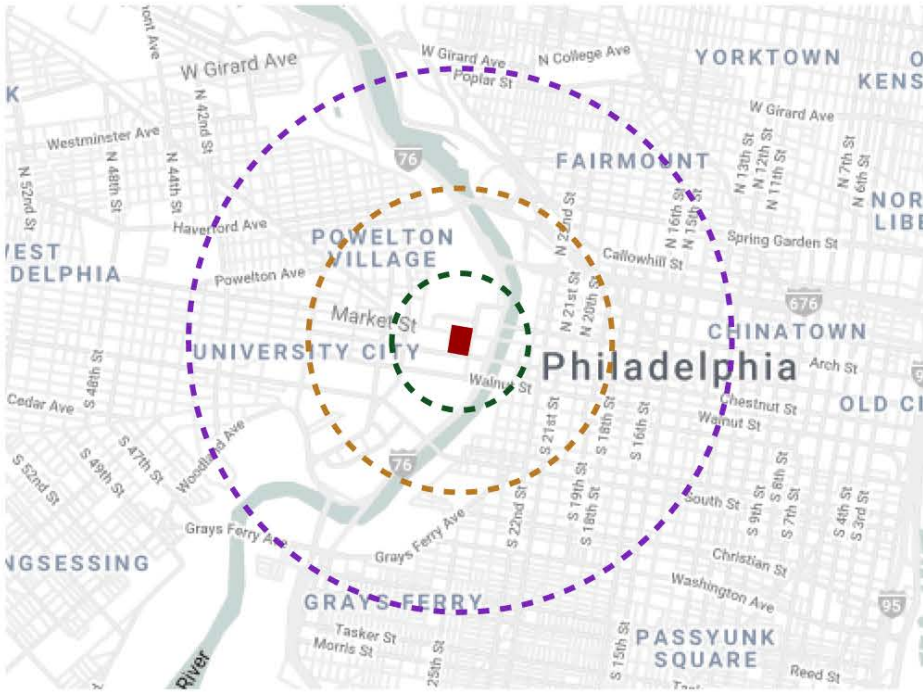
- Potential Circulation Path
- Main Entrance
- Potential Entrance



Sun Study Legend:

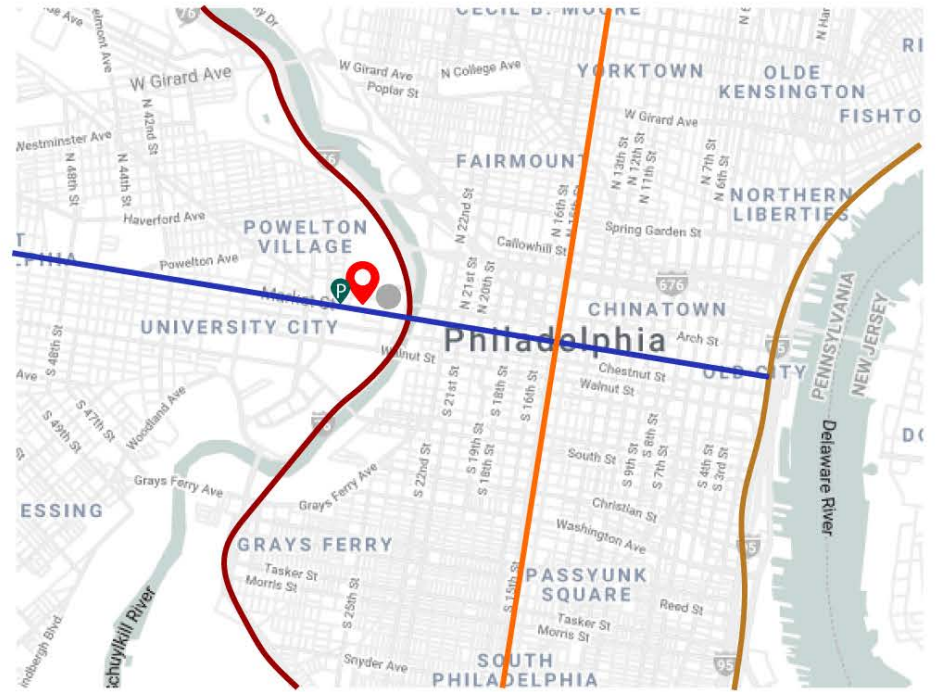
- 1st Tier
- 2nd Tier
- 3rd Tier
- 4th Tier
- 5th Tier





Accessibility Legend:

- Site
- 10 minutes walk
- 20 minutes walk
- 30 minutes walk



Accessibility Legend:

- Site
- Parking
- 30th street station
- I-76
- SEPTA Market-Frankford Line
- I-95
- SEPTA Broad Street Line

4 PROGRAM

- Case Study Summaries
- Master List Of Spaces
- Bubble Diagrams
- Blocking Diagram

Program

Case Study Summaries

TERRAIN

Address: 138 W Lancaster Ave Suite 120, Devon, PA 19333

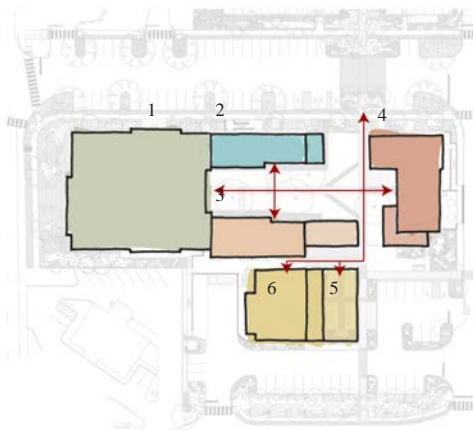
Visit 01/14/2022



DESIGN FEATURES:

- Glass ceilings.
- Visual continuity, within the cafe/ and with the outdoor.
- light and elegant lines

- Natural elements like plants.
- Stone flooring.
- Natural light, and warm artificial light.



1- Anthropologie	20,500 SF
2- Terrain Cafe	3,210 SF
3- Terrain Retail	3,650 SF
4- Amis Trattoria	5,230 SF
5- Terrain Gardens	7,270 SF
6- Courtyard	12,000 SF

Program

Case Study Summaries

Name of interviewee: Sarah Resnick, Decor Manager
Date of interview 01/17/2022

1) What is the main goal/purpose of your facility?

Here at Terrain, our goal is to provide a unique experience that combines home and nature. The store brings the outdoors in and the indoors out. We provide customers with globally sourced items that provide an eclectic home selection. We also have a farm to table cafe and events space. On the specific Devon Yard sight, there's also a large format Anthropologie clothing store and two Vetri owned restaurants, Pizzeria Vetri and Amis. This combination allows the consumer to enjoy a full day experience of eating and shopping in a beautiful setting.

2) How does the design of your facility differ from other similar facilities? How is it the same?

The facility functions as a multi store operation, similar to a store plaza. What makes this unique is the connection all to the same URBN inc company.

3) What is the average age/ability range of the users?

There is a wide range of consumers that shop at this location. We see groups of families, teenagers and young adults in groups, as well as the avid retired gardener. Most are enjoying the facility for its food and beverage options but to also select gifts and home decor.

4) What is the busiest time in the day/ or season within your facility? On average how long do you think people stay within your facility?

The two busiest times of the year are the Holiday season (October-December) and Spring (April-June). We see people throughout the day spend multiple hours on the site. On average it is about 1 hour to 2 hours that most people are shopping and eating.

5) What are the different departments within your facility? What do they do?

Each store has their own staff that operate differently. For the Terrain store, we have a nursery department, decor department, visual/design department, and operational. The nursery and decor run the store front and focus on those specific merchandise. The visual team will create displays and large scale builds on site. The operational team manages incoming deliveries and stock of merchandise.

6) How do departments interact? Are there any special adjacencies?

Within the Terrain store, we all interact as one unit. Most people are able to help within the teams, which creates an easy workflow.

7) What type of workspaces does the staff require?

We have a stock room, office, and break room. As well as an art room for the design team to create arrangements for the store.

8) What are the public areas in the space? Who uses them?

Since it is a retail store, the locations aside from the workplaces previously stated, are open for the shoppers to use. This includes interior space and exterior space.

9) What activities take place in the public areas? What works? What doesn't?

Shopping and socializing are the two main activities that customers will do within the space. Because our interior space is small, customers socializing indoors can become an issue and stop traffic flow of other customers.

10) What are the circulation paths of public, staff, deliveries/ loadings?

For deliveries, we have a separate entrance into our stockroom, this allows

an easy pathway for the deliveries. As stated, the public pathways are easy but the fixturing of displays does cause a smaller space for the customer to interact with.

11) Are there any special equipment, plumbing, lighting, sound, scents technology, or ventilation requirements?

For the nursery, we have a full irrigation system that helps to water the plants. We have areas on the floors of our indoor greenhouse to allow water to drain.

13 Explain the process of coming in and going out and the spaces needed for this.

Because of the layout of the property. The Terrain store has two exterior entrances and one interior entrance that connects Terrain and Anthropologie.

Name of interviewee: Lisa Singer, Store Design Team Member
Date of interview 01/21/2022

1) What is the main goal/purpose of your facility?

We have there's a few different functions, there's a retail component so there's anthropology retail when entering retail then there's two restaurants. We have train cafe which is like farm to table and then the other restaurants, Pizzeria Vetri and Amis Trattoria which is an Italian restaurant and then there is the event space aspect. This is like a wedding venue, or you can rent it out really for anything but it's mostly weddings and they're up 220 people so there's an interior portion of that and then an exterior courtyard so a lot of people will get married like in the courtyard and then have their reception on the interior part.

2) How does the design of your facility different from other similar facilities? How is it the same?

I would say I think that's something that's unique is definitely our esthetic we use a very natural pallet and like a lot of reclaimed materials. I know the brick that we used for the Amis building and the event space is reclaimed brick and the trusses that we use for the pizzeria and café are reclaimed. Also, we sourced out materials locally like the stone for the anthropology, so we try to keep it like somewhat local and reclaimed if we can because we love the character but it's also nice for sustainability purposes. Something else unique is really the courtyard that connects all the buildings, also they populate it with string lights and products and trees it just feels like a special.

3) What is the average age/ability range of the users?

we have different target age ranges for each brand. So they anthropology customer are like target customers like a 40 year old woman, and then as far as the restaurants terrain cafe is like that it really ranges honestly like I think a lot of the times like a lot of our customers are actually like retired women that come or like moms that like our stay at home moms that work from home we have a lot of those customers like from the main line.

4) What is the busiest time in the day/ or season within your facility? On average how long do you think people stay within your facility?

The busiest time of season is definitely around all of the major holidays we have these things called like bounty festivals during the fall and we have one in the spring and around Christmas where we invite local vendors like local artist and they make everything from wine to cheese to handbags people like anything you would see on Etsy and they set up tables in the courtyard and there's like a stand where you can get hot cider and walk around and there's music and it's it's an awesome way to like celebrate the local artists yeah holidays are really big time. The busiest time of day I would say honestly the middle of the day I think like probably early afternoon we get a lot of

Program

Case Study Summaries

customers at train café. People stay there like I think probably at the restaurants probably like an hour to an hour and a half, but at the anthropology, they'd probably like 45 minutes to an hour.

5) What type of workspaces does the staff require?

For the restaurants they both have a kitchen and then they both have an office space as well and then for the anthropology we have a separate office for the employees as well, back of house like stockroom, there is also a visual merchandising room, in anthropology so that's like we have a lot of seasonal displays that like artists will come up put together so it's basically like a little wood shop for them. The event space we actually didn't put an office there, and we have regrets about that. we've heard like a complaints from the wedding planner or like the managers that run this days to have somewhere to take their phone calls so there is only a kitchen there there's no like back of house.

6) What are the circulation paths of public, staff, deliveries/ loadings?

The circulation path like inside the courtyard we have like actual paver that that you can follow that lead you to each building and then the anthropology is connected to the terrain retail stores you cut through. As far as the deliveries and loading to the event space something to really consider about where loading was and where trash is because you don't want it to be and it's like your wedding photos. Our loading and trash zone is between the event space and anthropology so that way there's like huge dumpsters tucked away and the anthropology entry the event space entry. Then, for Pizzeria Vetri and Amis Trattoria we have like a back of house quarterback here with that dumpsters back here cause this building and again it's like out of out of sight from the entries.

7) Are there any special equipment, plumbing, lighting, sound, scents technology, or ventilation requirements?

we did have to it was really expensive to incorporate drainage into this site because there was an already like a drainage system in the parking lot so that took like a lot of time and money to prep the parking lot to be able to handle rain. we needed a lot of site lighting so our lighting designer like strategically placed posts with lighting in the parking lot and then in our courtyard as well we are big on string lights and everything is hardwired for that. Anthropologie brand does have their signature candle scent. so all the store always smells like that candle, as soon as you walk in you kind recognize that first scent. For the sound, in the café the hanging ceiling made from wood and rattan material and inside of that is fill with from pads to absorb sound because the ceilings are really high. we have a similar system in the event space like there's sound absorption panels on the ceiling that are kind of concealed to try to match the space just to absorb some of the sound.

Program

Master List Of Spaces

Socializing

Gallery/ Exhibition	4	6100
Lounge	6	3700
Retail	1	1000
Cafe/ Bar	2	800
Dining Space	3	3
Event Space	1	3300

Wellness

Wellness Lounge	1	4500
Sensory Garden	1	5000
Controlled Temperature Room	1	600

Making and learning

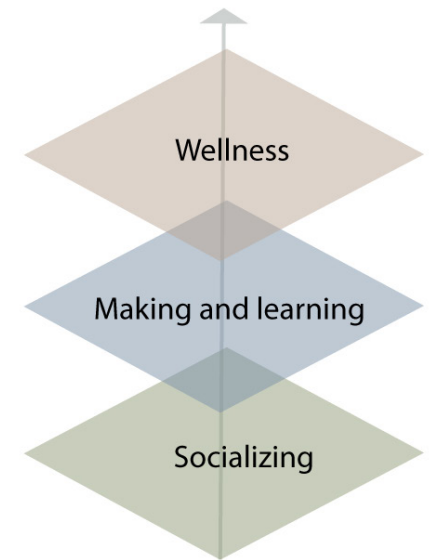
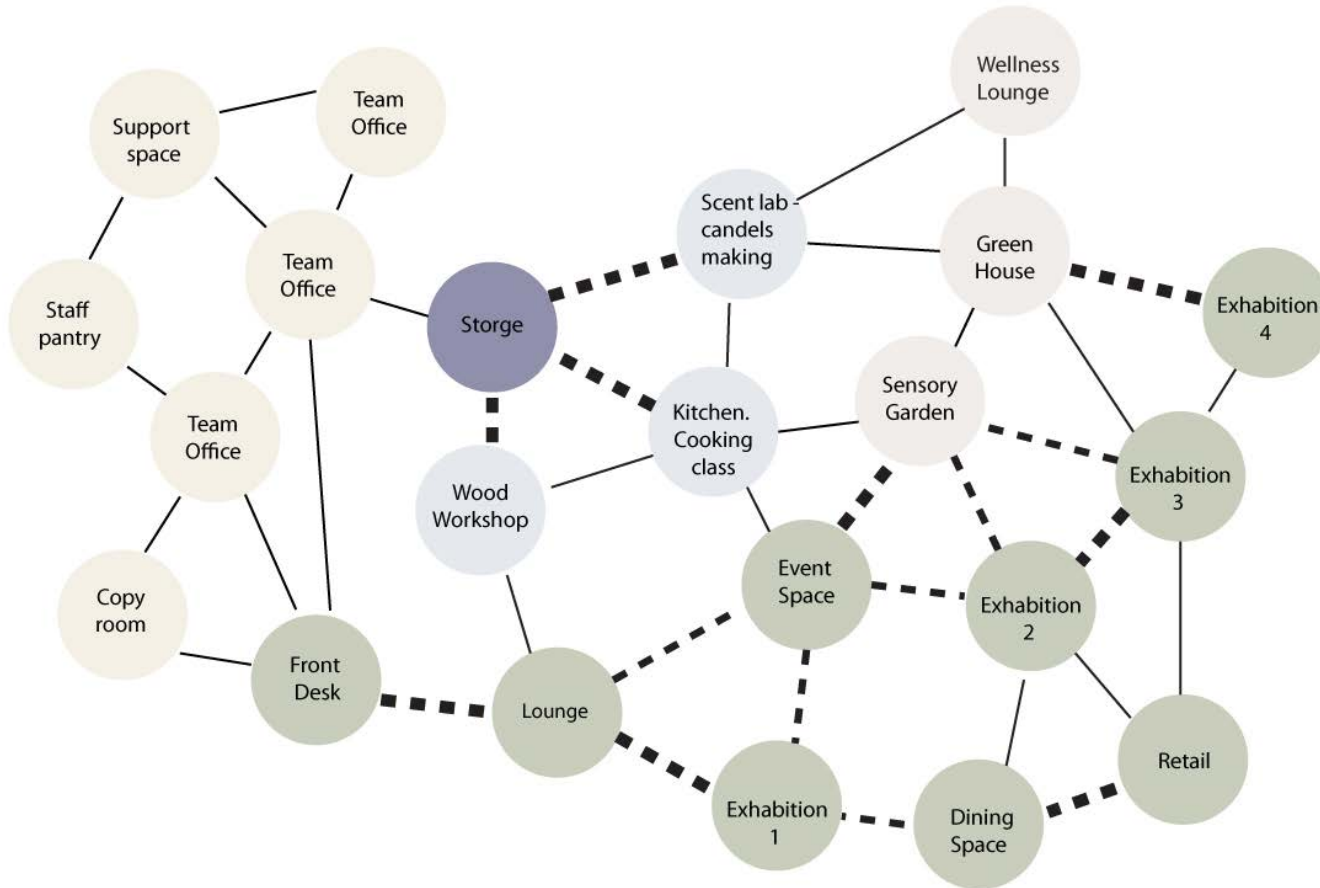
Wood Workshop	1	1200
Cooking class	1	1200
Scent lab - candles making	1	1200

Support spaces

Team space (3 dept)	3	1800
Front Desk	1	1200
Public Restrooms	4	2400
Coat closet	2	300
Storge		800

Total		35103
Circulation 30%		8022
Total		43125

Program Bubble Diagrams



- ■ ■ Primary connection
- - - Secondary connection
- Weak connection
- Socializing
- Making and learning
- Support spaces
- Wellness

Program

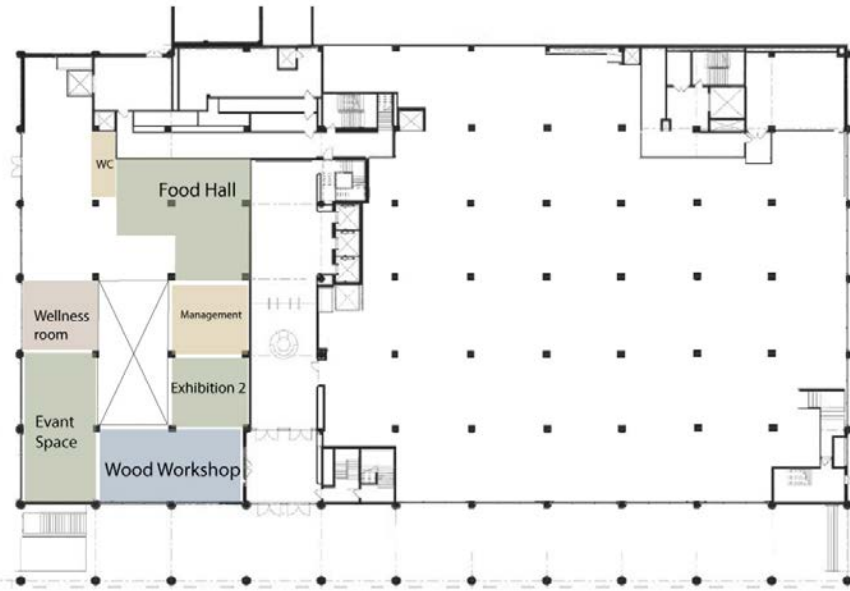
Initial Blocking Diagram



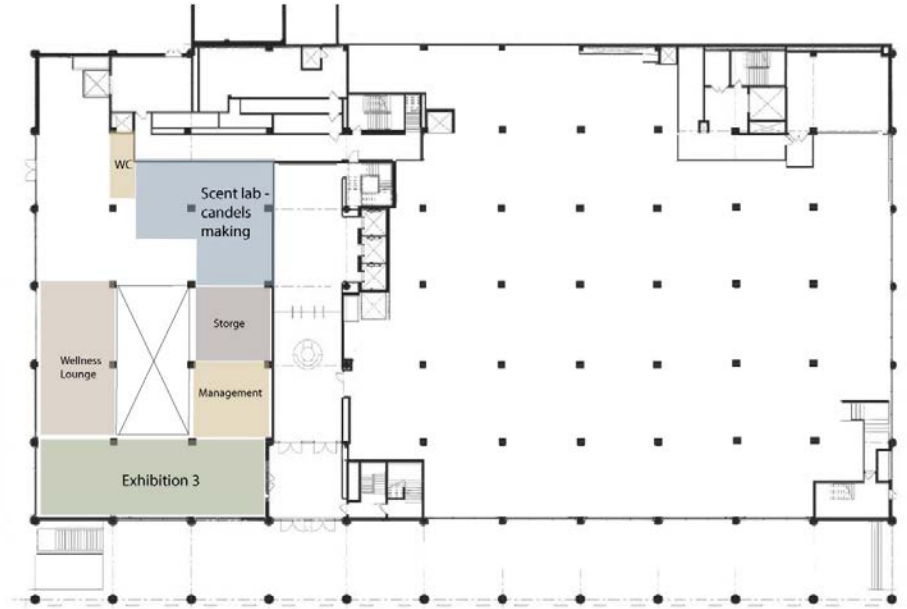
LEGEND Socializing Making and learning Wellness Management Storage

Program

Initial Blocking Diagram



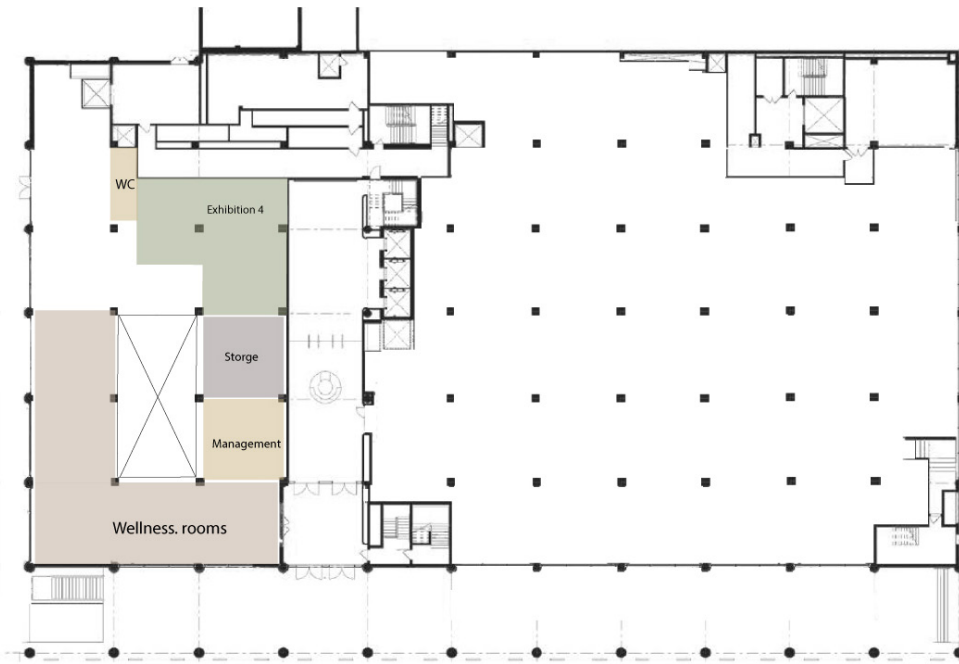
Second Floor



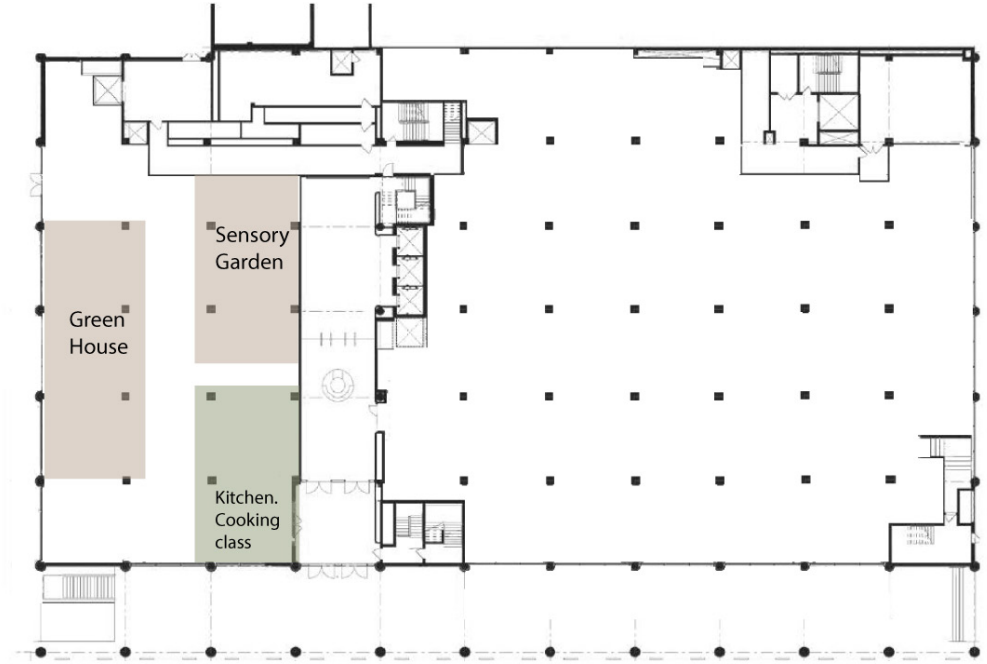
Third Floor

LEGEND

 Socializing	 Making and learning	 Wellness	 Management	 Storage
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Fourth floor



Roof Top

LEGEND Socializing Making and learning Wellness Management Storage

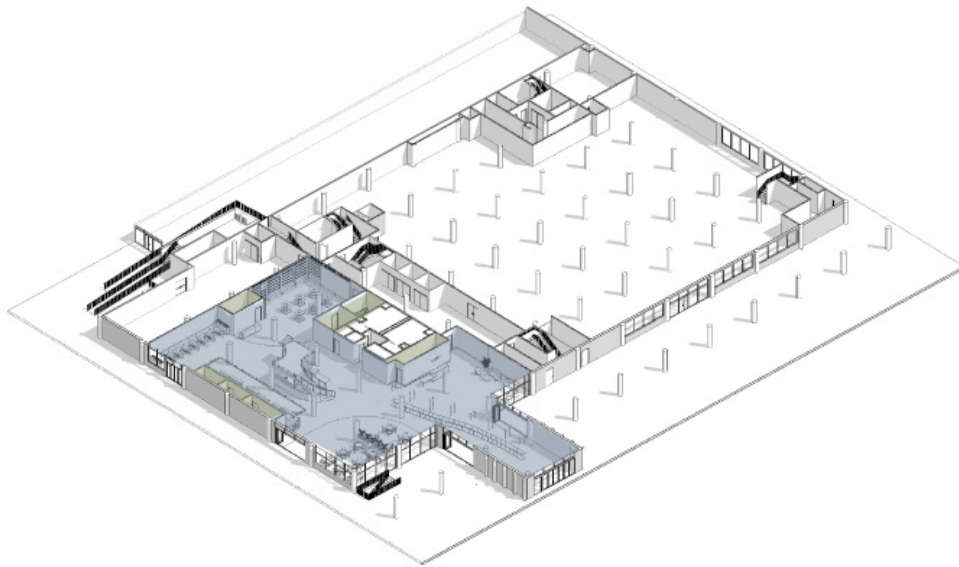
5 FINAL DESIGN

- Concept
- Exterior Elevations And Perspectives
- Floor Plans
- Sections
- Interior Perspectives
- Furniture & Materials

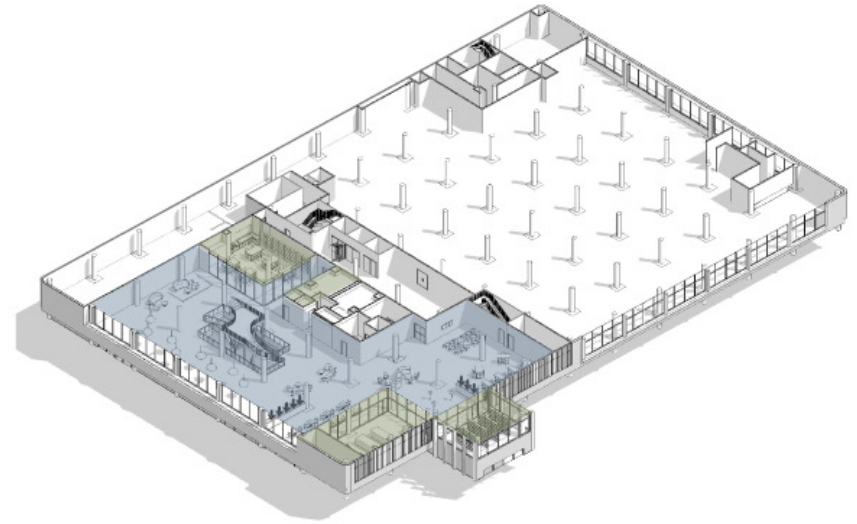


Aromaticity

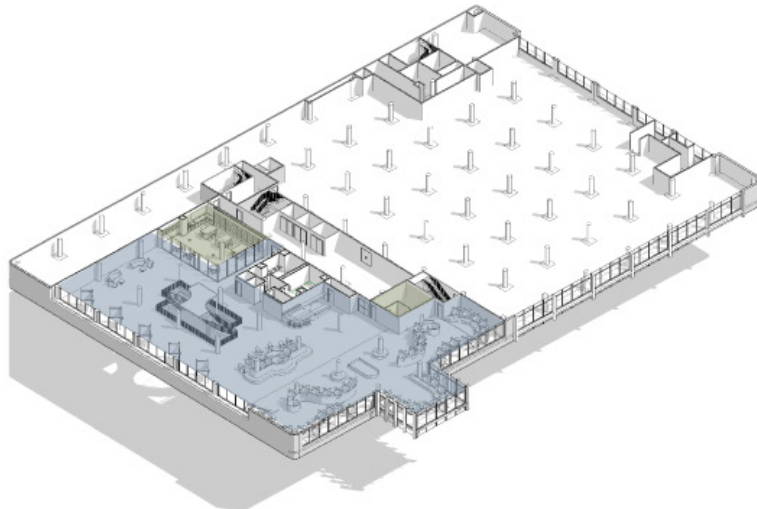
Aromaticity is a hybrid program of making, socializing, wellness spaces that aim to promote connections through spatial experience informed by scents. It targets travelers who relocated, or lived away from home to experience attachment and sense of home, through memories by sensory experiences. The program encourages identity and belonging by rotating activities and scents linked to cultural identities. Activities overlap to allow for the experience as a whole journey, or a single activity.



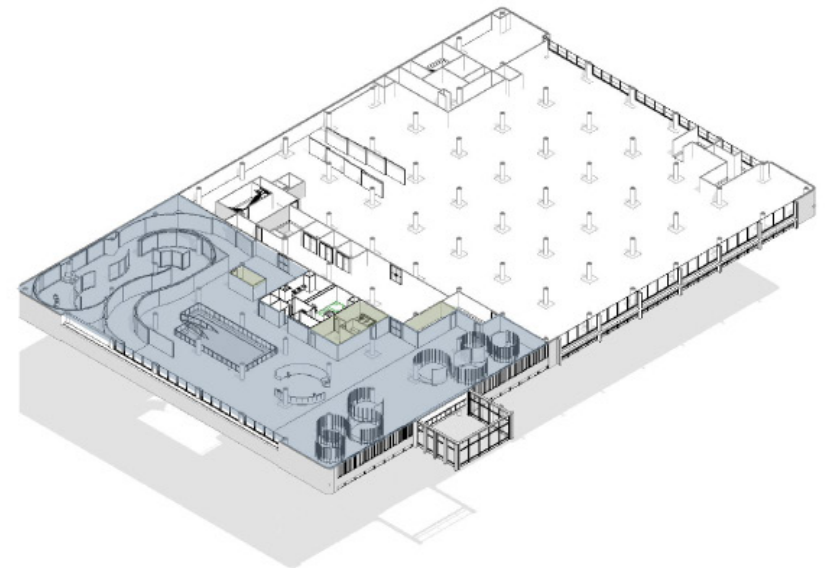
Level 1



Level 2



Level 3



Level 4

Additional Program diagram

LEGEND  Private  Public

Final Design

Exterior Elevations and Perspectives



Exterior Perspective



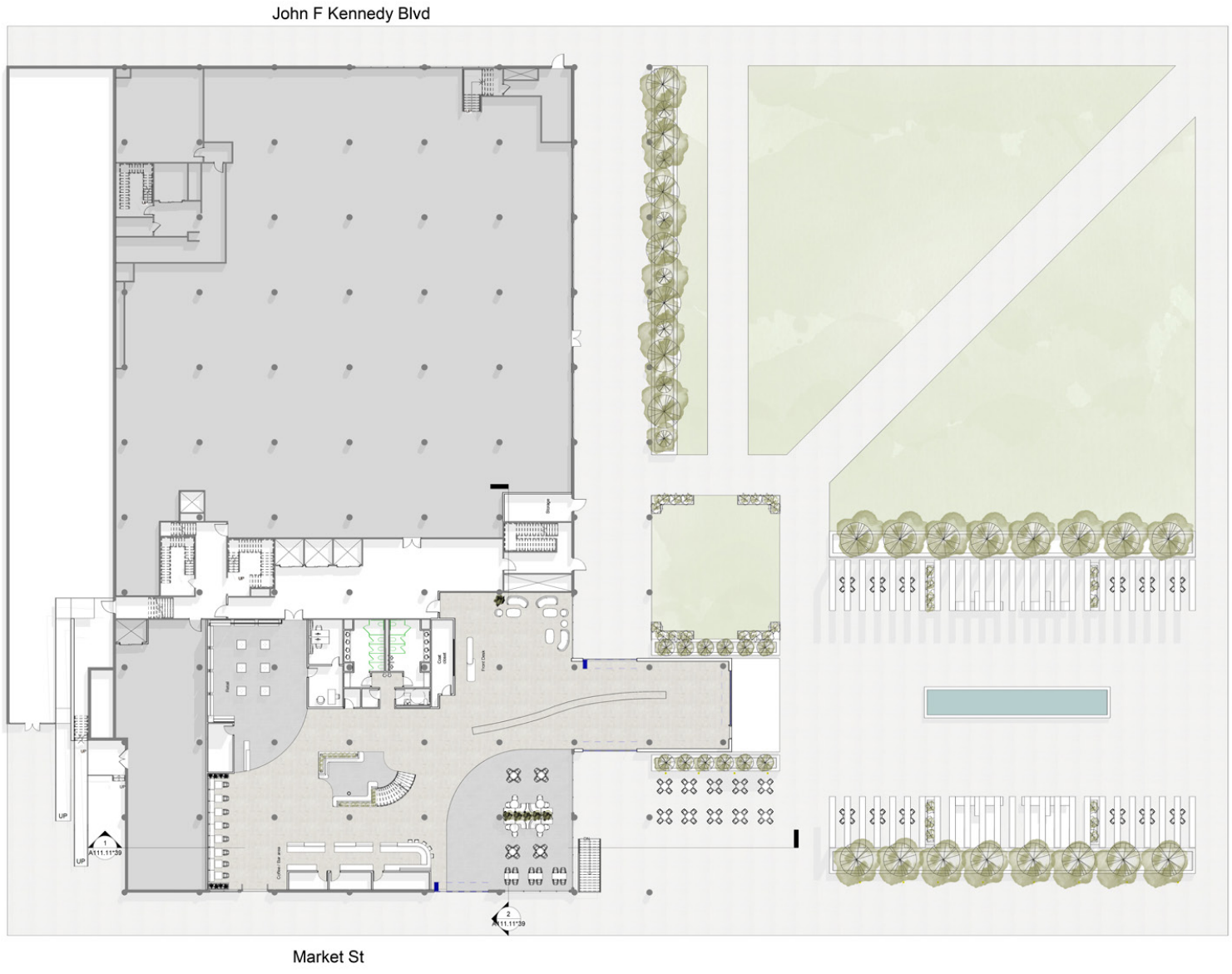
East Elevation



Exterior Perspective- Market

Final Design

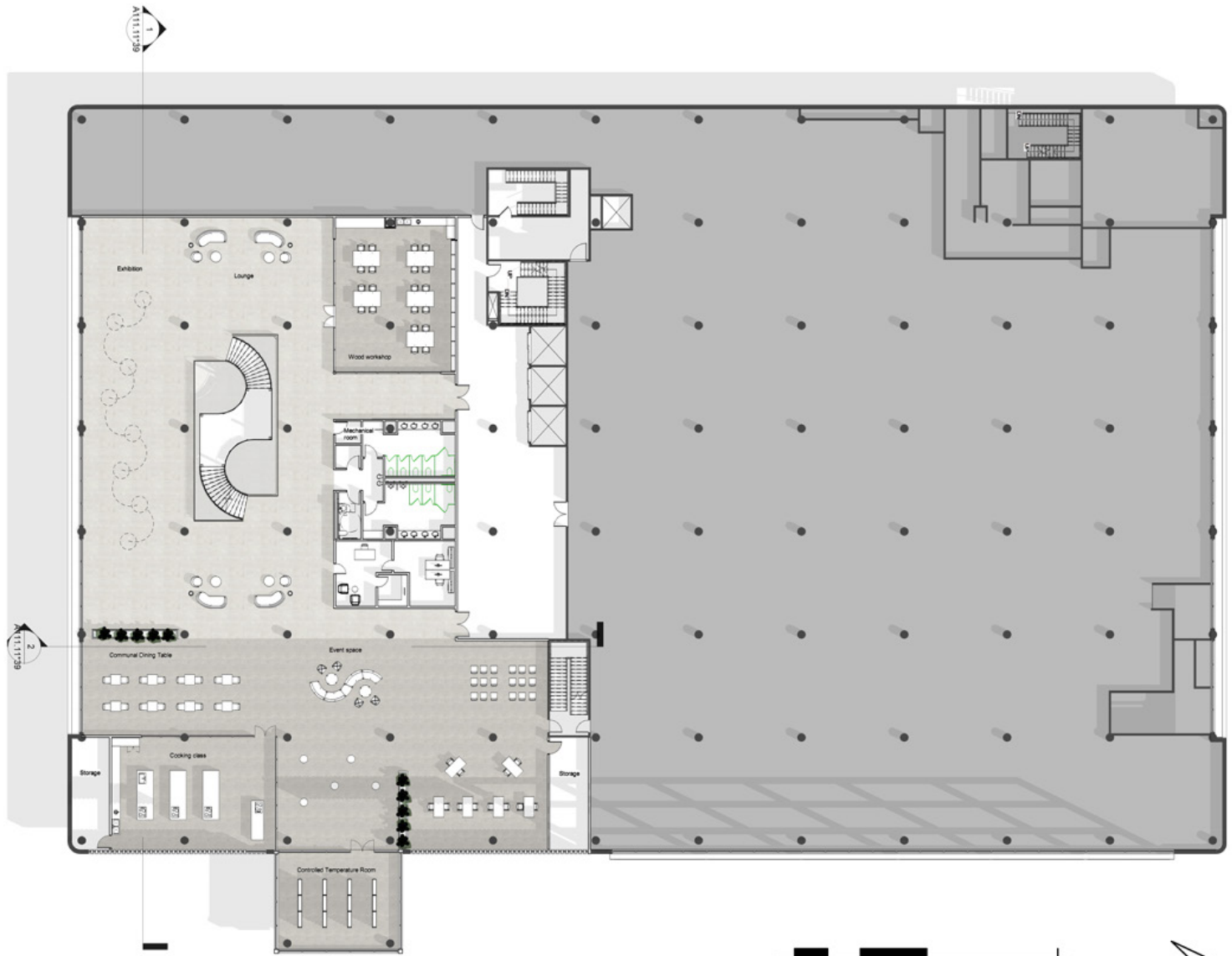
Floor Plans



Level 1

Market St

N 30th St

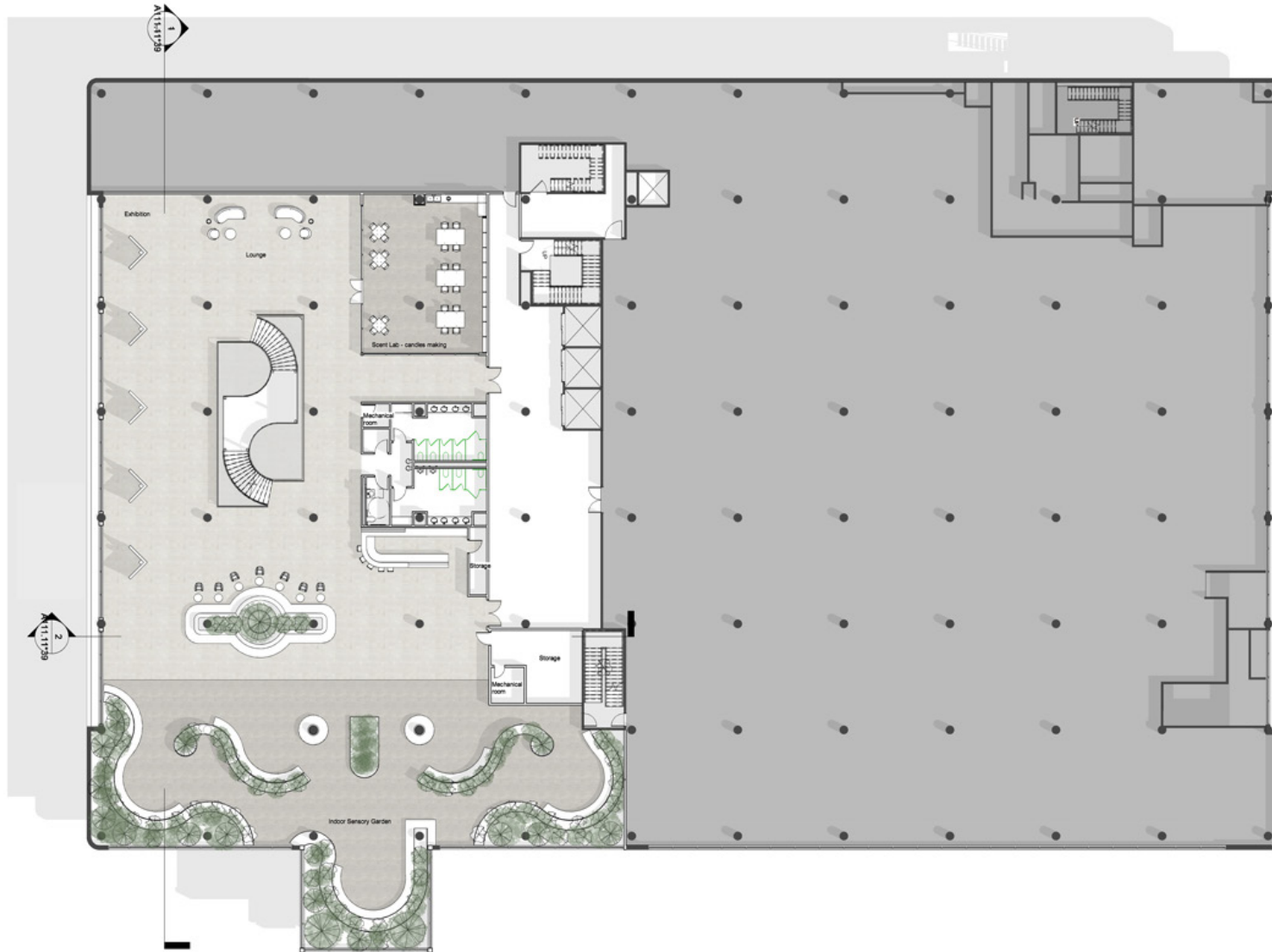


Level 2



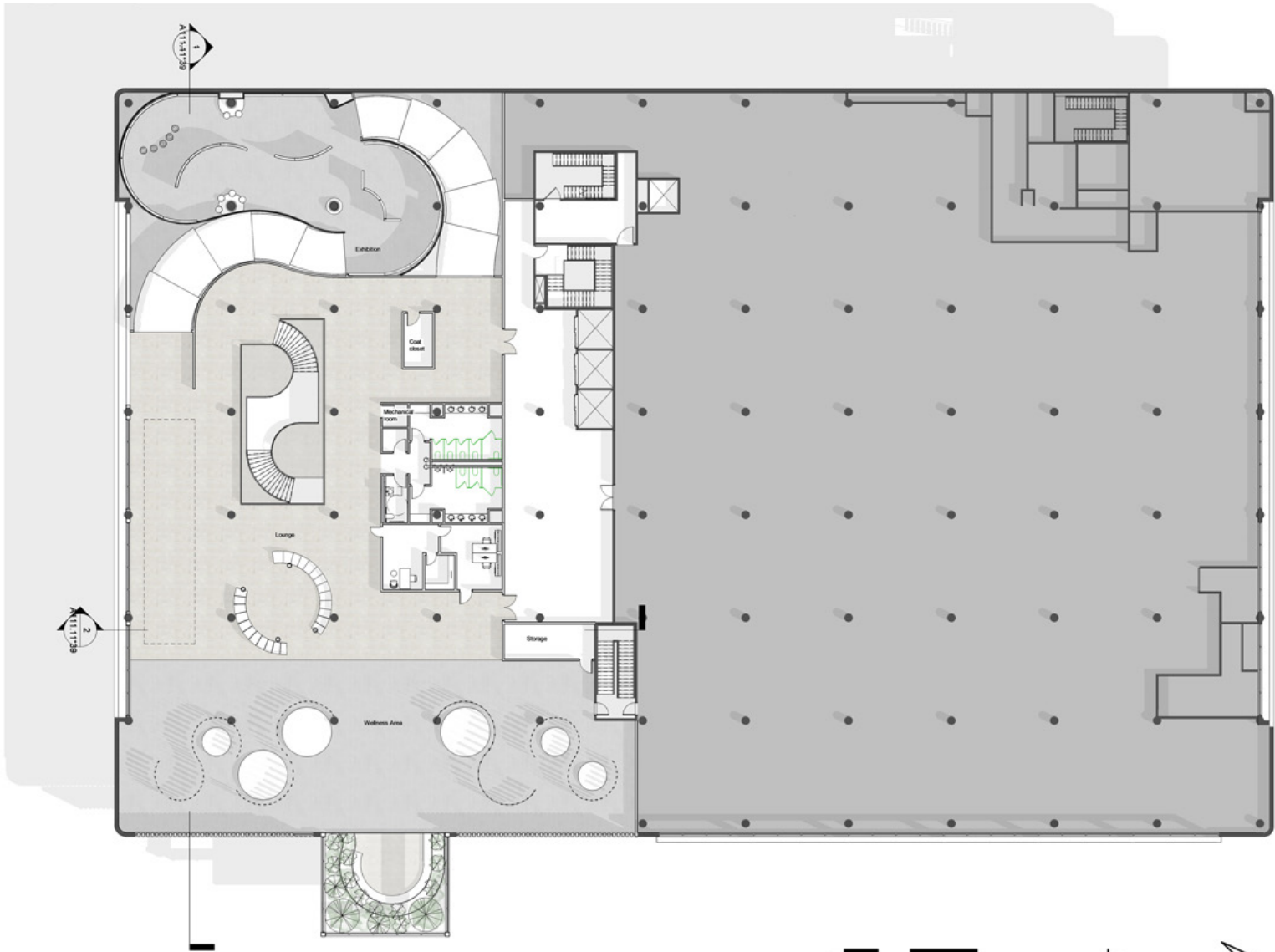
Final Design

Floor Plans



Level 3





Level 4



Final Design

Sections



Section 2



Section 1



Final Design

Interior Perspectives



Interactive Artwork



Front Desk

Final Design

Interior Perspectives



Lounge



Studio making candles

Final Design

Interior Perspectives



Tea Bar- Sensory Garden



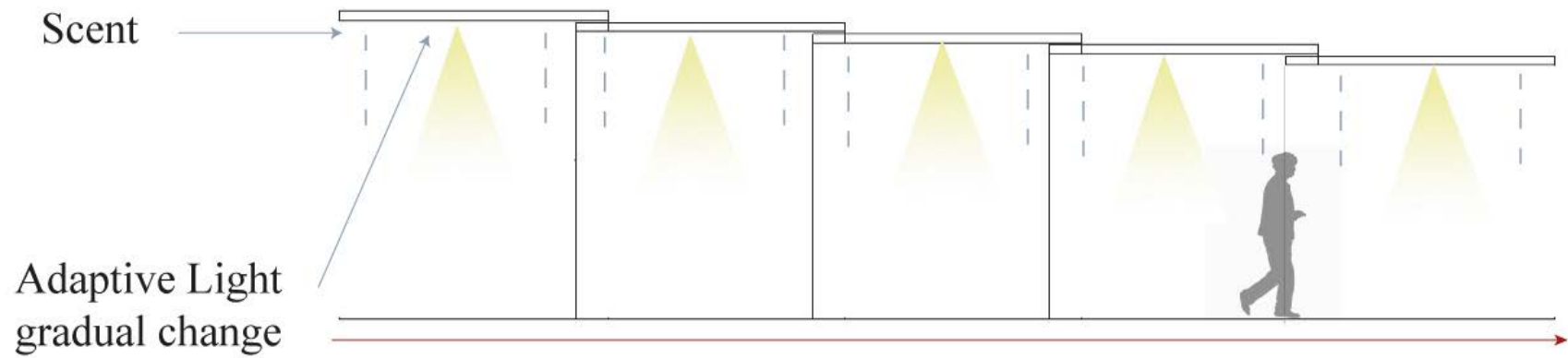
Sensory Garden

Final Design

Interior Perspectives



Exhibition



Threshold for entry and exit of the Exhibition

Final Design

Interior Perspectives



Wellness lounge

Final Design

Furniture & Materials



Wellness lounge Material Selection

Final Design

Furniture & Materials



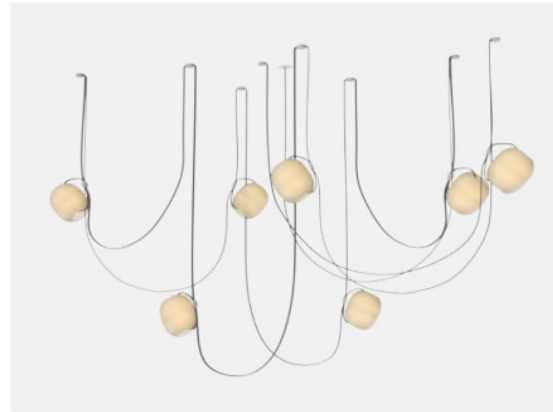
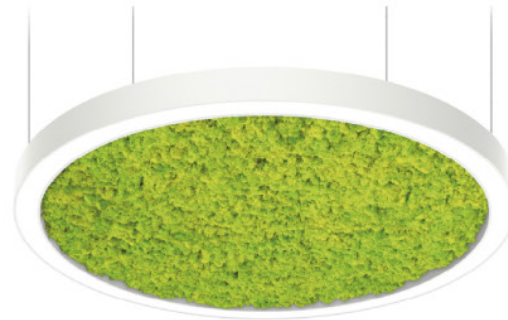
Entry Material Selection



Sensory Garden Material Selection

Final Design

Furniture & Materials



6 Appendix

- Design Probe: Experience Interviews
- Bibliography

Appendix

Design Probe: Experience Interviews

Name of interviewee Brandon

Date of interview 01/10/2022

In your perspective, what is loneliness?

When no one cares to talk to you or what you have to say.

Have you experienced loneliness? And what helped you to overcome that time?

No. I do not know loneliness because I spent so much time alone, it is very normal. I miss being alone. I need it often.

In case you didn't have people around you, or in this time of the pandemic, what do you think could help to alleviate loneliness?

I only need to interact once or twice a week with people for the evening and I am fine.

In your experience, could a space make you feel lonely or connected? and what factors could impact your experience of either?

Any familiarity in the space would make me feel connected, like I like to spend some time in a room alone for a few hours. It makes me feel whole. Too much time around people makes my energy low.

Has your perspective of loneliness been affected during the pandemic?

No. But being in a space where everyone can hear me has affected me greatly.

Tell me about your experience of scent.

I like the scent of rain. It calms me.

In your perspective how often the scent of a place impacts your experience on daily life and your comfort?

Some scents, like rain or newly mowed grass or vanilla relaxes me.

What is a nostalgic scent of a happy time/ or place you wish to revisit, or archive it?

Rain. On a balmy day when I have nothing to do that day or the next.

Have you experienced an old memory triggered by a scent? What was the scent?

I do not remember the scent but I do remember being triggered by it. It is California and it makes me want to sometimes be there briefly.

What does a cozy Fall night smell like?

Pure Water and a fireplace.

What does a slow/ weekend morning smell like?

Rain

What is your favorite holiday? And what does it smell like?

Christmas. Candles and fire.

What's your favorite place you'd like to go (Restaurant/ or coffee shop/ or small boutique shop)? And what's unique about it?

A long drive in the rain in the fall or spring while it rains with my windows slightly down and driving to a Japanese market (Mitsuwa) in NJ along the Hudson, where you can see the Manhattan skyline. I love driving my car in the rain and with someone I like being in the car with and driving far to the reward of the Japanese Market with a river and city view.

From your perspective, do you think triggering memories through scent would help alleviate loneliness? And create potential connections?

Only if others have that same memory or experience with you.

Name of interviewee Juamanah

Date of interview 01/12/2022

In your perspective, what is loneliness?

Feeling a person experienced, like uncomfortable or disconnection with others.

Have you experienced loneliness? And what helped you to overcome that time?

I felt lonely in my teenager, and after college when I was looking for a job. The only thing that has helped is my thinking that time will pass. However, I don't think it passed, I know how to cope with it.

In case you didn't have people around you, or in this time of the pandemic, what do you think could help to alleviate loneliness?

Keeping the TV on, songs, music, white noise in the space will keep my head clear.

In your experience, could a space make you feel lonely or connected? and what factors could impact your experience of either?

Any familiarity in the space would make me feel connected, like the background music, smell of the coffee, people talking make me connected.

Has your perspective of loneliness been affected during the pandemic?

Before the pandemic, when I go out, I feel excited to go back home and be alone in my quiet space. But, being fully remotility, made me distracted and overwhelmed.

Tell me about your experience of scent.

It is essential to me, I have perfume and people would notice my presence from it. I enjoy the smell of baking, coffee, trees, I feel I smell it before I see it.

In your perspective how often the scent of a place impacts your experience on daily life and your comfort?

It is the first thing I would notice, it defined my experience. If the place has an unpleasant scent I won't go back again.

What is a nostalgic scent of a happy time/ or place you wish to revisit, or archive it?

A coffee shop. I think the mix of 3 scents in the space was amazing, coffee, baking, plants. The combination of three things I love the most.

Have you experienced an old memory triggered by a scent? What was the scent?

It happened to me, when I smelled a perfume that my ex used to wear, which was uncomfortable. I wasn't prepared. But after that, I went to a store and smelled the same perfume to live the grief of this experience.

What does a cozy Fall night smell like?

Fire, hot chocolate

What does a slow/ weekend morning smell like?

Plain - no coffee

What is your favorite holiday? And what does it smell like?

Eid Al Fitr. Arabic coffee and Oud and there scent of freshness and cleanliness

What's your favorite place you'd like to go (Restaurant/ or coffee shop/ or small boutique shop)? And what's unique about it?

I think Ikea, I enjoy going there. I actually used to work there, so I know the floor plans, and I could tell the difference between each furniture-section's scent. And When i go to different Ikea stores, even in different countries, it will be the same, it gives me a sense of connection and familiarity.

From your perspective, do you think triggering memories through scent would help alleviate loneliness? And create potential connections?

I don't think triggering memories would work nicely with everyone, maybe the person is not ready. But maybe general scents like the nature of food scents because they would miss time not a person.

Appendix

Design Probe: Experience Interviews

Name of interviewee Mona

Date of interview 01/15/2022

In your perspective, what is loneliness?

Loneliness is when you have no one to talk with for a long time.

Have you experienced loneliness? And what helped you to overcome that time?

Yes a lot actually, trying to make a phone call with my family and friends.

In case you didn't have people around you, or in this time of the pandemic, what do you think could help to alleviate loneliness?

Going for a walk.

In your experience, could a space make you feel lonely or connected? and what factors could impact your experience of either?

It could, maybe if I saw something reminded me of my friends and family.

Has your perspective of loneliness been affected during the pandemic?

Not really.

Tell me about your experience of scent.

Smells makes me remember differently.

In your perspective how often the scent of a place impacts your experience on daily life and your comfort?

It makes me comfortable or uncomfortable a lot.

What is a nostalgic scent of a happy time/ or place you wish to revisit, or archive it?

I think the newborn's scent I feel nostalgic the most.

Have you experienced an old memory triggered by a scent? What was the scent?

Baby shampoo, triggered a lot of memory, now I'm a mom of 7 years boy.. but I think it makes me remind my mom!

What does a cozy Fall night smell like?

Pumpkin

What does a slow/ weekend morning smell like?

Coffee

What is your favorite holiday? And what does it smell like?

I think Summers smell like beach.

What's your favorite place you'd like to go (Restaurant/ or coffee shop/ or small boutique shop)? And what's unique about it?

I love Target. It organizes good products. It makes me happy!

From your perspective, do you think triggering memories through scent would help alleviate loneliness? And create potential connections?

I think, it might make it worse if there is no one with me.

Name of interviewee Amal

Date of interview 01/15/2022

In your perspective, what is loneliness?

To be with the wrong people.

Have you experienced loneliness? And what helped you to overcome that time?

I think adding new activities in my routine like group exercising!

In case you didn't have people around you, or in this time of the pandemic, what do you think could help to alleviate loneliness?

The gym, hiking, outdoor activities.

In your experience, could a space make you feel lonely or connected? and what factors could impact your experience of either?

I don't think it's space. Seeing others, even strangers, eye contact makes me less lonely.

Has your perspective of loneliness been affected during the pandemic?

Yes definitely.

Tell me about your experience of scent.

I get deeply connected and nostalgic by different scents.

In your perspective how often the scent of a place impacts your experience on daily life and your comfort?

In a major way, it can affect my mood easily.

What is a nostalgic scent of a happy time/ or place you wish to revisit, or archive it?

Yes, the smell of grass, some perfumes and my mother's smell!

Have you experienced an old memory triggered by a scent? What was the scent?

Yes, grass and dirt reminds of my home.

What does a cozy Fall night smell like?

Fresh breeze and cinnamon.

What does a slow/ weekend morning smell like?

Warm, sunny, flowery.

What is your favorite holiday? And what does it smell like?

Christmas, hot chocolate.

What's your favorite place you'd like to go (Restaurant/ or coffee shop/ or small boutique shop)? And what's unique about it?

Yes, a small Italian restaurant, I love how cozy and small it is.

From your perspective, do you think triggering memories through scent would help alleviate loneliness? And create potential connections?

Not sure, I think it can go both ways.

Appendix

Design Probe: Experience Interviews

Name of interviewee Baker

Date of interview 01/16/222

In your perspective, what is loneliness?

There's nothing to do or you don't know what to do when you lose your people who you love.

Have you experienced loneliness? And what helped you to overcome that time?

Yes, have plans or something to achieve like read books, go for a walk, and cooking something that you like!

In case you didn't have people around you, or in this time of the pandemic, what do you think could help to alleviate loneliness?

Yes, go to new places that I've never been or do something and try new things

In your experience, could a space make you feel lonely or connected? and what factors could impact your experience of either?

I think space is one of the reasons that make me feel lonely if I don't have something to do. So because of that I like to be busy and do something that I like such as watching movies, reading books, and going shopping, or, go hiking.

Has your perspective of loneliness been affected during the pandemic?

Yes, it's really different experience during the pandemic.

Tell me about your experience of scent.

I like to smell. I have different experiences with scents. For example, some scent reminds me of my friend or place that I have visited before because I have had experience in that time or place.

In your perspective how often the scent of a place impacts your experience on daily life and your comfort?

I think scent is important and related to my comfort. For example, if I want to relax and chill, I have to have a nice candle that has a good smell and makes me relax.

What is a nostalgic scent of a happy time/ or place you wish to revisit, or archive it?

Yes, ocean smell makes me relax always and want to have this smell everyday!

Have you experienced an old memory triggered by a scent? What was the scent?

Yes, my my friend' perfume smell.

What does a cozy Fall night smell like?

Smell like natural flowers.

What does a slow/ weekend morning smell like?

Like vanilla.

What is your favorite holiday? And what does it smell like?

My favorite holiday is Christmas time and it smells like red Rose.

What's your favorite place you'd like to go (Restaurant/ or coffee shop/ or small boutique shop)? And what's unique about it?

I like to go to LUSH store because it smells like natural stuff and it's organic

From your perspective, do you think triggering memories through scent would help alleviate loneliness? And create potential connections?

I don't think so but it could increase loneliness.

Name of interviewee Su

Date of interview 01/16/2022

In your perspective, what is loneliness?

Lack of love.

Have you experienced loneliness? And what helped you to overcome that time?

I think It's a feeling I still experience on a daily basis.

In case you didn't have people around you, or in this time of the pandemic, what do you think could help to alleviate loneliness?

Using my social media and engaging with others, it soothes me.

In your experience, could a space make you feel lonely or connected? and what factors could impact your experience of either?

I think it's a feeling for lack of love or understanding, which I don't think a place could make me either.

Has your perspective of loneliness been affected during the pandemic?

Same!

Tell me about your experience of scent.

I think my memories are built around scents and I have a good sense of smell!

In your perspective how often the scent of a place impacts your experience on daily life and your comfort?

I love flowey scents and it makes my day a lot better!

What is a nostalgic scent of a happy time/ or place you wish to revisit, or archive it?

Gloomy and cold mornings remind me of Canada

Have you experienced an old memory triggered by a scent? What was the scent?

The scent of jasmine brings a lot of happy memories to me.

What does a cozy Fall night smell like?

Wood and fire.

What does a slow/ weekend morning smell like?

Coffee

What is your favorite holiday? And what does it smell like?

New years, cold and rainy.

What's your favorite place you'd like to go (Restaurant/ or coffee shop/ or small boutique shop)? And what's unique about it?

I think there is a Chinese place near my home. Its scent makes me feel an appetite to eat, and full!

From your perspective, do you think triggering memories through scent would help alleviate loneliness? And create potential connections?

I think it depends on the memories related to that scent if it is happy or not.

Appendix

Design Probe: Experience Interviews

Name of interviewee Ahlam

Date of interview 01/17/222

In your perspective, what is loneliness?

Internal feelings, like the lack of connection with others.

Have you experienced loneliness? And what helped you to overcome that time?

Breaking the routine, and connection with others.

In case you didn't have people around you, or in this time of the pandemic, what do you think could help to alleviate loneliness?

Drawing, dancing, walking.

In your experience, could a space make you feel lonely or connected? and what factors could impact your experience of either?

Internal feeling not related to a space.

Has your perspective of loneliness been affected during the pandemic?

Same!

Tell me about your experience of scent.

I got a professional degree, and there is a small cafe in that place where I used to spend some time there and study. Its scent now brings joy to me and a scene of achievement.

In your perspective how often the scent of a place impacts your experience on daily life and your comfort?

It restores moments and feelings. I went to a small restaurant and its scent for some reason reminded me of my grandma's home, it felt huge!

What is a nostalgic scent of a happy time/ or place you wish to revisit, or archive it?

Eid's morning with the mix of ouds and arabic coffee scents.

Have you experienced an old memory triggered by a scent? What was the scent?

Yes, my perfume at the university, sometimes when I smell it brings me great memories.

What does a cozy Fall night smell like?

Pastries and cinnamon.

What does a slow/ weekend morning smell like?

Jasmine.

What is your favorite holiday? And what does it smell like?

I think summer, sea shore.

From your perspective, do you think triggering memories through scent would help alleviate loneliness? And create potential connections?

Yes, If you have memories related to that scent. It connects me to myself more than others.

Name of interviewee Hajr

Date of interview 01/17/2022

In your perspective, what is loneliness?

Not having family or friends

Have you experienced loneliness? And what helped you to overcome that time?

Yes. I was studying abroad. I use to go to different cafes or walking around the city

In case you didn't have people around you, or in this time of the pandemic, what do you think could help to alleviate loneliness?

Yes. trying different cafes, cooking(trying new recipes)

In your experience, could a space make you feel lonely or connected? and what factors could impact your experience of either?

Basically connected, because sometimes it makes you focus more on yourself

Has your perspective of loneliness been affected during the pandemic?

Yes a lot

Tell me about your experience of scent.

The smell of coffe shops and perfumes bring backs good memories

In your perspective how often the scent of a place impacts your experience on daily life and your comfort?

The smell of coffe makes my mood better and makes feel happy

What is a nostalgic scent of a happy time/ or place you wish to revisit, or archive it?

Yes. the smell of coffe. when I use to study abroad, me and my friends use to go to cafes. Also, the smell of french fries remind me with theme parks that I use to go to with my family.

Have you experienced an old memory triggered by a scent? What was the scent?

A perfume. it called Organza. The smell of this perfume reminds of my mother.

What does a cozy Fall night smell like?

Apple and cinnamon/pumpkins spice candle

What does a slow/ weekend morning smell like?

The smell of trees or nature

What is your favorite holiday? And what does it smell like?

Ramadan, the smell of samboosa closing to iftar time.

What's your favorite place you'd like to go (Restaurant/ or coffee shop/ or small boutique shop)? And what's unique about it?

Yes. Kim's cafe. It is cosy

From your perspective, do you think triggering memories through scent would help alleviate loneliness? And create potential connections?

Yes, because it brings back good memories which affect on me positively.

Appendix

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“ We shape our buildings; thereafter they
shape us. ”

Winston Churchill