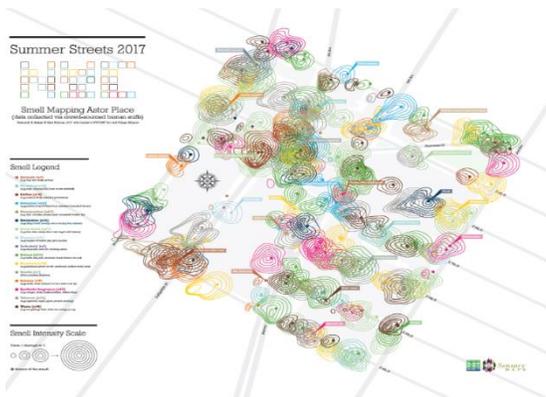


SMELLMAPPING ASTOR PLACE

KATE MCLEAN



DOT Art commissioned UK-based artist Kate McLean to produce a smellmap of the Astor Place neighborhood as part of Citi Summer Streets 2017. *Smellmapping Astor Place* is a quest to change the experience of mapping and one's experience of a particular place through one's sense of smell. McLean notes, "Humans tend to be guided by their eyes. Where a dog will stick its nose into things to build their constantly changing map of the world, humans prefer to stick to lines etched on paper or displayed on screen as their guide. Maps are useful, effective, and often, quite dull. A map can tell you where to go, but it gives you nothing of the experience of being there."

Over the past few months, three smellwalks were conducted in partnership with the Village Alliance and local residents and stakeholders in order to gather smell data/information of the surrounding neighborhood. During the smellwalks, participants were asked to explore the Astor Place neighborhood strictly through their sense of smell by smell catching (receiving smell information), smell hunting (searching for smell information) and lastly, free smelling (a mini smell research project). McLean collected and compiled all of the smell data and visualized the findings as a dynamic colorful smellmap.

A large-scale smellmap, visualizing the original smell findings, will be on display at the Astor Place Rest Stop for Summer Streets participants to review, challenge and contest the detected whiffs, aromas and stench. Join in the smell research by picking up a take-home version of the smellmap and smellnote form and take yourself on a short smellwalk around the Astor Place neighborhood. After participating in your own smellwalk, ask yourself the following questions:

- Do you agree with the smellmap?
- Can you locate previously detected smells?

Even add your own smells to the large-scale smellmap on-site. On each Summer Streets Saturday, McLean will lead two hour-long smellwalks at **9 AM and 11 AM**, followed by a smell visualization watercolor activity. Registration is required for participation. Please sign up at www.nyc.gov/summerstreets.

ARTIST BIO

Kate McLean is a British artist and designer and mapper of urban smells. She is the Program Director for Graphic Design at Canterbury Christ Church University, UK. She is also a PhD candidate at the Royal College of Art, UK researching fine-grained, human-centered olfactory perceptions of cities worldwide and the methods by which this information can be rendered visible. She runs smellscape mapping workshops and leads smellwalks around the world and co-edited a book, *Designing with Smell: Practices, Techniques and Challenges* (2017). McLean's design and theoretical work features in broadcast, print and electronic media as well as academic journals including: BBC Radio 4, Discovery Channel, The Independent, Sky TV, The New York Times and The New Yorker, among others. Other smellmaps by McLean include: Edinburgh (UK), Singapore, Kyiv (Ukraine), Amsterdam (Netherlands), Paris (France), Milan (Italy) and Newport, RI (USA). Visit her website at sensorymaps.com for further information about her work.

