

# Smell The Colour Of The Rainbow

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A new 21<sup>st</sup> century body media multi-sensory 'rainbow', explores computerized scent-output systems worn on the body for fashion, wellbeing and health applications. The rainbow merges technology and fashion with natural fragrances using the therapeutic power of essential oils to reflect the colours of the rainbow. The aim is to enhance mood and improve lifestyle, and will be placed alongside those in vogue such as alternative healing practices. It offers a fully personalized, controllable 'scent bubble' experience which is intimate in nature and activated by the user alone from a collection of high-tech jewellery and clothing.

Designed for psychological end benefits and as a luxury fashion item, this collection can be programmed to deliver a palette of fragrances, depending on emotion, mood, occasion and time of day. Building on earlier work on 'eScent@' (Tillotson et al, 2006), minute delivery mechanisms can produce a selection of aromatic molecules in controlled ways, responding to personal needs. If combined with biometric sensors that measure stress indicators, soothing scents could be released whenever the stress levels exceed a certain threshold. Similarly, refreshing and revitalising scents can be used to fight fatigue and boost self-esteem. The ultimate goal is to embed electronic nose sensors within the structure of clothing to sniff stress and diseases.

Using colour in conjunction with therapeutic fragrances, gives the wearer a visual aid to alleviating their physiological and emotional state. State of the art technology, 21<sup>st</sup> century design features and the healing powers of nature combine to produce a fundamentally simple concept of creating a positive personal space on this highly charged 21<sup>st</sup> century planet we all share.