Check the Smell Print™
Sensory Designer - Fashion Communicator
Printed Electronic Perfumery

Central Saint Martins | University of the Arts London – Senior Research Fellow
Sensory Design & Technology – WELLBEING for Fashion / Wearable Technology
Institute of Biotechnology | University of Cambridge – Visiting Scholar
CEROMA Ltd – PRINTED ELECTRONICS for Consumer Goods
Printed (Sm)electronics

- Multi-sensory book
- PhD Printed Textiles
- Scentsory Design®
- Printed Electronic Perfumery
19th Century Print + Scent
+ Wellbeing + Lifestyle

William Frederic Tillotson
Printing + Packaging

Lord Leverhulme / Port Sunlight
Sunlight soap 1885

Mary Lever Tillotson
Scent + Lifestyle + Wellbeing

Great Great Grandparents
Emerging Technologies
PE/MEMS/Bio/Nano/inkjet

AromaChology
Science of Fragrances

Scentsory Design®
Personalised, Programmable, Mobile Fragrance Delivery

21st Century Print + Scent
+ Wellbeing + Lifestyle

eScent® + colour body media
CEROMA LTD

Bringing a 4th dimension to Communications, Entertainment & Gaming

- Spin-out co University of Cambridge (founded by Jenny Tillotson & Chris Lowe)
- Miniature, aroma-dispensing system capable of releasing scents on demand
- Controlled, stimuli-responsive, localised delivery of multiple aromas
- Non fluid storage - compatible with electronic systems
  - cell phones, tablets, TVs, (remotes, headsets, glasses), gaming, e-books
- Disposable printed cartridge houses scents
  - Customisable and scalable (future model = biodegradable)
- Low cost manufacture, patented by University of Cambridge
CEROMA (The North Face)

‘Scent Cell’ Technical Hydration Running Back Pack

‘CEROMA Cell’ scent cartridge

Smell well for life!
"Fashion will change dramatically in the coming years. It will be more human . . . closer to the needs of the people in terms of their wellbeing . . . not "well showing".

Thierry Mugler 1980
Multi-Sensory ‘Aroma Rainbow’ Wearable Scent Symphony

Supports ‘Wellbeing Agenda’: palette of ‘aromachology’ scents tailored to individual needs
Future Possibilities For PE in scent/wellbeing

• Huge potential for plastic electronics/digital scent technologies:
  – Controllable delivery, targeted, non-invasive, kinder to skin, eco
  – Fragrance Industry looking for new delivery systems to sell scent
• Many failed attempts to commercialise liquid scent -
  – new regulations, leakages, cross-contamination
• Interested to hear from RCA artists and designers, also with future CEROMA projects (consumer electronics) and Sensory Design & Technology (Design / Wearable Tech):
  – Responsive / Interactive fashion designers / textiles / jewellery
  – Paper engineers
  – Wellbeing enthusiasts / Mental Health
Thank You!

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