

Jenny Tillotson PhD RCA FRSA

# 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



University of the  
Arts London \* \*  
Central \* \*  
Saint Martins \* \*



**Royal College of Art**  
Postgraduate Art and Design

University of the  
Arts London \* \*  
Central \* \*  
Saint Martins \* \*



**UNIVERSITY OF  
CAMBRIDGE**

**Multi-sensory book**

**PhD Printed Textiles**

**Scentsory Design®**

**Printed Electronic Perfumery**

# 19<sup>th</sup> Century Print + Scent + Wellbeing + Lifestyle



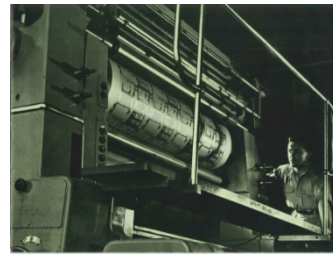
**William Frederic Tillotson**

Printing + Packaging



*Liverpool 1898*

*Cambridge 1958*



*Lord Leverhulme / Port Sunlight*

*Sunlight soap 1885*



**Mary Lever Tillotson**

Scent + Lifestyle + Wellbeing

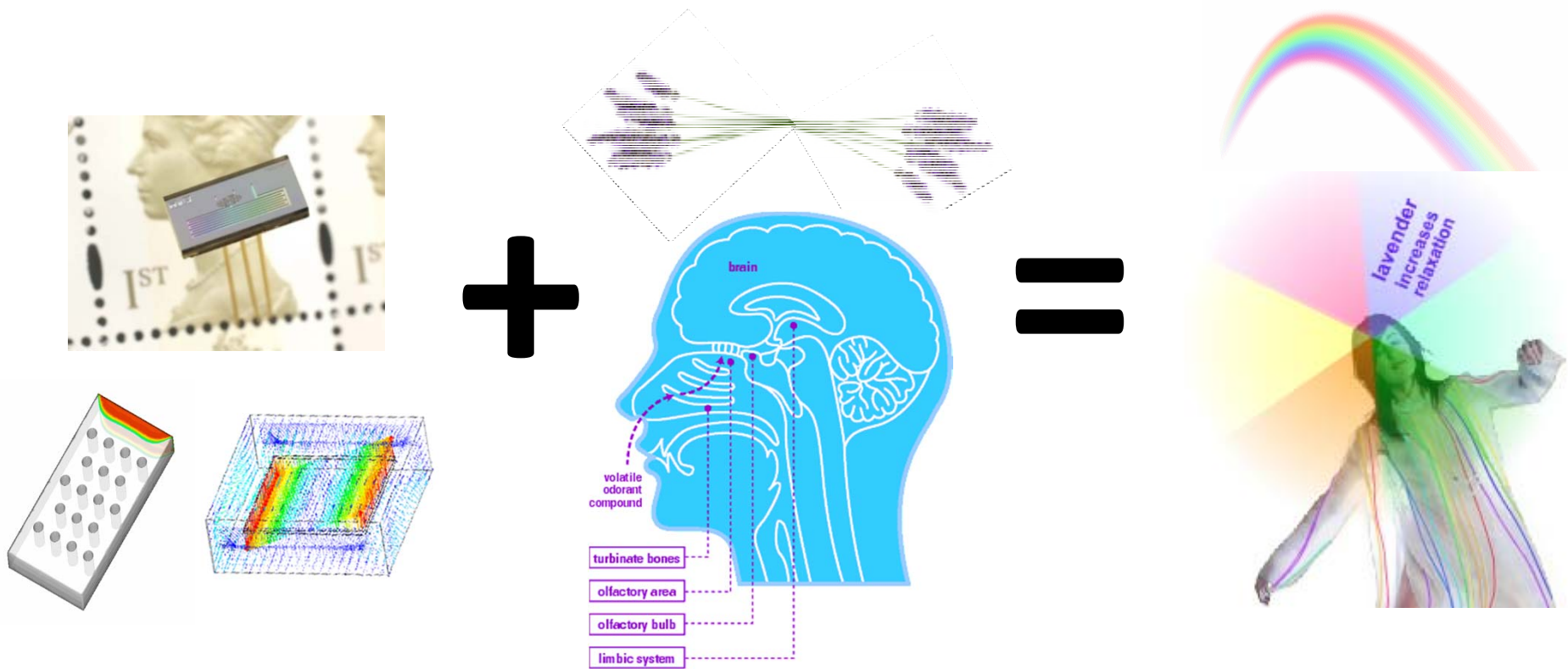


Great Great Grandparents



# 21<sup>st</sup> Century Print + Scent + Wellbeing + Lifestyle

Scentsory Design<sup>®</sup> Personalised, Programmable, Mobile Fragrance Delivery



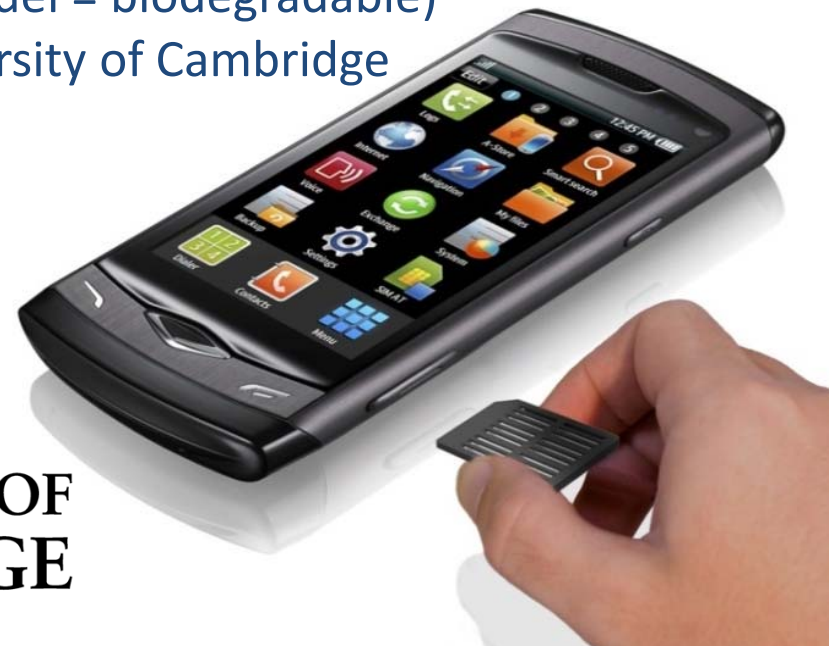
# CEROMA LTD

## Bringing a 4<sup>th</sup> 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



UNIVERSITY OF  
CAMBRIDGE



# CEROMA (The North Face)

## 'Scent Cell' Technical Hydration Running Back Pack



'CEROMA Cell'  
scent cartridge

*Smell well for life!*

# 1980 Fashion Quote

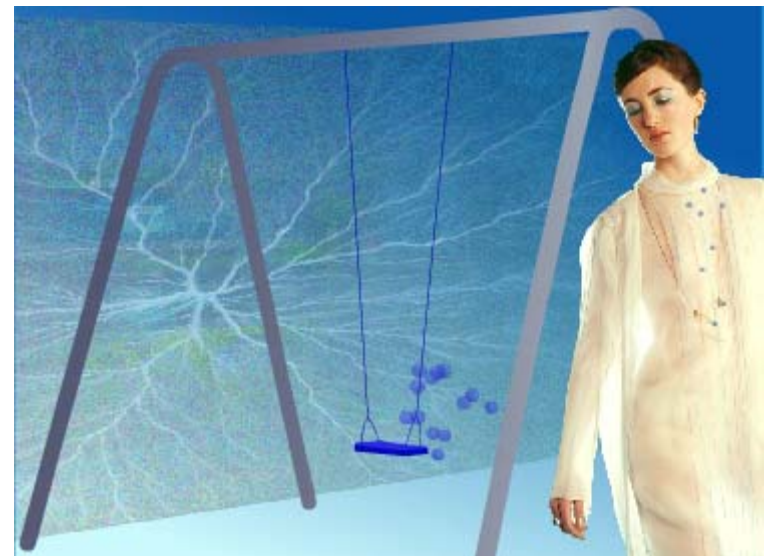
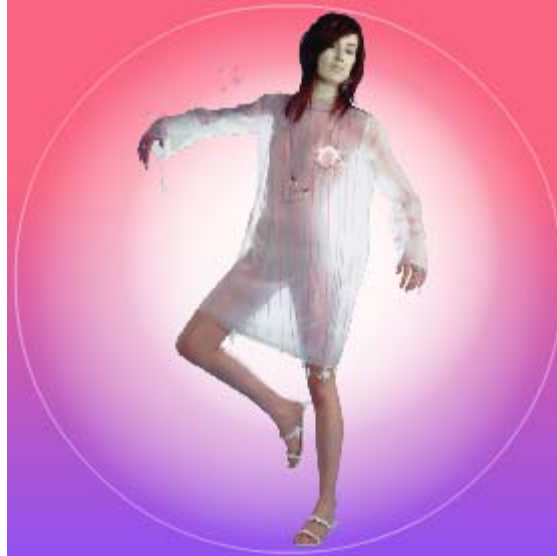
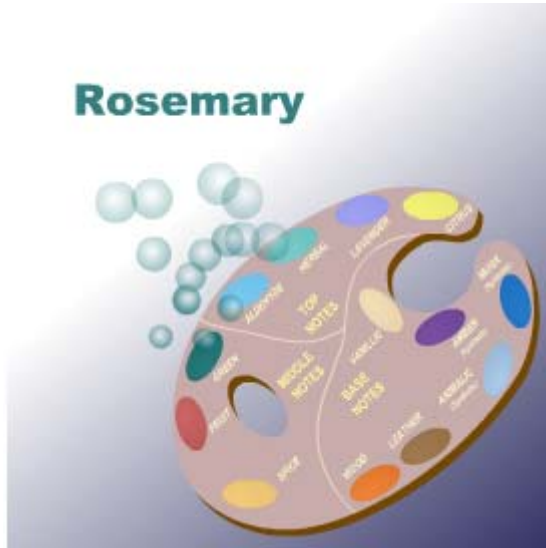


*"Fashion will change dramatically in the coming years  
It will be more human . . . .closer to the needs of the people in terms of their  
**wellbeing** . . . not "well showing"*

**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

A photograph of a mountain range with a rainbow in the sky. The mountains are rugged and rocky, with some snow patches. The sky is a clear, deep blue. A vibrant rainbow is visible in the upper left portion of the sky, arching over the mountains. The text 'Thank You!' is overlaid on the sky in a white, sans-serif font, tilted at an angle.

Thank You!

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