



## Jenny Tillotson CEO

Sensory Design and Technology Ltd.

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"I grew up in Cambridge, a very scientific city and my dad was mad about computers, but I was always totally into art and design" says Jenny. "I failed maths and biology twice, and at the time didn't think they were important for what I wanted out of life. Now I see that they would have helped me understand how to make my ideas a reality."

After leaving school, Jenny worked as a fashion stylist in the world of TV and pop videos, and this combination of fashion and media led to her degree in Fashion Communications. She also learned about fashion design working as an assistant to menswear designer, Marc Rolland.

Reading science fiction novels set Jenny thinking about the links between arts and science and how they could work together in an innovative way to shape the future. The inspiration for her projects came from her voluntary work with HIV/AIDS patients at the Terrence Higgins Trust. Observing the healing effects of certain aromas on patients, Jenny decided to learn more about how smell can affect the way we feel and behave, and to use her design knowledge to translate this into everyday objects and clothing that could improve the quality of life.

She completed a PhD By Project in Printed Textiles with a thesis on 'Interactive Olfactory Surfaces - A Science Fashion Story'. This art doctorate, inspired by science, led Jenny to work for the MIT (Massachusetts Institute of Technology) spin out company 'Charmed Technology'. Although Jenny has no scientific qualifications, she says "working with such eminent scientists wasn't scary at all. They shared my vision and ideas and wanted to work with me to make them a reality."



Jenny Tillotson CEO  
CASE STUDY:

05

*"At school, I didn't think that science was important to someone like me - but now I definitely see the benefits."*

## Jenny Tillotson STEM Ambassador

To turn her ideas into a successful commercial venture, Jenny put together a team of world renowned chemists, neuroscientists, engineers and designers and started her own company ‘Sensory Design and Technology Ltd’. She describes herself as a “scentrepreneur” – a combination of scent and entrepreneur – and hopes to inspire young people with her unique experience of science.

In her role as STEM Ambassador, Jenny has already spoken at a number of schools and plans to run workshops and offer placements and internships in her company. She is also working on a schools project using microelectronics embedded in wallpaper/artwork and in ‘smart fashion’ items, and hopes teachers will get involved too.

Jenny recently took part in the Cambridge Science Festival where visiting year nine students were encouraged to look around the universities and attend presentations and workshops. Jenny finds that looking at the worlds of literature and film and TV is a great way to engage and inspire young minds. Her presentation, entitled from Science Fiction to Science Fashion, looked at the most well known works of science fiction, including Star Wars, Star Trek and Brave New World, and how many of the themes that had once been regarded as futuristic fantasy were now becoming a reality. She makes sure that her presentations are jam packed with film and video clips and brings along samples of her clothing, footwear and other objects for the students to handle or try on.

Jenny advises would-be ambassadors to “definitely go for it! I love inspiring students and encouraging them to keep their minds open and not to be afraid of their ideas, and that’s what being an ambassador is all about.”



*“I say to students, ‘Find something that inspires you – and do it!’”*

Scentsory Design® fabrics are designed for health benefits such as stress-reduction. Biosensors detect stress physiologically and microfluidics produce a scent. The aim of Scentsory Design® is to produce an intimate ‘scent bubble’ that delivers fragrance in controlled ways to specific parts of the body, responding to personal needs to reduce stress, boost energy or improve concentration.

Inspire young people in science, technology, engineering and maths (STEM)  
Become a STEM Ambassador

For further information visit: [www.stemnet.org.uk](http://www.stemnet.org.uk)

STEMNET  
2nd Floor, Weston House  
246 High Holborn  
London WC1V 7EX

T 020 3206 0450  
E [info@stemnet.org.uk](mailto:info@stemnet.org.uk)

### Age

43

### What hours do you work?

21 hours (3 days) as Senior Research Fellow in the ‘School of Fashion & Textiles at Central Saint Martins College of Art & Design’. 14 hours (2 days) at my own company ‘Sensory Design & Technology Ltd’ which is based at the University of Cambridge where I am a Visiting Scholar.

### Career to date

My first job was a stylist for fashion shows, TV, editorial, pop promos and commercials.

I then worked for six years as a Fashion Lecturer at UK art schools. During this time I volunteered as a ‘Buddy’ for the Terrence Higgins Trust and became an Assistant to fashion designer, Marc Rolland.

I then became a Sensory Designer for MIT Media Lab ‘Wearable Technology’ spinout company ‘Charmed Technology’. I also worked as a consultant for the Unilever R&D department.

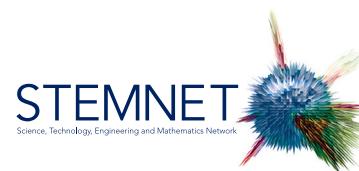
Currently I work as a Senior Research Fellow at Central Saint Martins College of Art & Design and as CEO of Sensory Design and Technology Ltd, which I founded in 2004.

**What qualifications do you have?**  
BA (Hons) Fashion Communication.  
PhD in Printed Textiles.

### What is the best/worst thing about your job?

*Best thing:* Being involved in inventing the future! As an entrepreneur working with scent I work with world-renowned inventors, scientists and designers to change the world.

*Worst thing:* Lack of funding means that things don’t move as quickly as I’d like. And sometimes I have to sniff some truly horrible smells!





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STEM Ambassador

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### Ambassador fact file

#### What is a STEM Ambassador?

STEM Ambassadors are volunteers of all ages working in a range of STEM-related roles from apprentice engineers to geologists and nuclear physicists to zoologists. Not only do they have a lot of fun, but they get an opportunity to contribute to their local community and boost their skills and confidence.

#### What do they do?

There are lots of ways that STEM Ambassadors can get involved; giving careers talks, helping out with STEM Clubs, running workshops in local schools, and much, much more. You can do as little or as much as you want, come up with your own ideas or choose an activity from our regular e-mail updates.

#### Will I get any training?

After they have completed their CRB check, all STEM Ambassadors receive an induction into working in the classroom and, of course, our regional representative will make sure that you get the help and support you need.

#### So what shall I do next?

Simply contact your local STEMNET representative – they're looking forward to hearing from you. You can find them on [www.stemnet.org.uk](http://www.stemnet.org.uk)

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