



Unlocking the mind.

The science and creativity of olfaction and memory.

FRAGRANCE FORUM 2023



International Fragrance Association UK

19th October 2023

The Faraday Lecture Theatre
The Royal Institution, London

Exclusive tickets for the Fragrance Foundation members

Now in its twelfth year, IFRA UK is delighted to offer wider access to its Fragrance Forum with a limited number of tickets exclusively for The Fragrance Foundation members.

More detailed timings will be available soon, but coffee and registration is from 10am with the Forum running between 10.45 and 16.30. This includes lunch, the cost of which is covered by the ticket. All proceeds from ticket sales will benefit Alzheimer's Research UK.

About the event

This year the Forum will be delving deeper into how smell and our brains interact. Can a strong sense of smell provide any kind of protection from dementia? What does a declining sense of smell mean for us? And what role does smell and memory play in the longer term?

Thomas Hummel will be talking about his well-established research group that explores many elements of smell and memory, including how smell training is better for your brain than sudoku! Joined by Professor Maria Larsson- she will be exploring odour memory, why it is so difficult to name odours and why the early phase in dementia is associated with smell loss.

Fragrance and memory – unlocking the creative process

Having looked at smell and memory and the impact on our brains through a scientific lens, in the afternoon we will be exploring it through the creative process.

We have set a number of early career perfumers the task of coming up with a new fragrance that links back to one of their own specific memories. They share the results with the audience and talk through their creative approaches and how they made the fragrance. This will be a very interactive session with opportunities to smell the different fragrances, feedback on what memories and thoughts they might evoke and generally have the chance to get under the skin of the fragrance creation – unlocking the blend of science and creativity that come together in the process.



Tickets are £25 (includes lunch). To book please go to: <https://site.eventim.net/ff2023> and choose the ticket code **FF2023FF**.