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'CAMERA' CAPTURES SMELLS, NOT SIGHTS

 WORK & LIFESTYLE

Amy Radcliffe's Madeleine analog odor camera enables anyone to capture their favorite smells and have them preserved in a perfume.

As Proust famously demonstrated with the madeleine cake whose taste and smell took him back to his childhood, fragrances have strong ties to memories. We've already seen the [Scent of Departure](#) range of perfumes take advantage of this idea by attempting to capture the smell of particular cities for tourists, and now UK designer Amy Radcliffe has developed the [Madeleine](#) analog odor camera, which enables anyone to capture their favorite smells and have them preserved in a perfume.

The device is the result of Radcliffe's Scent-ography project, which aims provide the first steps towards a consumer-level system for easily creating scent 'photographs'. The kit consists of a bell-shaped glass dome, which is connected to a small machine that uses [headspace technology](#) to capture the molecular makeup of whatever object is placed under the dome. When the machine is turned on, air surrounding the item – along with the particles that give it its fragrance – are sucked into it and absorbed by a polymer contained in a capsule. Once sufficient time passes for the scent to be captured – strong smelling object take less time – the capsule can be removed and sent away to a lab for analysis. The scent is then synthetically recreated and sent back to the consumer in the form of a replica perfume that can be made again at any time in the future. The video below shows the device in action:

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The Madeleine is stylishly designed and easy for amateurs to work, although it's still a fairly cumbersome piece of equipment compared to today's digital cameras. Could we see this scent camera become as popular and convenient for capturing memories as the traditional photo camera?

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