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# CLASSIFICATION OF MUSEUMS BASED ON THE USE OF SMELLS

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## ABSTRACT/ABSTRAKT:

This article examines the classification of museums based on their use of smells, which is an understudied field in museology despite the growing popularity of multi-sensory exhibitions. Through an analysis of existing literature and real-world examples, the study identifies key categories of museums where scents are used as a core element of exhibitions or as an aid to enhance historical or emotional perception. The proposed classification aims to systematize different approaches to integrating smells into the museum environment, which will assist curators and researchers in the innovative use of olfactory elements to enrich the visitor experience.

## Klasifikace muzeí na základě použití vůní

Tento článek se zabývá klasifikací muzeí na základě využití vůní, jemuž je v muzeologii i přes rostoucí popularitu multisenzorických výstav stále věnována nedostatečná pozornost. Na základě analýzy stávající literatury a příkladů z praxe studie definuje klíčové kategorie muzeí, kde jsou vůně používány jako základní prvek výstav nebo jako pomůcka ke zlepšení vnímání historie či emocí. Navrhovaná klasifikace si klade za cíl systematizovat různé přístupy k integraci vůní do muzejního prostředí, což pomůže kurátorům a badatelům při inovativním využití čichových prvků k obohacení zážitku návštěvníků.

## KEYWORDS/KLÍČOVÁ SLOVA:

*multisensory museum – olfactory art – museum classification – smell in exhibitions – smell integration – visitor experience – sensory perception – museum innovation – aroma marketing – smells – aroma design – museum visitor*

*multisenzorické muzeum – čichové umění – klasifikace muzeí – vůně ve výstavách – integrace vůní – návštěvnický zážitek – smyslové vnímání – muzejní inovace – aroma marketing – vůně – vonný design – návštěvník muzea*

## Introduction

Multi-sensory museums use modern technologies such as virtual and augmented reality to create an interactive and engaging experience for visitors. These museums appeal to people of all ages and abilities, improving engagement and memorisation of information. However, realising such projects is challenging due to the need for heritage preservation and the risk of “sensory disorientation”. The optimal solution is to combine classic museum elements with new sensory methods to create a comfortable and educational space.<sup>1</sup> The use of fragrances in the museum exhibition is an important part of

the multi-sensory museum concept. Smells, as a powerful perceptual tool, are able to deeply affect visitors, creating unique emotional and psychological impressions. Despite the fairly widespread use of scents in contemporary museums, it is found that there is a lack of a comprehensive and systematized classification of museum institutions based on their use. This lack presents a significant challenge for researchers, curators, and other museum professionals seeking to better understand the role of smells in the museum experience and to more effectively integrate them into the museum space. Our analysis will address the existing division of museums in this area, identify the main approaches and trends in the use of smells in museums, and propose criteria for classifying museum institutions based on the use of scents. This will help systematize the existing knowledge and provide a basis for further research in this interesting and promising field.

## Existing classifications

In the literature, there is no clear division of museums based on the use of smells. For example, the book *The Multisensory Museum: Cross-Disciplinary Perspectives on Touch, Sound, Smell, Memory, and Space* edited by museum expert Nina Levent and Alvaro Pascual-Leone mentions only two main areas of scent use in the museum environment. The first direction is characterized by the predominant use of scents in museums, where

<sup>1</sup> KOZHEVNIKOVA, Daria. *Koncepce multisenzorického muzea: jak používat vůně ke komunikaci s návštěvníky* [online]. Brno: Masaryk University, Faculty of Arts, Department of Archaeology and Museology, 2024 [accessed 2024-08-15]. Available from www: <<https://is.muni.cz/th/a5mfv/>>. Master's thesis.

visitors are introduced to exhibits directly related to the world of smells. Such institutions are mainly associated with the perfume industry and include collections also dedicated to cooking and beverages, where the sense of smell plays an important role in shaping perception. This type includes museums dedicated to the wine industry, for example, presenting the history of production and cultural aspects of beverage consumption. Specialized exhibitions focusing on aromas are also an important element of the first type. The second direction is related to the use of aromas as a means of interaction with visitors in the broader context of multisensory perception. However, it is worth noting that the potential for the use of aromas in museum practice is much wider. Thus, existing classifications do not cover the variety of ways in which smells are used in museums, highlighting the need for a more detailed and comprehensive classification. The absence of such a tool makes it difficult to systematise current approaches and discover new possibilities for the use of scents in museums. The creation of a new classification will not only allow for a better understanding of existing methods of using smells, but also stimulate innovation in the field. This is particularly important as smells can greatly enrich the visitor experience, adding new levels to the perception of exhibitions and creating a more complete and memorable experience.

Additional research in this field will help to increase knowledge of the possibilities for integrating scents into museum exhibitions, which in turn will support museum curators and others in exhibition planning and implementation. Understanding how smells can be used to evoke memories, create emotional responses and immerse in historical context can lead to the development

of more interactive and multi-sensory exhibitions. Ultimately, this will not only enrich museum practice, but also significantly improve the visitor experience by making it more diverse and rich.

### How the classification was created

Based on my own experience and the information I received while collecting materials, I tried to create a more detailed classification to help museum professionals who are just starting to work with flavors to navigate this topic. In creating the classification, representatives of specific museum types were carefully selected, and not all existing museums and exhibitions were included in the analysis. Instead, for each type, a maximum of three museums were chosen as illustrative examples. This approach provides a concise and representative representation of the diversity of flavor use in the museum field. The most appropriate examples from around the world were used as examples to create the categorisation, based on my own visits to museums as well as information obtained from official museum websites. Also, before starting the classification, it was important to consider two important points: how exactly smells can affect people, and how and for what purpose museums can be used.

### The impact of smells on humans

Scientists and philosophers have long underestimated the importance of smell, considering it a primitive sense. They placed it below sight and hearing. Today, however, we understand how important smell is in everyday life and how it affects our actions and emotions.<sup>2</sup> Recent research shows

<sup>2</sup> HATT, Hanns and Regine DEE. *Tajemství vůní a chuti: jak působí na naši psychiku*. Praha: Portál, 2021, p. 7.

that scents can trigger unconscious emotions. Olfaction is linked to the oldest part of the brain, where smells are processed in the frontal lobe. The limbic system is where memory and emotions are formed, including pleasure, aggression and fear. Therefore, smell often plays a key role in arousing emotions.<sup>3</sup> A study by American Psychiatrist A. Hirsch has shown that certain smells can influence human behavior by helping weight loss, regulating blood pressure and heart rate, and affecting emotional well-being and work performance. Some scents alleviate depression and improve mood.<sup>4</sup>

In the field of art, perhaps the most interesting feature of fragrances is their ability to activate memories through the brain's limbic system, associated with memory and emotion.<sup>5</sup> As a result, our understanding of the role of smell in our lives is growing. This influence extends to our emotions, behavior and even our creativity. Museums are not left out either, and are already quite active in using smells for their own purposes.

### The purposes of using smells in museums

Visual communication remains dominant in modern museums, but any experience of interacting with the world involves multiple senses. The merits of a multi-sensory approach to the study of historical artifacts and practices

<sup>3</sup> MUCHEMBLED, Robert. *Smells: A Cultural History of Odours in Early Modern Times*. Cambridge: Polity, 2020.

<sup>4</sup> MAXLINA, Svetlana. Olfakciya – vazhnyj element neverbalnoj semiotiki. *Zhurnal trudy Sankt-peterburgskogo gosudarstvennogo instituta kultury* [online]. 2007, no. 172, pp. 266–272 [accessed 2024-07-07]. Available from www: <<https://cyberleninka.ru/article/n/olfakciya-vazhnyj-element-neverbalnoj-semiotiki>>.

<sup>5</sup> SOXAREVA, Tatyana. Poslušajte aromat: istoriya zapaxov v iskusstve. In *ARTGID* [online]. 2021 [accessed 2024-07-07]. Available from www: <<https://artguide.com/practices/2203>>.

are actively debated. More and more museums and cultural heritage institutions are creating exhibitions that take into account the different senses. Incorporating scents can attract more visitors, add realism to exhibits, explore the relationship between smell and other senses, and highlight the importance of perfumery as art. For visitors, it enriches the educational experience, deepens personal interaction with the exhibits, and increases the enjoyment of the museum.<sup>6</sup>

Researchers are now increasingly noticing how modern museum design incorporates elements such as smell and taste into exhibits. The COVID-19 pandemic has reminded us all of the importance of the sense of smell and how palpable its absence is in everyday life. Therefore, over the past two years, the role of museum aroma as a tool for non-contact interaction between the exhibition and the visitor has become even more significant.<sup>7</sup> It is important to note that we are not talking about perfume or food museums, where there are already established practices of using smells. However, implementing scents in classical museums is much more difficult. It requires careful planning and design to avoid undesirable consequences and to ensure a harmonious visitor experience of the exhibit.

Based on the literature I have read and my personal experience, I would like to point out the following objectives of using scents in museums:

- using smells to create a sense of presence;
- the use of scents to evoke vivid and emotional memories of childhood in adult visitors;
- the ability to evoke stronger negative emotions in visitors when triggered by the exhibition, such as fear or disgust;
- the use of fragrances to fine-tune visitors' emotions in order to change their psychological state (for better or worse) and thus allowing them to gain a deeper impression of a particular exhibition;
- the use of scents to reinforce visitors' memories of their visit to the museum and its contents;
- the use of scents to facilitate orientation within the museum (especially for blind and visually impaired visitors);
- the use of scents as a tool for non-contact interaction between the exhibition and the visitor;
- scents help to pay attention to details or to look at known and thoroughly studied works of art from a different perspective.

These goals not only make efforts to create a museum environment that engages all human senses more relevant and appealing, but also help create a classification of museums based on the use of smell.

#### Examples of museums that use smells

Based on my own experience and information from the collection of materials, I attempted to create a more detailed classification to help museum professionals who are new to working with scents navigate the topic. In creating the classification, representatives of each museum type were carefully selected, and not all existing museums and exhibitions were included in the analysis. Instead, no more than three museums were selected for each type as illustrative

examples. This approach provides a concise and representative representation of the diversity of flavor use in the museum field. In particular, I used Czech and Russian museums as examples to create the classification, as I had the opportunity to visit many of them and see firsthand exactly how fragrances are used in them. Where suitable examples were not available, the most appropriate examples from around the world were used, based on information obtained from the official websites of the museums.

If we move a little away from classical and multisensory museums, we can pay attention to museums whose exhibits cannot be imagined without the sense of smell. These are, first of all, museums of perfumery and cosmetics. There are more than 40 such museums in the world, almost half of them in France. The largest number is in the city of Grasse, the "*perfume capital of the world*".<sup>8</sup> These museums are often located in manufacturing plants, where you can see collections of bottles and the process of creating perfume.<sup>9</sup> Russian perfume museums work on the principle of fragrance libraries. In Moscow<sup>10</sup> and St. Petersburg<sup>11</sup> they regularly organize tasting tours for small groups, where you can not only see the bottles, but also experience the world's best fragrances and historical perfumes from famous perfume houses. Fragrance museums, such as the Museo

6 BEMBIBRE, Cecilia and Matija STRLIČ. Smell of heritage: a framework for the identification, analysis and archival of historic odours. *Heritage Science* [online]. 2017, vol. 2 [accessed 2024-08-05]. Available from www: <<https://link.springer.com/article/10.1186/s40494-016-0114-1>>.

7 GRINKO, Ivan, SHEVCOVA, Anna and Aleksandr GONCHAROV. Olfaktornoe vospriyatie v muzee: posetitelskij opyt. *Vestnik antropologii* [online]. 2022, no. 1, pp. 45–58 [accessed 2024-07-07]. Available from www: <<https://journals.iaa.ras.ru/vestantrop/article/view/794/918>>.

8 *Musée International de la Parfumerie* [online]. [accessed 2024-08-19]. Available from www: <<https://www.museesdegrasse.com/presentation-du-musee-0>>.

9 Vse muzei parfumerii Evropy. In *Perfume museum* [online]. [accessed 2024-08-19]. Available from www: <[https://museumperfume.ru/perfume\\_museum\\_in\\_the\\_world](https://museumperfume.ru/perfume_museum_in_the_world)>.

10 *Perfume museum* [online]. [accessed 2024-08-19]. Available from www: <<https://museumperfume.ru/perfume-museum>>.

11 *Muzej parfumerii* [online]. [accessed 2024-08-19]. Available from www: <<http://parfmuzey.ru/>>.



Fig. 1: Spices from all over the world (Source: *Welterbe Info Point* [online]. [accessed 2024-08-14]. Available from [www: <https://worldheritage.hamburg/de/spicys-und-speicherstadtmuseum-gedaechtnisse-des-welthafens/>](https://worldheritage.hamburg/de/spicys-und-speicherstadtmuseum-gedaechtnisse-des-welthafens/).)

Villoresi in Florence, are also set up on the principle of *osmoteca*. Opened in 2019, the museum has a collection of ancient and modern fragrance ingredients. Visitors can learn about the scents and history of these substances through olfactory stations and an interactive map.<sup>12</sup> A similar system exists in the Czech Republic. The Kladrub Monastery presents a permanent exhibition of aromatic substances. The project *Kladrub Fragrance Archive*, created together with perfumer Petra Hlavata, includes more than 120 fragrances on three panels: essential oils, plants (resins, woody plants and herbs) and original fragrances by Petra Hlavata and oriental perfumes by Alatarja.<sup>13</sup>

Aroma is an integral part of food and beverage museums, such as museums of coffee, spices, cheese, wine, etc. Such museums are

<sup>12</sup> *Museo Villoresi* [online]. [accessed 2024-08-12]. Available from [www: <https://museovilloresi.it/museo/>](https://museovilloresi.it/museo/).

<sup>13</sup> Archiv vůní Kladruby. In *Národní památkový ústav* [online]. [accessed 2024-08-12]. Available from [www: <https://www.klaster-kladruby.cz/cs/archiv-vuni>](https://www.klaster-kladruby.cz/cs/archiv-vuni).

inherently multi-sensory in that they activate all the senses of visitors, including the sense of smell. *The Spice Museum* in Hamburg, for example, delights visitors not only visually. The museum specialises in the history and use of spices, presenting more than 900 exhibits from the world of spices. Here you can learn about the process of spice production, its origins and its use in different cultures. Visitors are given the opportunity to not only see, but also smell, taste and touch various spices.<sup>14</sup> Other examples include *The Chocolate Museum* in London<sup>15</sup> and *The Coffee Museum* in Dubai,<sup>16</sup> which also create a rich sensory experience.

The last type of museums in this group are pharmacy museums. *The Czech Pharmacy Museum* in Kuks Hospital tells about the development of medicine in the

<sup>14</sup> *Spicy's Gewürzmuseum GmbH* [online]. [accessed 2024-08-01]. Available from [www: <https://www.spicys.de>](https://www.spicys.de).

<sup>15</sup> *The Chocolate Museum* [online]. [accessed 2024-08-10]. Available from [www: <https://www.thechocolatemuseum.co.uk>](https://www.thechocolatemuseum.co.uk).

<sup>16</sup> *The Coffee Museum* [online]. [accessed 2024-08-10]. Available from [www: <https://www.coffeemuseum.ae/index.php>](https://www.coffeemuseum.ae/index.php).

Czech Republic. On display are ancient medical instruments, pharmacy equipment and prescriptions. The reconstructed pharmacy allows you to see what it looked like in the past. Visitors can try grinding medicines in a mortar, write a prescription or make pills by hand.<sup>17</sup> *The Dr. Pel and Sons Pharmacy Museum* in St. Petersburg offers a similar interactive experience. After the tour, visitors can prepare Dr. Pel's medicinal powder according to an ancient recipe. Grinding herbs is accompanied by a characteristic smell, and the room is filled with apothecary aromas.<sup>18</sup> Medicinal plants are used not only for the production of medicines, but also in perfumery and cosmetics. In the summer of 2022, the Center for Medicinal Plants at the Masaryk University School of Medicine hosted the exhibition *Garden of Aromas – Plants in Perfumery*. Visitors could experience the aromas of 40 ingredients used to create perfumes, first in their original form and then as perfume extracts.<sup>19</sup>

If smell is not a natural part of the exhibit, it can be added artificially. This creates a group of museums and exhibition spaces where scents complement the main exhibits. One of the purposes of using scents is to restore the historical atmosphere. For example, at the *JORVIK Viking Center Museum* in York, scents play an important role in recreating the Viking Age. The smells can be pleasant (raw wood, incense, leather) or unpleasant (fish, grease, rotting meat). These scents help

<sup>17</sup> *České farmaceutické muzeum* [online]. [accessed 2024-08-01]. Available from [www: <https://www.ceska-apatyka.cz/>](https://www.ceska-apatyka.cz/).

<sup>18</sup> *Apteka-muzej doktora Pelya* [online]. [accessed 2024-08-01]. Available from [www: <https://aptekapelya.ru/>](https://aptekapelya.ru/).

<sup>19</sup> *Zahrada vůní*. In *Centrum léčivých rostlin LF MU* [online]. 2022 [accessed 2024-08-01]. Available from [www: <https://www.facebook.com/photo/?fbid=466384005291436&set=a.181548960441610>](https://www.facebook.com/photo/?fbid=466384005291436&set=a.181548960441610).

visitors immerse themselves in the Viking Age and better understand their life and work, making the museum visit more engaging and interactive.<sup>20</sup> Museums and galleries with fine art can use the scents of paintings. An example is the exhibition *Mimetic – Fragrances in Color* at the *Mauritshuis Museum* in The Hague, where visitors can not only see but also smell what is depicted in 17th century paintings. The scents include both pleasant (myrrh, pure linen) and unpleasant (stinky canals).<sup>21</sup> Scents can also enhance visitors' emotions. In the *Interactive Museum of Emotions* in St. Petersburg, an exhibition of contemporary art consists of seven rooms, each illustrating one of the basic emotions: anger, surprise, disgust, love, fear, joy and inspiration. Each room includes corresponding smells: anger is the smell of metal and rust, surprise is fresh citrus, and fear is incense. Smells play a key role in creating an emotional mood, often attracting visitors' attention first.<sup>22</sup>

Another group consists of museums and galleries that display contemporary works of olfactory art. This type of art uses scents to create an artistic experience, evoking emotions and associations in viewers. The only gallery in the world specializing in olfactory art is *Keller's Olfactory Art Gallery* in New York City. It presents and sells perfumes, wax sculptures, photographs and installations that emit fragrances. The gallery also

<sup>20</sup> Norse-ty niffs. In *JORVIK Viking Centre* [online]. 2017 [accessed 2024-08-01]. Available from [www: <https://www.jorvikvikingcentre.co.uk/press/norse-ty-niffs-historic-aroma-packages-trialled-bring-vikings-smells-home/>](https://www.jorvikvikingcentre.co.uk/press/norse-ty-niffs-historic-aroma-packages-trialled-bring-vikings-smells-home/).

<sup>21</sup> Fleeting – Scents in colour. In *Mauritshuis* [online]. [accessed 2024-08-02]. Available from [www: <https://www.mauritshuis.nl/en/what-s-on/exhibitions/exhibitions-from-the-past/fleeting-scents-in-colour/>](https://www.mauritshuis.nl/en/what-s-on/exhibitions/exhibitions-from-the-past/fleeting-scents-in-colour/).

<sup>22</sup> *Muzej emocij* [online]. [accessed 2024-08-02]. Available from [www: <https://museumofemotions.ru/>](https://museumofemotions.ru/).

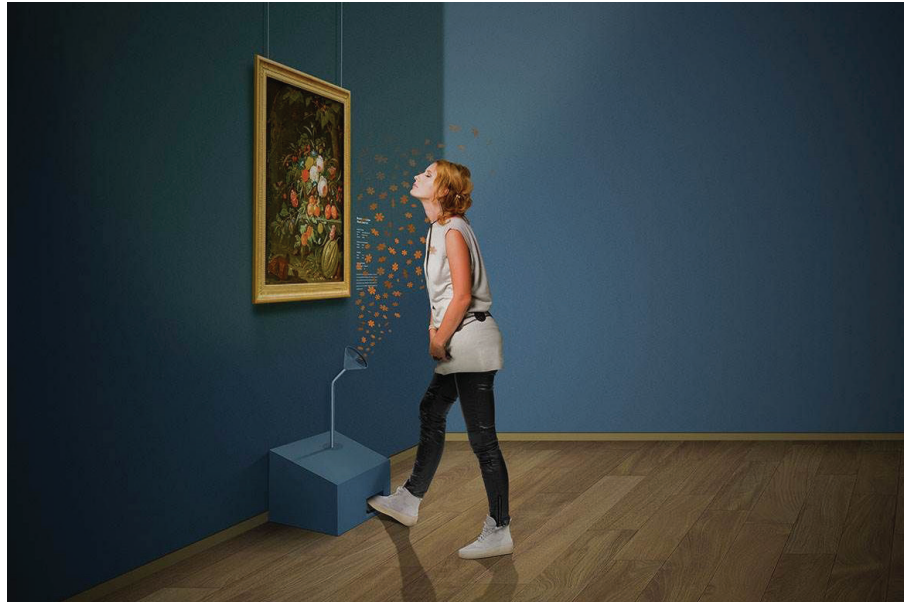


Fig. 2: "Scent dispensers" that sprayed a scented mixture when the pedal was pressed (Source: Fleeting – Scents in colour. In *Mauritshuis* [online]. [accessed 2024-08-02]. Available from [www: <https://www.mauritshuis.nl/en/what-s-on/exhibitions/exhibitions-from-the-past/fleeting-scents-in-colour/>](https://www.mauritshuis.nl/en/what-s-on/exhibitions/exhibitions-from-the-past/fleeting-scents-in-colour/).)

supports artists and organizes fragrance performances.<sup>23</sup>

Brian Gelzenleichter's *Scents of Exile* project uses scents to convey the immigrant and refugee experience through hand sanitisers to which smells associated with participants' memories have been added. These stations, help visitors experience the scent associated with another's experience and take their memory with them, becoming part of the art performance. The exhibition has been presented at *Olfactory Art Keller* and other museums, including the multi-museum project *Smell it! Smell in Art in Germany*.<sup>24</sup>

Finally, we come to the fourth and last group of museums using scents. Modern museums actively use scents in their souvenir stores, linking them to specific exhibitions. This allows visitors to

<sup>23</sup> *Olfactory Art Keller* [online]. [accessed 2024-08-03]. Available from [www: <https://www.olfactoryartkeller.com/>](https://www.olfactoryartkeller.com/).

<sup>24</sup> *Scents of Exile*. In *Olfactory Art Keller* [online]. 2021 [accessed 2024-08-10]. Available from [www: <https://www.olfactoryartkeller.com/exhibitions/scents-of-exile>](https://www.olfactoryartkeller.com/exhibitions/scents-of-exile).

take away a piece of the museum and preserve memories. Museums can create special scents or partner with perfume companies to create unique fragrances associated with specific exhibitions. For example, in 2021, the *Van Gogh Museum* and the perfume company *Floral Street* released *Sunflower Pop*, a perfume inspired by Van Gogh's painting *Sunflowers*.<sup>25</sup> This fragrance became popular and is still sold at the museum and on *Floral Street's* website.<sup>26</sup> In addition to perfumes, museums offer scented souvenirs such as candles, soaps and other items.

The *V&A Museum* gift shop sells scented candles<sup>27</sup> and body

<sup>25</sup> Van Gogh Museum and Floral Street Present Parfum 'Sunflower Pop'. In *Van Gogh Museum* [online]. 2021 [accessed 2024-08-15]. Available from [www: <https://www.vangoghmuseum.nl/en/about/news-and-press/press-releases/van-gogh-museum-and-floral-street-present-parfum-sunflower-pop>](https://www.vangoghmuseum.nl/en/about/news-and-press/press-releases/van-gogh-museum-and-floral-street-present-parfum-sunflower-pop).

<sup>26</sup> *Sunflower pop eau de parfum*. In *Floral Street* [online]. [accessed 2024-08-15]. Available from [www: <https://floralstreet.com/products/sunflower-pop-eau-de-parfum>](https://floralstreet.com/products/sunflower-pop-eau-de-parfum).

<sup>27</sup> *Honeysuckle V&A candle*. In *V&A Shop* [online]. [accessed 2024-08-12]. Available from [www: <https://www.vam.ac.uk/shop/homeware/home-accessories/honeysuckle-va-candle-162860.html>](https://www.vam.ac.uk/shop/homeware/home-accessories/honeysuckle-va-candle-162860.html).



Fig. 3: Scents of Exile (Source: Scents of Exile. In *Olfactory Art Keller* [online]. 2021 [accessed 2024-08-10]. Available from [www: <http://www.olfactoryartkeller.com/exhibitions/scents-of-exile>](http://www.olfactoryartkeller.com/exhibitions/scents-of-exile).)

lotions<sup>28</sup> inspired by objects in the museum's collection. These souvenirs can serve as a great reminder of your visit to the exhibition space.

Even in virtual exhibitions, fragrances can be used to create a richer experience. For example, during the pandemic, the Dutch *Mauritshuis Museum* in The Hague created a special fragrance box for its tour, *A fleeting scent in color*. The scents made the virtual tour more interactive and engaging.<sup>29</sup> Museums create souvenirs with more imagination and attention, including exclusive items such as designer furniture, jewelry, and perfumes. The sale of such souvenirs generates significant revenue for museums and helps promote their brand, bringing art closer and more accessible to a wider audience.

More examples of the use of scents in museum spaces and their impact on visitor perceptions can be found in my thesis, which looks in detail at contemporary approaches to multi-sensory displays.<sup>30</sup>

### Classification of museums based on the use of smells

Based on the examples given, the following classification of museums based on the use of scents can be summarized.<sup>31</sup>



Fig. 4: Perfume Sunflower Pop (Source: Van Gogh Museum Wins Brand & Lifestyle Licensing Award for Sunflower Pop Perfume. In *Van Gogh Museum* [online]. [accessed 2024-08-15]. Available from [www: <http://www.vangoghmuseum.nl/en/about/news-and-press/news/van-gogh-museum-wins-brand-lifestyle-licensing-award-for-sunflower-pop-perfume>](http://www.vangoghmuseum.nl/en/about/news-and-press/news/van-gogh-museum-wins-brand-lifestyle-licensing-award-for-sunflower-pop-perfume).)

<sup>28</sup> Rose and geranium hand and body lotion. In *V&A Shop* [online]. [accessed 2024-08-12]. Available from [www: <https://www.vam.ac.uk/shop/homeware/home-fragrance/rose-and-geranium-hand-and-body-lotion-166839.html>](https://www.vam.ac.uk/shop/homeware/home-fragrance/rose-and-geranium-hand-and-body-lotion-166839.html).

<sup>29</sup> Guided tour: Fleeting – Scents in Colour. In *Mauritshuis* [online]. [accessed 2024-08-15]. Available from [www: <https://www.mauritshuis.nl/en/what-s-on/exhibitions/exhibitions-from-the-past/fleeting-scents-in-colour/guided-tour-fleeting-scents-in-colour/>](https://www.mauritshuis.nl/en/what-s-on/exhibitions/exhibitions-from-the-past/fleeting-scents-in-colour/guided-tour-fleeting-scents-in-colour/).

<sup>30</sup> KOZHEVNIKOVA, Daria. *Koncepce multisenzorického muzea: jak používat vůně ke komunikaci s návštěvníky* [online]. Brno: Masaryk University, Faculty of Arts, Department of Archaeology and Museology, 2024 [accessed 2024-08-15]. Available from [www: <https://is.muni.cz/th/a5mfv/>](https://is.muni.cz/th/a5mfv/). Master's thesis.

<sup>31</sup> Ibidem.

Category	Examples	Description
Museums for which flavor is a mandatory part of the exhibition	Museums of fragrances	These museums are entirely dedicated to the world of fragrance and provide visitors with the opportunity to learn about different fragrances, their history and creation.
	Museums of food	Museums of spices, coffee, cheese and other food products that allow visitors to immerse themselves in the atmosphere and culture of these products through the sense of smell.
	Museums of perfumes and cosmetics	These museums present the history of perfumes and cosmetics, often with the opportunity to smell them.
	Museums of pharmacy	Here you can learn about the history and development of medicines and their flavors.
Museums where scents complement the main exhibits	Reconstructing historical scents	Museums are reconstructing the scents of ancient times to better match historical events.
	Reconstructing the scents of paintings	Museums use scents to enhance the visual and emotional experience of paintings and works of art.
	Scents to enhance emotional impact	Museums can use scents to evoke certain moods or emotional responses in visitors.
	Scents that evoke memories	Scents that help visitors remember past events or experiences.
Museums that showcase olfactory art		Museums that specialize in aromatic art and offer visitors unique aromatic performances and exhibitions.
Museums that have scented products in their gift shops	Perfumery	Museums can create special scents or partner with perfume companies to create unique scents related to specific exhibitions.
	Aromatic souvenirs	Aromatic candles, soaps or other souvenirs related to specific scents associated with the exhibition.
	Scents for online exhibitions	Even in virtual museum exhibitions, scents can be used to create a richer experience for visitors.

Tab. 1: Classification of museums based on the use of smells

Fragrances are used in museums in a variety of ways, from a key element of exhibitions to an auxiliary tool that enriches the perception. They can be the backbone of exhibitions, as in specialized museums of fragrance, food or cosmetics, or they can serve as an additional tool to complement the main exhibits and enhance the emotional and historical immersion. In addition, fragrances can be a form of olfactory art creating unique installations and used in exhibition-related souvenirs. In this way, scents in museums help to create a multi-sensory experience, enhancing the emotional and cultural connection to the exhibit.

This classification is valid at the time of writing and may be supplemented in the future as the use of scents in museology increases.

### Conclusion

This classification is intended to guide museum professionals, especially those new to working with scents. Each highlighted category has its own characteristics and potential for the use of smells. We have highlighted several key directions to better understand the role of scents in the museum environment and their importance in enriching the museum experience. While there are some technical and financial challenges to implementing scents in museum displays, these challenges can be the impetus for new innovations and developments. The opportunity to create deep emotional and psychological impressions in visitors opens new horizons for museums in enriching cultural experiences. Advances

in technology and the growing interest in scented museum art will increase the use of smells in the future, making museum visits even more engaging and memorable.

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