

THE INTERNATIONAL MINUTE OF SCENTS

JUNE 10TH, 2025

10:06 AM

breathe, feel, write



A SENSORY AND POETIC EXPERIENCE

Open to all, everywhere around the world. Based on an idea by writer Mathieu Simonet

The PROTOCOL

IT IS VERY SIMPLE AND LASTS ONLY A FEW MINUTES

1. On June 10, **plan to be outdoors at 10:06AM** to begin the experience.
2. **Walk slowly**, concentrate on your breathing. Remain silent.
3. **Stop as soon as your nose detects as smell**, no what that smell is. It can be pleasant or unpleasant, intense or faint, permanent or fleeting.
4. Close your eyes. Try to not think about anything else. **Focus on that smell** and only on the smell. Try to memorize it and find words to describe it.
5. Then pick up your pen ! **On a record card (10x15cm format), describe this smell** with your own words : sensations, evocations, emotions, adjectifs, memories... You are free to describe it as you like : in English or in your mother tongue, in a few words or in a few sentences.
6. On the back of the record card, mention your first name and age along with the address (even approximate) of the observation site. If you'd like to be kept informed about the actions of The international Minute of scents, please leave us your contact details.
7. **Send your text as soon as possible**, preferably before June 17th, 2025, to the following address :
Atmo Normandie, 3 place de la Pomme d'Or, 76000 Rouen, France.

FROM 7 TO 107 YEARS OLD : OPEND TO ALL, EVERYWHERE AROUND THE WORLD !

DETAILS FOR A GROUP OR A CLASS

EXPERIENCE PREPARATION

1. Decide in advance on the olfactory observation site and the perimeter not to be crossed (for example, the schoolyard or a nearby park).
2. This odor exploration perimeter should be large enough to allow everyone to enjoy their sensory experience without being disturbed by neighbors who are too close, and small enough to allow supervisors to keep an eye on participants, especially children.
3. Emphasize that the experiment must be carried out solo, a few meters apart and in silence: you must not influence one another, and you must not disturb with each other's concentration.
4. Take the time to explain this protocol to the group on the day of the event before going out. Make sure everyone understands it. Point out that this is both a scientific and an artistic experiment.

Are you a teacher or group leader ? You can download our guide :

"Introduction à l'olfaction"

(available in french only)



5. If you are working with a group of children, you can present the «minute» to them like a theater play: a role to be played alone, keeping their distance from their peers, walking calmly, etc. Put the children at ease, and make it clear that there is no grading, and no right or wrong answers. Spelling mistakes will of course not be penalized.
6. Distribute the record cards before going out. Everyone should have a pen, and ideally something to lean on while writing outdoors. Don't forget weather-appropriate clothing!
7. Allow enough time to get to the observation site before 10:06AM, so the experience starts on time.

COURSE

1. A sound signal (bell, whistle, music from a mobile phone, etc.) can be used to start the experiment, making the moment more solemn and well-structured with a start time of 10:06 a.m.
2. The experiment should not last too long. It is suggested to stop it at 10:15, for example by sounding a second signal.
3. If some students do not detect any smell, they should indicate this on their record card, for example, by writing «None.» Encourage these participants by reminding them that, for scientists, a result of zero is still a valid experimental result and should be recorded.
4. To enrich the collective experience, you can gather the group afterward for a reading session. Each participant can read their own text or someone else's. Emotional moment guaranteed !
5. Teachers are also invited, if they wish, to participate in the experiment—not only by writing on a record card but also by recording their observations of the overall experiment on a colored record card. They may, for example, note how the workshop went, how the group experienced it, etc.

More information on : atmonormandie.fr and on



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In collaboration with

