



Museum Ulm | Marktplatz 9 | 89073 Ulm

Stadt Ulm

ulm

: Press Release

# Follow your nose!

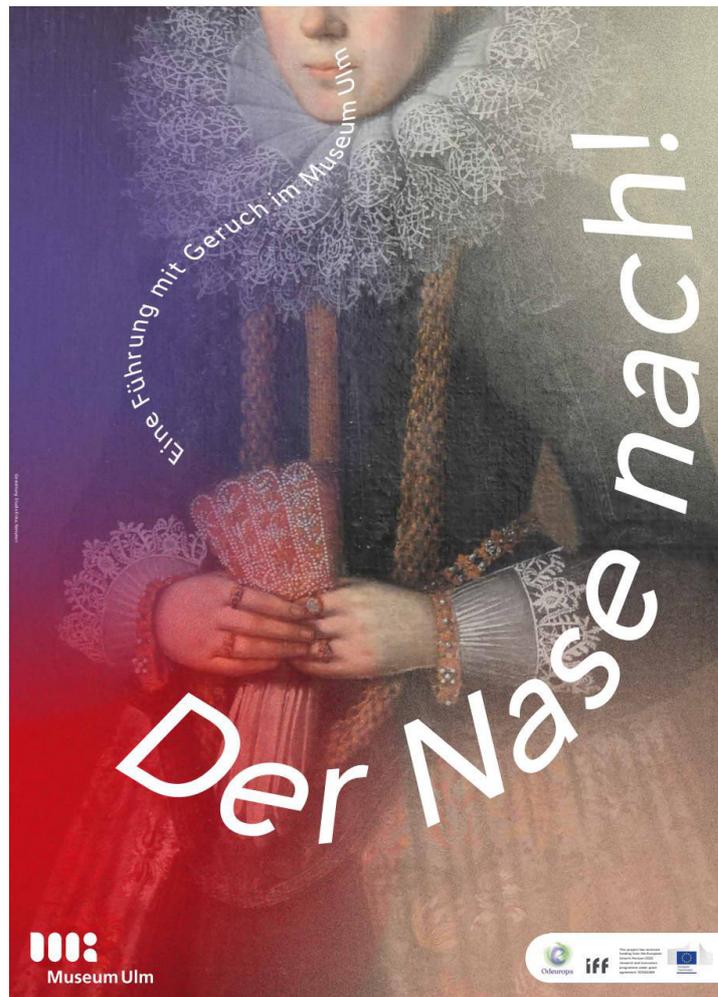
## Guided tours with smell in the Museum Ulm

Smell in a museum? Not an obvious idea at first. Art museums are strongly oriented towards the sense of sight. Hearing, touch or smell seem to play an increasingly important role for artists of the recent past, at best. But is this really the case? Do most works of art really contain no information or clues about smell?

For the new guided tour concept "Follow your nose!" the Museum Ulm and a team of the EU research project Odeuropa have selected artworks from the museum collections that depict smell or smelling things: fragrant gardens, a perfume ball (a so-called musk apple) on a piece of clothing, the clouds of smoke from hell, or an artist's dining table. These smells have become reality: International Flavors and

Fragrances (IFF) perfumers have "recreated" them for the museum.

The Odeuropa Network was established in 2020 to identify, protect, present and promote olfactory heritage. It also aims to develop state-of-the-art AI techniques to identify and detect olfactory information in text and image datasets; to investigate how "smell" is expressed in different languages, what places it was associated with, what events and practices it characterized, what emotions it is associated with. In addition, the project aims



to demonstrate that critical engagement with our sense of smell and olfactory heritage is an important and viable means of connecting and promoting Europe's tangible and intangible cultural heritage. More information also at [www.odeuropa.eu](http://www.odeuropa.eu).

From **April 10, 2022**, previously undiscovered stories behind the paintings will be discovered in regular as well as freely bookable "**Guided Tours with Smell.**" With "**Follow your nose!**", visitors will experience selected works from the collection of the **Museum Ulm** in a surprisingly different way as part of the new guided tour concept.

Below you will find the **public Sunday guided tour dates** until fall 2022:

10.04.22 | 15.05.22 | 12.06.22 | 10.07.22 | 14.08.22 | 11.09.22 each at 11 am

10.04.22 | 24.04.22 | 29.05.22 | 24.07.22 | 28.08.22 each at 3 pm

Further dates will follow.

The **guided tour format** can also be **booked for private groups, school classes or daycare groups** via [www.museumulm.de](http://www.museumulm.de) under "Education".

In cooperation with:



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Further **information** is also available at [www.museumulm.de](http://www.museumulm.de). There you will also find further **text and image material to download** in the **press section**.

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**Opening Hours**  
Tue - Sun : 11 a.m. - 05 p.m.  
Sat - Sun : 11 a.m. - 06 p.m.  
[www.museumulm.de](http://www.museumulm.de)