Contents

Acknowledgments xi

Introduction: Olfactocentrism
Jim Drobnick 1

Part I: Odorphobia

Preface 13

1 Polish and Deodorize: Paving the City in Late Eighteenth-Century France
Rodolphe el-Khoury 18

2 The Sociology of Odors
Gale Largey and Rod Watson 29

3 Immigrant Lives and the Politics of Olfaction in the Global City
Martin F. Manalansan IV 41

4 Offensive Bodies
Alan Hyde 53

5 Base Notes: Odor, Breath and Moral Contagion in Ilahita
Donald Tuzin 59

6 Olfactory-Triggered Panic Attacks Among Khmer Refugees
Devon E. Hinton, Vuth Pich, Dara Chhean and Mark H. Pollack 68

Part II: Toposmia

Preface 85

7 Smellscape
J. Douglas Porteous 89
8  Vagueness Gridlocked: A Map of the Smells of New York  
   *Eleanor Margolies*  
   107

9  The Broken Cycle: Smell in a Bangkok Lane  
   *Erik Cohen*  
   118

10 Fragrant Signals and Festive Spaces in Eurasia  
   *Lucienne A. Roubin*  
   128

11 The Stench of Power  
   *Hans J. Rindisbacher*  
   137

12 Environmental Fragrancing  
   *Peter Damian and Kate Damian*  
   148

**Part III: Flaireurs**

13 The New Calculus of Olfactory Pleasure  
   *Alain Corbin*  
   167

14 Sense and Sensibility  
   *Helen Keller*  
   181

15 The Dog Beneath the Skin  
   *Oliver Sacks*  
   184

16 Nostalgia, the Odors of Childhood and Society  
   *Alan R. Hirsch*  
   187

17 I Know What I Like: Understanding Odor Preferences  
   *Rachel S. Herz*  
   190

**Part IV: Perfume**

18 Another Memory  
   *Marcel Proust*  
   210

19 Perfumed Obsession  
   *Mandy Aftel*  
   212
20 Accords and Discords: Perfume Reviews
Luca Turin

21 Perfumeros and the Sacred Use of Fragrance in Amazonian Shamanism
John J. Steele

22 The Dialectic of "Enscentment": Patrick Süskind’s Perfume as Critical History of Enlightenment Culture
Richard T. Gray

Part V: Scentsuality

Preface

23 The Eros—and Thanatos—of Scents
Richard H. Stamelman

24 Odor di Femina: Though You May Not See Her, You Can Certainly Smell Her
Carol Mavor

25 "The Roots of the Orchis, the Iuli of Chesnuts": The Odor of Male Solitude
Christopher Looby

26 Queer Smells: Fragrances of Late Capitalism or Scents of Subversion?
Mark Graham

27 In Noritoshi Hirakawa’s Garden of Nirvana
Jennifer Fisher and Jim Drobnick

Part VI: Volatile Art

Preface

28 A Wisp of Smoke: Scent and Character in The Tale of Genji
Aileen Gatten

29 Eating Nothing: Cooking Aromas in Art and Culture
Jim Drobnick

30 Self-Portrait in Scent: Sketch #1
Clara Ursitti
31  Digital Scratch and Virtual Sniff: Simulating Scents
   Mark W.D. Paterson 358

Part VII: Sublime Essences

Preface 371

32  The Breath of God: Sacred Histories of Scent
   Constance Classen 375

33  Bodies, Odors and Perfumes in Arab-Muslim Societies
   Françoise Aubail-Sallenave 391

34  Magic, Perfume, Dream…
   Alfred Gell 400

35  The Scent of Memory in Hindu South India
   David Shulman 411

36  Olfactory After-Death Communications
   William Guggenheim and Judith Guggenheim 427

Copyright Acknowledgments 431

Notes on Contributors 435

Index 439
RELATED: Cultural Sensitivity: How to Market Your Brand to Other Cultures. The Bororo, meanwhile, consider body odor to be the life-force of a person, and breath-odor the soul. In Arab countries, breathing on people during a conversation is a sign of friendship and goodwill. The smell of grass cuttings in a hardware store, for example, encourages people to think about buying gardening equipment, while the smell of cinnamon at Christmas puts people in a festive mood so they are more likely to splash the cash on presents for loved ones. Specific scents put customers in a mindset where they are more likely to engage with the products and make a purchase.