

The Smell Culture Reader

Edited by

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Contents

Acknowledgments	xi
Introduction: Olfactocentrism <i>Jim Drobnick</i>	1
Part I: Odorphobia	
<i>Preface</i>	13
1 Polish and Deodorize: Paving the City in Late Eighteenth-Century France <i>Rodolphe el-Khoury</i>	18
2 The Sociology of Odors <i>Gale Largey and Rod Watson</i>	29
3 Immigrant Lives and the Politics of Olfaction in the Global City <i>Martin F. Manalansan IV</i>	41
4 Offensive Bodies <i>Alan Hyde</i>	53
5 Base Notes: Odor, Breath and Moral Contagion in Ilahita <i>Donald Tuzin</i>	59
6 Olfactory-Triggered Panic Attacks Among Khmer Refugees <i>Devon E. Hinton, Vuth Pich, Dara Chhean and Mark H. Pollack</i>	68
Part II: Toposmia	
<i>Preface</i>	85
7 Smellscape <i>J. Douglas Porteous</i>	89

8	Vagueness Gridlocked: A Map of the Smells of New York <i>Eleanor Margolies</i>	107
9	The Broken Cycle: Smell in a Bangkok Lane <i>Erik Cohen</i>	118
10	Fragrant Signals and Festive Spaces in Eurasia <i>Lucienne A. Roubin</i>	128
11	The Stench of Power <i>Hans J. Rindisbacher</i>	137
12	Environmental Fragrancing <i>Peter Damian and Kate Damian</i>	148
Part III: <i>Flaireurs</i>		
	<i>Preface</i>	163
13	The New Calculus of Olfactory Pleasure <i>Alain Corbin</i>	167
14	Sense and Sensibility <i>Helen Keller</i>	181
15	The Dog Beneath the Skin <i>Oliver Sacks</i>	184
16	Nostalgia, the Odors of Childhood and Society <i>Alan R. Hirsch</i>	187
17	I Know What I Like: Understanding Odor Preferences <i>Rachel S. Herz</i>	190
Part IV: <i>Perfume</i>		
	<i>Preface</i>	207
18	Another Memory <i>Marcel Proust</i>	210
19	Perfumed Obsession <i>Mandy Aftel</i>	212

20	Accords and Discords: Perfume Reviews <i>Luca Turin</i>	216
21	<i>Perfumeros</i> and the Sacred Use of Fragrance in Amazonian Shamanism <i>John J. Steele</i>	228
22	The Dialectic of “Enscenment”: Patrick Süskind’s <i>Perfume</i> as Critical History of Enlightenment Culture <i>Richard T. Gray</i>	235
Part V: Scentsuality		
	<i>Preface</i>	257
23	The Eros—and Thanatos—of Scents <i>Richard H. Stamelman</i>	262
24	<i>Odor di Femina</i> : Though You May Not See Her, You Can Certainly Smell Her <i>Carol Mavor</i>	277
25	“The Roots of the Orchis, the Iuli of Chesnuts”: The Odor of Male Solitude <i>Christopher Looby</i>	289
26	Queer Smells: Fragrances of Late Capitalism or Scents of Subversion? <i>Mark Graham</i>	305
27	In Noritoshi Hirakawa’s <i>Garden of Nirvana</i> <i>Jennifer Fisher and Jim Drobnick</i>	320
Part VI: Volatile Art		
	<i>Preface</i>	327
28	A Wisp of Smoke: Scent and Character in <i>The Tale of Genji</i> <i>Aileen Gatten</i>	331
29	Eating Nothing: Cooking Aromas in Art and Culture <i>Jim Drobnick</i>	342
30	<i>Self-Portrait in Scent: Sketch #1</i> <i>Clara Ursitti</i>	357

31	Digital Scratch and Virtual Sniff: Simulating Scents <i>Mark W.D. Paterson</i>	358
Part VII: Sublime Essences		
	<i>Preface</i>	371
32	The Breath of God: Sacred Histories of Scent <i>Constance Classen</i>	375
33	Bodies, Odors and Perfumes in Arab-Muslim Societies <i>Françoise Aubaile-Sallenave</i>	391
34	Magic, Perfume, Dream ... <i>Alfred Gell</i>	400
35	The Scent of Memory in Hindu South India <i>David Shulman</i>	411
36	Olfactory After-Death Communications <i>William Guggenheim and Judith Guggenheim</i>	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.