European Heritage Awards / Europa Nostra Awards (2025)
827-Research 2. Research

Odeuropa

QBZewmYe

Entry details

General information

Main country of application: Netherlands

In case there are other official partners involved in the project, please list the country(ies) they come from

> France, Germany, UK, Italy, Slovenia,

Author(s) of the research project

1. Inger Leemans, Humanities Cluster of the Royal Netherlands Academy of Arts and Sciences (KNAW), The Netherlands
2. Marieke van Erp, Humanities Cluster of the Royal Netherlands Academy of Arts and Sciences (KNAW), The Netherlands
3. Vincent Christlein, Friedrich-Alexander-Universität of Erlangen-Nürnberg (FAU), Germany
4. Sara Tonelli, Fondazione Bruno Kessler (FBK), Italy
5. Raphaël Troncy, EURECOM (EUR), France
6. William Tullett, University of York (UoY), United-Kingdom
7. Cecilia Bembibre, University College London (UCL), United-Kingdom

Type: Digitisation project of cultural heritage

Brief description of the project

> Our senses are our gateways to the past. Much more so than any other sense, our sense of smell is directly linked to our emotions and memories. While museums are slowly discovering the power of multi-sensory presentations, we lack the scientific standards, tools, and data to effectively identify and promote the wide-ranging role scents and smelling have in our cultural heritage. The goal of the Odeuropa project was to show that critically engaging our sense of smell and our scent heritage is an important and a viable means for connecting and promoting Europe's tangible and intangible cultural heritage.

Start date of the project: 2021-01-01

Completion date of the project	2023-12-31
Website(s) of the project/nominee	https://odeuropa.eu
Twitter page of the project, if any	https://x.com/odeuropa
Any other relevant social media	Odeuropa Youtube channel: https://www.youtube.com/@odeuropa7153/videos
Does the site or heritage in question have national/regional/local cultural heritage designation or protection status in its country?	Yes

If yes, please specify:

> Since 2021 there are two European regions that inscribed 'sensory heritage' into their heritage regulation: France (2021) and, very recently, the Dutch province of Frisia (November 2024). Their aim is particularly to safeguard the sounds and smells of the countryside as 'patrimoine sensoriel'. These two examples are important, but still quite unique and first steps in new development: to recognize smells as part of our cultural heritage. But in most heritage practices and policies, as well as in heritage research, sensory aspects are effectively overlooked. This is all the more true for olfactory components: smell is almost completely overlooked when identifying, inventorying and documenting tangible and intangible heritage. Due to this neglect, we are at risk of losing natural smellscapes and olfactory practices meaningful for European regions and communities. And we are neglecting an opportunity to strengthen the strategic agendas of (inter)national heritage bodies with a sensory dimension.

Is the site or heritage in question included on the UNESCO World Heritage List, either as a single World Heritage Site or as part of one larger site?	Yes

If yes, please specify:

> Although heritage smellscapes or other designations of olfactory heritage have received almost no recognition so far, there is one UNESCO World Heritage listed intangible heritage practice that has been recognised for its relation to olfactory heritage: the Pays de Grasse. The recognition is for "the cultivation of perfume plants, the knowledge and processing of natural raw materials, and the art of perfume composition" in Pays de Grasse, France.

If relevant, is the site/heritage accessible to the public?	Yes

If relevant, is the site/heritage accessible to people with disabilities?

> n/a

Contact details

Name of the entrant	Inger Leemans
Entrant's position	Professor of Cultural History (VU) & PI of NL-Lab (KNAW)

Organisation of the entrant	Humanities Cluster of the Royal Netherlands Society of Art and Sciences (KNAW)
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Owner's position	PI of the Odeuropa project
Organisation of the owner	KNAW
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Name of the project leader	Inger Leemans
Project leader's position	Professor of Cultural History & PI of Odeuropa
Organisation of the project leader	KNAW Humanities Cluster
Email of the project leader	inger.leemans@huc.knaw.nl
Telephone of the project leader	+31642571984

Other relevant participants

> Odeuropa had a large team of committed researchers and developers, amongst which:
>
> Sofia Ehrich KNAW
> Arno Bosse KNAW
> Ali Hürriyetoğlu KNAW
> Mathias Zinnen FAU
> Prathmesh Madhu FAU
> Peter Bell FAU
> Andrea Büttner FAU
> Helene Loos FAU
> Stefano Menini FBK
> Elisa Leonardelli FBK
> Inna Novalija JSI

Serra Sinem Tekiroğlu FBK
Pasquale Lisena EURECOM
Thibault Ehrhart EURECOM
Dunja Mladenić JSI
Daniel Schwabe JSI
Janez Brank JSI
Marko Grobelnik JSI
Victoria-Anne Michel UoY
Matija Strlič UCL
Georgios Alexopoulos UCL
Sanjoli Mathur UCL
Bernardo Fleming IFF

Concise summary

Concise summary

Our senses are our gateways to the past. Much more so than any other sense, our sense of smell is linked directly to our emotions and memories. While museums are slowly discovering the power of multi-sensory presentations, we lack the scientific standards, tools, and data to effectively identify, consolidate, and promote the wide-ranging role scents and smelling have in our cultural heritage. For these reasons, olfactory heritage remains severely under-valued as a resource in both tangible and intangible cultural heritage contexts.

Odeuropa: Negotiating Olfactory and Sensory Experiences in Cultural Heritage Practice and Research (https://odeuropa.eu) was an EU-funded, €2.8M H2020 research and innovation action which ran from 2021-2023.

Odeuropa's primary aims were to:

- develop methods for identifying and tracing olfactory references in digital image and text collections, across multiple European regions and languages from the 17th to the early 20th century.
- create digital and multi-sensory resources to allow different stakeholders and audiences to freely access and interact with olfactory storylines.
- define and promote measurable standards and best practices for olfactory heritage science.
- educate and train cultural heritage professionals in the use of olfactory heritage strategies.
- develop policy recommendations for cultural heritage brokers, NGOs, and decision makers to help preserve and safeguard our past and future olfactory heritage.

The main results of the project were:

- The Odeuropa Smell Explorer: drawing on 43,000 images and 167,000 texts, and powered by the European Olfactory Knowledge Graph, it is the first cultural heritage database that can be searched semantically by concepts using smell as an entry point.
- The Encyclopedia of Smell History and Heritage: An online reference on smell as a cultural phenomenon.
- The Olfactory Storytelling Toolkit: A comprehensive "how-to" guide for cultural heritage professionals. It provides practical advice on using smell as a narrative technique in museums and heritage institutions.
- The Odeuropa Heritage Smell Library: A collection of olfactory culturally significant historical smells developed in collaboration with perfumers and scent designers.

Odeuropa reached a global audience via articles in European (e.g. The Guardian, Le Monde, Het Parool, La Repubblica) and international publications (e.g. New York Times, National Geographic), and many television and radio appearances. This was accompanied by over 25 peer-reviewed scientific publications and FAIR data sharing practices. In this way, Odeuropa was able to put smell on the agenda for the general public, GLAM professionals, and policy makers, communicating the significance of safeguarding our European olfactory heritage.

Objectives, methodology and context

Aims and objectives of the research project.

> The aim of the Odeuropa project was to demonstrate the significance of smell for cultural heritage, and to prove that engaging our sense of smell is an important and a viable means for connecting and promoting Europe's tangible and intangible cultural heritage.
>
> To this end, the objectives of the project were to:
>
> - develop methods for identifying and tracing olfactory references in large-scale, digital image and text collections, across multiple European regions and languages (1600-1920);
> - create digital and multi-sensory resources to allow different stakeholders and audiences to freely access and interact with the project's data and storylines;
> - define and promote measurable standards and best practices for olfactory heritage science;
> - educate and train cultural heritage professionals in the use of olfactory heritage strategies;
> - develop policy recommendations for cultural heritage policy makers to help preserve and safeguard olfactory heritage.
>
> Since intangible cultural heritage was at the centre of all our efforts in Odeuropa, it was very important to us that our work be fully aligned with the principles expressed by the FARO convention. To accomplish this, we collaborated closely with the Dutch Centre for Intangible Heritage (KIEN) who advised and collaborated with us in our engagement with different heritage communities in the Netherlands, Germany, and Belgium. We also included representatives from ICCROM (https://www.iccrom.org/) in the Odueropa's advisory board, and consulted closely with UNESCO representatives in preparing our recommendations for heritage policy-makers.

Surrounding context in which the project was undertaken, both locally and nationally, and in terms of the state of the field at the time of conducting the research.

> In the last years more libraries, museums and archives have been discovering the power of multi-sensory presentations, including smell, to enhance the impact and widen the accessibility of their collections. See, for example, exhibitions such as 'Fleeting – Scents in Colour' (Mauritshuis, NL), 'The Essence of Painting' (Prado, ES), and 'Sensorium' (Tate Britain, UK),.
>
> However, engaging with smell in museums is not straightforward. We lack the scientific standards, tools, and data to effectively identify, consolidate, and promote the role of scents and smelling in our cultural heritage. Many European text and image collections have been digitised, but it is very complex / impossible to search these databases for olfactory stories and iconographies. Moreover, while visitors can read about scents or engage with them in visual depictions, they cannot, in fact, smell them. Curators lack the means and expertise to recreate the necessary heritage scents. As a result, there are many legitimate concerns and unknowns for GLAM professionals who wish to bring scent into their institutions. On top of this, there also remains a wide-spread lack of awareness amongst the general public about historical scent culture which in turn discourages some GLAMs from engaging with this topic.

Approach and methodology used for the project as well as reproducibility of the approach.

> We first employed AI-based methods (natural language processing, computer vision) to identify and trace scent and smell references in 16th to early 20th century European images and developed classification systems to express these in structured form. This surfaced references to smell on the basis of specific objects, allegories, and iconographies. In parallel, we extracted and processed olfactory language and experiences from historical texts in six European languages.
>
> The next set of tasks integrated and interpreted these results by developing a semantic model and vocabularies for describing olfactory information. We developed key concepts for understanding how smell 'works' in different cultural

contexts and involved describing the language of odour and investigating the relationship between scent and identity, and how societies coped with challenging or dangerous odours.

Our final set of tasks focused on communicating and disseminating the project's deliverables. For this, we engaged with heritage professionals, scholars, industry and other groups to explain the relevance of scents and sensory experiences and provided them with training and best practices to address their concerns. A key element of this was preparing a series of recommendations for European policy-makers on how to safeguard and promote their olfactory heritage at the regional and national level.

Stages of implementation of the project

2021:
Prepared olfactory taxonomies and vocabularies. Identified smell narratives and olfactory biases. Collected olfactory metadata, images & texts collected. First versions of image and text analysis systems. Evidence-based recommendations for the safe use of odours in heritage spaces.

2022:
Overview of academic and museological state of the art in olfactory storytelling and drafts of storylines for the "Encyclopaedia of Smell Heritage". Structured data, images, and texts collected, second versions of image and text analysis systems. Hackathon/Workshop & public olfactory event and demonstrator applications. PastScent conference.

2023:
Diachronic analyses of olfactory imagery, language, storylines across different cultures via the olfactory knowledge graph which also provides content to the "Encyclopaedia of Smell Heritage". Dissemination of sensory storytelling to GLAMs and policy makers, communication of results to scholars and wider audiences. Presentation of 'Olfactory Storytelling Toolkit' to GLAMS and policy papers to cultural heritage policy makers. Final conference and 'Smell Culture Fair'.

Problems encountered and justification for the decisions taken to overcome these problems, both before and during the project.

The most challenging problem Odeuropa encountered was the COVID-19 pandemic, and the lockdowns and other restrictions that accompanied it. All research projects faced these challenges, of course, but for a project on olfactory heritage that promised to innovate through 'nose-on' events and develop tangible smell products, the challenges were even harder. Our GLAM partners had to postpone all their events with us and focus on their core activities, which in turn made it very hard to incorporate our findings into their curation and exhibition practices.

However, the lockdowns also helped people to realise just how important smell is for their wellbeing. The massive move towards online environments resulted in calls for more human-oriented experiences. The growing awareness of this helped boost our own creativity. During the lockdowns we developed different techniques for hybrid storytelling with scents, from portable smell kits sent by mail, to instructions for 'kitchen cabinet smell sessions' and other 'do it yourself' approaches. We were able to integrate our olfactory categories into the digital collections of the National Library of Slovenia and the Iconclass art metadata standard – and this paves the way for their inclusion at further heritage institutions in the future.

Results and impact

Summary of the main results achieved and knowledge that has been gained. List the ways that the project/initiative contributes to the preservation and/or enhancement of the historical, cultural, environmental, educational and/or social values of the heritage in question. Mention the project's impact on conservation policy and practice, if any.

The Odeuropa project resulted in 30+ peer-reviewed scientific publications. One of these, 'Capturing the Semantics of Smell' won the best paper prize in 2022 at the 19th Extended Semantic Web Conference. Tullett's 'Smell and the Past'

(Bloomsbury, 2023) was shortlisted as one of the BBC's Books of the Year. NeusWijzer: Geuratlas van de Lage Landen (Boom, 2023), co-edited by Leemans and Verbeek, is now in a second printing.

All of Odeuropa's project deliverables were completed and are accessible as FAIR datasets, software, or publications on the project's website. The most important are:

- The Odeuropa Smell Explorer: drawing on 43,000 images and 167,000 texts is the first cultural heritage database that can be searched semantically by concepts using smell as an entry point;
- The European Olfactory Knowledge Graph contains over 2,5 million olfactory references in six languages, organised in an ontology and leveraging machine learning to recognise and categorise olfactory elements. It was a finalist for the 2024 Dutch Data Prize;
- The Encyclopedia of Smell History and Heritage: An online reference on smell as a cultural phenomenon;
- The Olfactory Storytelling Toolkit: A comprehensive "how-to" guide for cultural heritage professionals. It provides practical advice on using smell as a narrative technique in museums and heritage institutions;
- The Odeuropa Heritage Toolkit and Smell Library: A set of recommendations and methodologies for sensory heritage policies and practices intended for GLAMs and heritage policy-makers, paired with a collection of olfactory culturally significant historical smells.

Odeuropa's impact was recognized in 2024 when Leemans was shortlisted for the prestigious Dutch Huibregtsen Prize: awwarding research projects that combine top-notch scientific work and new, valuable ideas for society. In 2024 we received the Art and Olfaction Award. This month, Odeuropa was selected to appear in the EU pavilion at the 2025 World Expo in Osaka.

Aspects of the project that can be considered innovative within its area or field.

As smell culture studies is a relatively new field, Odeuropa had to be a pioneer for many of the tasks it had set for itself. These included creating the first, event-based (CIDOC-CRM) ontology and vocabularies for classifying smell, developing machine learning models to automatically identify olfactory references in large-scale historical text and image collections, and producing new evaluation methods and standards for recreating and documenting heritage scents. All this had to be done in a completely new and trans-disciplinary manner by drawing on the expertise of a very diverse field of researchers, heritage professionals, and industry experts. We are proud that despite these challenges, we were not only able to produce a very successful series of finished results but could also share these widely with both European and international audiences.

Measures to ensure the sustainability/future viability of the project (in terms of future plans and funding).

The sustainability of the project played a central role in our impact planning, it helped determine what kinds of deliverables we prepared, and by whom these could be exploited (e.g. an online teaching module prepared for the prestigious American Historical Review, viewed c. 2,700 times and downloaded c. 450 times). All of our outputs were deliberately designed for re-use by researchers, GLAM professionals, and cultural heritage policy-makers, but also by the Odeuropa team itself, as the basis for future funding initiatives.

In 2023, we held a Netherlands eScience Center workshop to prepare an application for a MSCA Doctoral Network to train interdisciplinary PhDs in olfactory heritage. Our application will be submitted this month. Many of its training resources will be based on deliverables from Odeuropa. Parallel to this, we are launching a consultancy to offer our expertise to GLAMs who want to incorporate smell in their exhibitions.

Environmental sustainability of the project and contribution to climate action (in terms of results, techniques, materials employed, methodologies etc.), if relevant.

n/a

Dissemination of the project's results and knowledge gained and any outreach or educational activities.

Scientific and Stakeholder Communication:

- PastScent Network (https://odeuropa.eu/pastscent/)
- Odeuropa Network (https://odeuropa.eu/network/)

General Public Communication:

- Odeuropa website (https://odeuropa.edu)
- EU & International Press (https://odeuropa.eu/press/)
- Odeuropa YouTube channel (https://www.youtube.com/@odeuropa7153)
- Odeuropa Newsletter (https://odeuropa.eu/newsletter/)
- Odeuropa Blog (https://odeuropa.eu/blog/)

Educational and Outreach Activities:

- Smell Culture Fair (https://odeuropa.eu/smell-culture-fair-about/)
- Smellinars (https://odeuropa.eu/smellinars/)
- AHR Knowing by Sensing (https://doi.org/10.1093/ahr/rhad359)

Scientific Dissemination:

- Deliverables (https://odeuropa.eu/deliverables/ and https://odeuropa.eu)
- Peer-reviewed scientific publications (https://odeuropa.eu/publications)
- Datasets and documentation (https://zenodo.org/communities/odeuropa/)
- Software (https://github.com/Odeuropa/)
- Interactive notebooks (https://odeuropa.eu/nosebooks/)

Involvement of youth, community, non-traditional audiences and/or people with disabilities.

Given the general lack of knowledge and expertise about olfactory heritage, one of Odeuropa's key goals was the education and training of future generations of smell experts. We hosted over 25 interns and student assistants, and taught 15 in-person and online courses with over 760 student participants.

All scent experiences have value, and there is a wealth of 'nose knowledge' to be gained from different local communities. To address this, we created an online questionnaire to capture the olfactory experiences, language, and practices of people living in the Low Countries. This resulted in a book co-edited by Leemans and Verbeek, Neuswijzer: Geuratlas van de Lage Landen (2023). In our sister project, '[In Search of Scents Lost]((https://odeuropa.eu/in-search-of-scents-lost/)', funded by the Dutch Research Council, Verbeek, Leemans & Fleming investigated the impact of olfactory tours for the visually impaired (Cf. Paper 'How can scents enhance the impact of guided museum tours?').

Transferability of the initiative to other contexts and its scalability potential.

As the Odeuropa was the first EU-wide project on smell heritage and sensory data mining, there is significant potential for knowledge transfer to related scientific domains and exploitation by industry and SMEs. For example, we received an expression of interest from a French perfume consultancy which wants to reuse our European Olfactory Knowledge Graph data to create a AI perfume recommendation model. A 2023 ERC Consolidator project, 'TRIFECTA' (Van Erp), is extending our sensory mining tools to identify references to food aroma. A 2023 research project funded by the Dutch Research Council, 'POEM' (Dijkhuizen), is drawing on the Odeuropa Smell Explorer to investigate the role of olfaction in early modern poetry. And our planned MSCA Doctoral Network project, "SmellWise", will seek to extend Odeuropa into new interdisciplinary domains including scent design and technology (e.g. virtual reality) and cognitive science (smell and memory).

Interim or Final Evaluation Report

PDF	11.4. Review Report of Od... (395 KiB download)

European and international dimension

European significance of the project/initiative/nominee.

> Odeuropa was designed to answer the European Commission's Horizon 2020 call on digital transformations with the topic, 'Curation of digital assets and advanced digitisation'. Inter alia, it addressed the urgent problem of European digital heritage collections still being too disconnected and underused: "[the] current approach to digitisation is often localised and static: [...]; the digitised cultural tangible [...] and intangible resources [...] are rarely consolidated and interlinked".
>
> Odeuropa tackled these issues by developing a pan-European project on olfactory heritage, which could identify and promote the shared stories of European scent traditions, sensitivities, and collective memories in historical cultural heritage collections. By taking this sensory approach, Odeuropa was able to make an important contribution towards bridging the gap between the often disconnected, mass digitised records of Europe's tangible cultural heritage (e.g. physical books, letters, drawings, paintings) and Europe's intangible cultural heritage (e.g. written or painted experiences, memories, stories).

Costs of the project/initiative

Costs of the project (in euro), financial and management arrangements, funding partners and/or the type of funding.

> The total EU contribution to the Odeuropa project was €2,807,780.00. The management effort for the project was 4%, the ratio for the cultural/art history, computer science and heritage science tasks consisted of 17%, 61% and 12% respectively, and 11% for Impact & Policymaking.
> The budget was divided over the partners:
>
> KNAW 799,998€
> FAU 411,112€
> FBK 306,450€
> EUR 339,312€
> ARU / UoY 361,090€
> JSI 260,875€
> UCL 328,941€
>
> Some industry partners (IFF, Olfasense) and cultural heritage (Mediamatic) partners were subcontracted, others were compensated for their costs through the general material budget.
> See also: https://cordis.europa.eu/project/id/101004469

Funding provided by the European Union or the EEA/Norway Grants (including programme, year and amount of the Grant), if any.

> The Odeuropa project ran from 1-1-2021 to 31-12-2023. It received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101004469 under the following call and topic: DT-TRANSFORMATIONS-12-2018-2020 - Curation of digital assets and advanced digitisation.

Short CV of research author(s)

Short CVs of the author(s)

Prof. dr. Inger Leemans (female) (https://research.vu.nl/en/persons/inger-leemans) is full professor of Cultural History at Vrije Universiteit Amsterdam (VU), and PI of NL-Lab at the KNAW Humanities Cluster. Between 2022-2024 she served as Interim Director of the Meertens Institute. Her research now focuses on early-modern cultural history (1500-1850), the history of emotion and smell, the history of knowledge, the cultural economy and digital humanities. Between 2021-2023 Leemans was the PI of the EU Horizon2020 project Odeuropa: Negotiating Olfactory and Sensory Experiences in Cultural Heritage Practice and Research. Leemans is passionate about impact oriented research and science communication She regularly appears on radio and television and other media.She is member of the scientific board of the EU JPI Cultural Heritage, and of the Dutch National Research Council for Cultural Heritage. She has collaborated in several digital heritage / humanities projects such as CLARIAH+, Golden Agents, REPUBLIC, Embodied Emotions; Visualising Uncertainty. Leemans is a member of Royal Netherlands Academy of Arts and Sciences and of the Koninklijke Hollandse Maatschappij der Wetenschappen.

Dr. Marieke van Erp (female) (https://mariekevanerp.com) leads the Digital Humanities Research Lab at the KNAW Humanities Cluster that works on strengthening digital methods in humanities research at Huygens, IISH and Meertens Institute. She holds a BA and MA in Language and Artificial Intelligence and a PhD in Language Technology from Tilburg University. She has worked on various (inter)national interdisciplinary projects such as the EU FP7 NewsReader project and the Dutch Research Council's large infrastructure for the humanities project CLARIAH. In January 2023, she was awarded an ERC Consolidator grant for TRIFECTA, a five-year project devoted to improving language and semantic web technologies to create better knowledge graphs for humanities research. She was the leader of Work Package 1 (Project Management) in the Odeuropa project.

Dr. Vincent Christlein (male) (https://lme.tf.fau.de/person/christlein/) studied Computer Science, graduated in 2012 and received his PhD (Dr.-Ing.) in 2018 from the Friedrich-Alexander University of Erlangen-Nürnberg (FAU), Germany. During his studies, he worked on automatic handwriting analysis with focus on writer identification and writer retrieval. Since 2018, he has been working as a research associate at the Pattern Recognition Lab (FAU) and was promoted to Academic Councilor in 2020. He heads the Computer Vision group, which covers a wide variance of topics, e.g. environmental projects such as glacier segmentation or solar cell crack recognition, but also computational humanities topics, such as document and art analysis. He was the leader of Work Package 2 (Images) in the Odeuropa project.

Dr. Sara Tonelli (female) (https://dh.fbk.eu/people/profile/satonelli/) is head of the Digital Humanities group at FBK and adjunct professor of Language Interfaces at the Dept. of Psychology and Cognitive Science, University of Trento. She holds a PhD in Language Sciences and, since the group was launched in 2013, she has been involved in several projects across IT and Humanities disciplines. Her main research areas are information extraction from text with a focus on events and frames, historical data processing, and digital cultural heritage. She was the leader of Work Package 3 (Texts) in the Odeuropa project.

Dr. Raphaël Troncy (male) (http://www.eurecom.fr/~troncy) is an Associate Professor in the Data Science Department of EURECOM. He received a PhD in computer science from the University of Grenoble and INRIA with a cooperation at the National Audio-Visual Institute (INA) of Paris in 2004. He was selected as an ERCIM Post-Doctorate Research Associate 2004-2006 where he visited the National Research Council (CNR) in Pisa (Italy) and the National Research Institute for Mathematics and Computer Science (CWI) in Amsterdam (The Netherlands) where he was a senior researcher (2006-2009). At EURECOM, he leads the Data2Knowledge research team that carries out research on knowledge engineering and knowledge graph construction, information extraction and large language models adaptations, and recommender systems, in multiple sectors with a re-known expertise in the media, creative industries and cultural heritage sectors. He was the General Chair of The Web Conference 2022. He won the Europa Nostra Award in 2022 in the Category Research with the H2020 funded project SILKNOW. He was the leader of Work Package 4 (Semantic Web) in the Odeuropa project

Dr. Will Tullett (male) (https://www.york.ac.uk/history/people/tullett/) is a Senior Lecturer in Early Modern History at the University of York, specializing in sensory history. He is an internationally recognised expert on the cultural history of smell. He took a BA in History at the University of Oxford, followed by an MA in Eighteenth-Century Studies and PhD in History at King's College London. He has worked at Anglia Ruskin University, University of Derby, and King's College London, and held a Past and Present Postdoctoral Fellowship at the Institute of Historical Research, University of London. He has published two books on the history of smell with leading academic presses (Smell in Eighteenth

Century England in 2019 and Smell and the Past in 2023) and a range of articles on smell, sound, and sensory history in major journals. He is currently working on a major global history of smell for Yale University Press. He was the leader of Work Package 5 (Storylines) in the Odeuropa project.

Dr. Cecilia Bembibre (female) (https://profiles.ucl.ac.uk/42062) is a Lecturer and Research Director at the UCL Institute for Sustainable Heritage. Since 2013 she has researched the role of smell in cultural heritage, developing a framework to research, document and preserve historic VOCs / odours (http://www.smell heritage.org). She previously researched smell at the Faculty of Social Sciences, University of Buenos Aires. Cecilia is interested in an interdisciplinary approach to smell and the preservation of olfactory heritage. She collaborates with The National Trust, St Paul's Cathedral and Birmingham Museum and Art Gallery, as well as with industries exploring the potential of GC-O characterisation of historic odours. In addition, she has 15+ years of publishing and organisational experience. She was the leader of Work Package 6 (Olfactory Heritage Science) and WP8 (Ethics) in the Odeuropa project.

Additional information

How would winning the European Heritage Award / Europa Nostra Award benefit you, your project and/or your organisation?

The award would be a major recognition for the Odeuropa project and for sensory heritage in general. The exposure will make people aware of the resources we created, allowing more heritage professionals to integrate these into their heritage practices, and to legitimate olfactory heritage in the eyes of policy makers. It would also help to sustain the amazing Odeuropa team: we invested significantly in transdisciplinary collaboration, which we aim to maintain in future collaborations.

In case this submission is the winner of the Grand Prix, what will the monetary award be used for?

We will invest in the consultancy we are putting together with members of the Odeuropa project. This will help us to promote the business and cover our initial start-up costs. We will also use the funds to organise a post-project meeting to discuss future research activities and applications.

In case this submission is the winner of the Grand Prix, who will be the recipient of the monetary award?

The KNAW Humanities Cluster, as coordinator of the Odeuropa project, would be the recipient. The KNAW will assure that the award is used for efforts in line with the aims of the Odeuropa project, furthering research and development in olfactory heritage and sensory mining.

How did you find out about the European Heritage Awards / Europa Nostra Awards?	Word of mouth
Is this the first time that this entry has been submitted to the European Heritage Awards / Europa Nostra Awards?	Yes
On a scale of 1-10, how satisfied are you with this online submission form?	✓ 8 ✓ 9

Do you have any comments on the application form or suggestions that you would like to share with us?

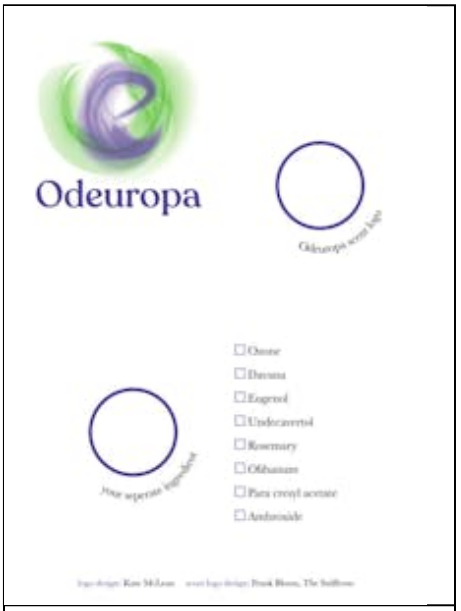
> The application environment works really well (with the different chapters/ headings) The form however is very long and has many short sections. That makes it harder to really explain some of the results. Also, some categories are hard to 'translate', like who is the 'owner' of a research project / open access data resource? But: the video also really helped.

By submitting your data, photographs and other material to the European Heritage Awards / Europa Nostra Awards you agree to the processing and sharing of your data in accordance with Europa Nostra's	Privacy Policy	. Please check the box to indicate you agree with the Privacy Policy.	✓

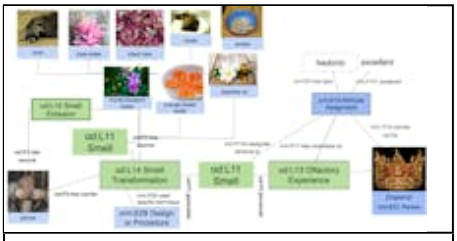
Log in to european-heritage.awardsplatform.com to see complete entry attachments.



Odeuropa 1_Od... 4.4 MiB



ODEUROPA_2... 48 KiB



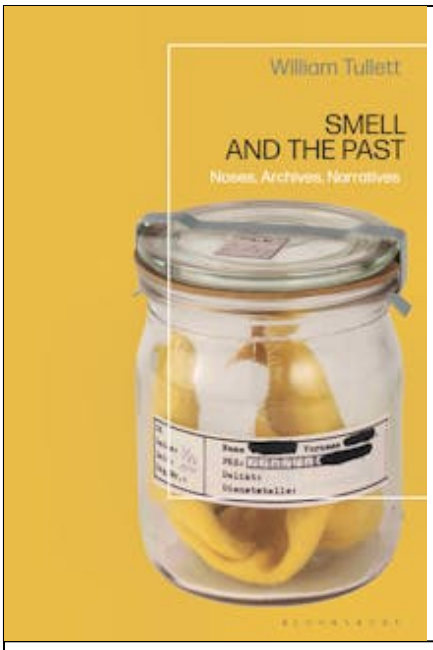
ODEUROPA_4.jpg 591 KiB



ODEUROPA_5.jpg 430 KiB



ODEUROPA_7.jpg 1.2 MiB



ODEUROPA_8_r... 943 KiB



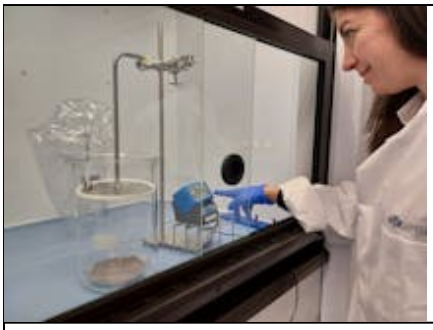
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ODEUROPA_10.... 280 KiB



ODEUROPA_11.... 3.7 MiB



ODEUROPA_12.... 3.1 MiB



ODEUROPA_14.... 5.6 MiB



ODEUROPA_15.... 2.2 MiB



ODEUROPA_19.... 55 KiB



ODEUROPA_3.jpg 743 KiB



ODEUROPA_18.... 216 KiB



ODEUROPA_17.... 155 KiB



ODEUROPA_16.... 838 KiB



ODEUROPA_6 C... 175 KiB

DOCX

Captions an cre... 16 KiB

DOCX

Overview of upl... 15 KiB

PDF

1.Whiffstory.pdf 2.7 MiB

PDF

2.More than th... 1.8 MiB

PDF

3.Capturing the... 2.0 MiB

PDF

4. Nomination f... 152 KiB

PDF

PDF

DOCX

11.3_Olfactory_... 765 KiB

11.1_Historical-... 2.8 MiB

List of Addition... 15 KiB



11.2_Olfactory_... 13.5 MiB



HA2025 Entrant... 172 KiB



Attachment name
Odeuropa Smell Cultur...

https://youtu.be/6LhPw...



Attachment name
How to smell a painting

https://youtu.be/1sgYy6...



Attachment name
Discovering European S...

https://youtu.be/DaS8V...



Attachment name
City Sniffers - Smell Tou...

https://www.youtube.co...

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