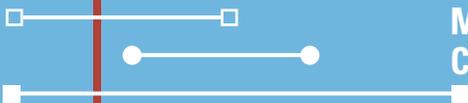


## The Monell Connection



# SCENT IS LIFE

**Monell pairs with Esther Klein Art Gallery to present unique interactive exhibit**

Science and art: on one hand vastly different and yet very much the same, linked by the joint desire to offer new explanations. With this in mind, Monell and the neighboring Esther M. Klein Art Gallery recently sponsored *Scent is Life*, an innovative art-in-science exhibit that ran at the Klein Gallery from May 19 through July 1.

*Scent is Life* featured a fusion of two distinct yet related perspectives, both focused on the evocative, powerful and personal nature of scent. The exhibit presented the artistic perspective of noted perfumer Christopher Brosius, with various forms of commentary from Monell providing a scientific foundation to parallel and sometimes contrast with Brosius's expressive viewpoint. The interactive and inquiring aspects of the exhibit reached out to engage the minds and senses of all who attended.

Monell Director Gary Beauchamp

comments on the collaboration, "The art-science partnership made *Scent is Life* uniquely appealing to the public. The exhibit helped to convey how significantly the sense of smell affects us on a daily basis."

A major theme running through the exhibition involved autobiography, exploring the potent relationship between scent and personal memory. The nine installations used scent, text, visual imagery, and commonplace materials such as sand and blankets to create perceptual experiences that highlighted smell's influence on perception, memory, mood and everyday life.

Brosius's reminiscent scents provided the canvas for each experience. In "Day at the Beach," he used a succession of scents to invite the participant to recall past summer journeys: *Car Interior*, *Pine Barrens*, *Asphalt*, *Boardwalk*, *Ocean Breeze*, *Suntan*



Photos by Jim Wasserman



A gallery visitor sniffs his way through an installation entitled "Security Blanket," which explored the familiar, comforting, and appealing aspects of vanilla. Each of the

twelve grey flannel blankets was imbued with a scent containing an underlying aspect of vanilla, including *Sawmill*, *Pipe Tobacco*, *Bonfire*, and *Cheesecake*.

# SCENT IS LIFE



Amy Breckin

*Continued from cover page*

*Lotion, Beach Ball, North Atlantic, Seaweed (Tidal Pool), Boardwalk, Ice Cream Cone, Gingerale, Ocean Breeze Late Afternoon, Asphalt Parking Lot 2, and finally the return drive home with Car Interior with Wet Bathing Suit.* The olfactory memories enthralled the over 200 guests, scientists and public alike, who attended the exhibit's opening reception.

"From our perspective, it is truly exciting to be part of an art exhibit that is not about paintings or visual forms, but instead invokes the invisible molecular forms that we know as scent," said Dan Schimmel, Klein's Director and Curator of Exhibitions.

The unique and engaging nature of *Scent is Life* attracted significant media attention, helping to introduce Monell and its science to a wide audience throughout the Philadelphia area. Expanding on this opportunity, Monell scientists explained the significance of their research to diverse segments of the general public at a series of ancillary events:

- \* Monell Director of Corporate Affairs Carol Christensen described Monell's olfactory science and explored potential commercial applications at *Scents Make Cents*, a lunch seminar aimed at the local

business community.

- \* A science roundtable open to the public featured Monell cognitive scientist Pamela Dalton, behavioral neuroscientist Charles Wysocki and Mr. Brosius, each bringing a distinct perspective to the theme of individual variation in our response to odors.

- \* Monell sensory scientist Marcia Pelchat presented *Smells Good Enough to Eat* during a lunchtime lecture at a popular local restaurant, focusing on olfaction's contributions to flavor and the enjoyment of cuisine.

- \* Second and third graders from a neighborhood school attended an interactive "Smell Science" workshop at Monell, and then walked over to the Klein Gallery to explore the exhibit and enjoy a pizza lunch.

Albert Einstein once said, "The most beautiful thing we can experience is the mysterious. It is the source of all true art and science." Although *Scent is Life* closed on July 1 after a 6-week run, future collaborations between Monell and the Klein Gallery will continue to explore the intertwined beauty of science and art in the years to come. ☐

**Above:** Local school-children visiting the gallery use their noses to experience "Leave New York #2," a green landscape in the heart of the city scented with *Wildflower Meadow*.

**Below:** Each person's own experiences and memories shaped their responses to "Autobiography," a row of artificial flowers misted with 40 common

scents. Here, *Crayon* attracts the attention of Monell scientist Pamela Dalton, PhD. Other scents included *Melting Snow, Cutting Grass, Baseball Mitt, Dirt, Golden Apple, In the Library, Old Fur Coat, Candy Cane, Doll Head* and *Wet Mitten*.

**Bottom:** The smells of "Day at the Beach" brought back fond memories for all.



# Carol Kare at Monell

## Mother of Monell Visits Old Friends and New Labs

**B**ringing with her a sense of pride and admiration, Carol Kare recently visited Monell to attend the Center's 30th Anniversary Mastertaste/Manheimer Dinner.

Mrs. Kare — married for almost 40 years to Monell's founder and first Director, the late Morley Kare, PhD — played an integral role during the early days of the Center. She recalls, "It was a unique time, a unique place, with unique people involved. It was very exciting how it came together."

From the beginning, a sense of community accompanied the scientific excitement. "Anything that could foster the sense of connection was important," Mrs. Kare explains. "People would come to our

house — a mixture of Monell people and visitors from academia and industry. Everyone was smart and interesting." Mrs. Kare notes that the same feeling continues today, commenting, "You can see it by the fact that the people — and not just the scientists, but the support staff too — have stayed on year after year. Something special like that doesn't happen very often."

Following her tour of the new Molecular Biology Wing, Mrs. Kare was highly impressed. "I was passionately interested in what went on and that's carried over to today," she comments. "Monell was like a third child to me and like any proud mother, I am delighted



Candace d/Carlo

by the Center's remarkable growth. My wish is that Monell will continue to have good science and good friends to support it."

Since moving to San Francisco to be near her real-life children Susan and Jordin, Mrs. Kare has devoted a significant segment of her time to volunteer work at the San Francisco Public Library. "Then and now, the wonderful thing about Carol is that she always is thinking about how she can reach out to help," notes Jodie Carr, who came to Monell in 1980 as Dr. Kare's Executive Assistant and now holds the same position for Monell's current Director, Gary Beauchamp. "In every aspect, she truly is the 'Mother of Monell.'" ☐

**I**n March of this year, the Monell Board of Directors elected Arthur B. Anderson to become the newest member of its Board. Mr. Anderson is Senior Vice President of Global Research & Development and Quality at Campbell Soup Company in Camden, New Jersey. He also serves as a member of Campbell's Corporate Leadership team and its North America Leadership and International Leadership teams.

With more than thirty years of experience in research and development at leading consumer products companies, including PepsiCo, Kraft Foods, Altria and Procter & Gamble, Mr. Anderson brings with him a wealth of corporate perspective from the food, flavor and fragrance worlds. "Arthur is a very strong addition to our Board," said Martin Meyerson, Board Chairman, "and we all expect to benefit from his tremendous knowledge and wisdom."

## Arthur B. Anderson Joins Board of Directors

Given Mr. Anderson's long association with the consumer products industry, it is no surprise that his enthusiasm toward Monell began upon his first introduction to the Center over a decade ago. "Honestly, I am so intrigued by the work that Monell does that I have wanted to become involved from the moment I learned about the Center," said Mr. Anderson. "The senses of smell and taste have always fascinated me, especially as they relate to the public's health." He continues, "Not only do I look forward to working with Monell's distinguished group of directors, but it

will be a pleasure to help Monell continue to grow and expand its scientific successes in these fascinating fields of research."

Mr. Anderson, a chemical engineer, received his degree from the University of Florida-Gainesville. He is a member of the Institute of Food Technologists and the Executive Leadership Conference, and Board member and former Chairperson of the University of Florida Chemical Engineering Advisory Board. ☐



# Science of the Senses Campaign

**Success provides momentum for continued growth**

**M**onell's first capital campaign recently concluded on a high note with a final total of \$11.2 million, thus exceeding the target of \$10.9 million. The funds raised by the *Science of the Senses* campaign will be used to expand Monell's physical space and research programs through construction of two new state-of-the-art laboratories and the addition of new faculty.

The campaign, launched in 2003, was chaired by Dwight Risky, PhD, a member of Monell's Board of Directors and an industry consultant and former Senior Vice President for Consumer & Customer Insights, PepsiCo. "This is a wonderful accomplishment for Monell," said Risky. "It is particularly gratifying to have achieved our goal with such a broad base of support."

Contributing to the campaign's success were \$1 million from The Ambrose Monell Foundation; a \$600,000

challenge grant from The Kresge Foundation; \$3.6 million from the National Institutes of Health; \$4.2 million from corporate leaders from the international food, flavor and fragrance industries; and almost \$1 million from individual donors, including all of Monell's Board members and many alumni, employees and friends.

Gifts and pledges collected during the campaign are being used to create 20,000 square feet of new laboratories and also to recruit new principal scientific investigators. As part of this expansion, Monell already has renovated 10,000 square feet of an adjacent building that Monell purchased last year to create a modern Molecular Biology Wing, which opened in April 2005. The next phase of the expansion combines the creation of a new Human Sensory Testing Wing on the third floor of the new building with renovation of existing laboratory space



and will be complete in fall 2007. The new wings and faculty will facilitate pioneering research integrating molecular biology and human sensory studies to attain an understanding of taste and smell that extends from gene to perception.

In addition to raising needed funds, the *Science of the Senses* campaign helped to increase awareness of Monell and its mission. Taking advantage of the campaign's momentum and success, Monell will continue its active outreach to friends and supporters. "This is just a beginning for Monell," remarks Director Gary Beauchamp, PhD. "As the Center continues to grow, we will need continued support to enable the cutting-edge research that we're known for. The end result will be greater knowledge of how taste and smell function and how these senses contribute to human health, well-being and quality of life."



Face: Fragment by Arlene Lowe

## Monell Chemical Senses Center

**The Monell Chemical Senses Center, a nonprofit basic research institute, is devoted to investigation of taste, smell, and chemosensory irritation.**

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### The Monell Connection

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