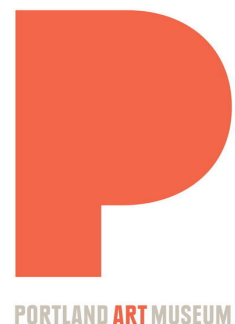


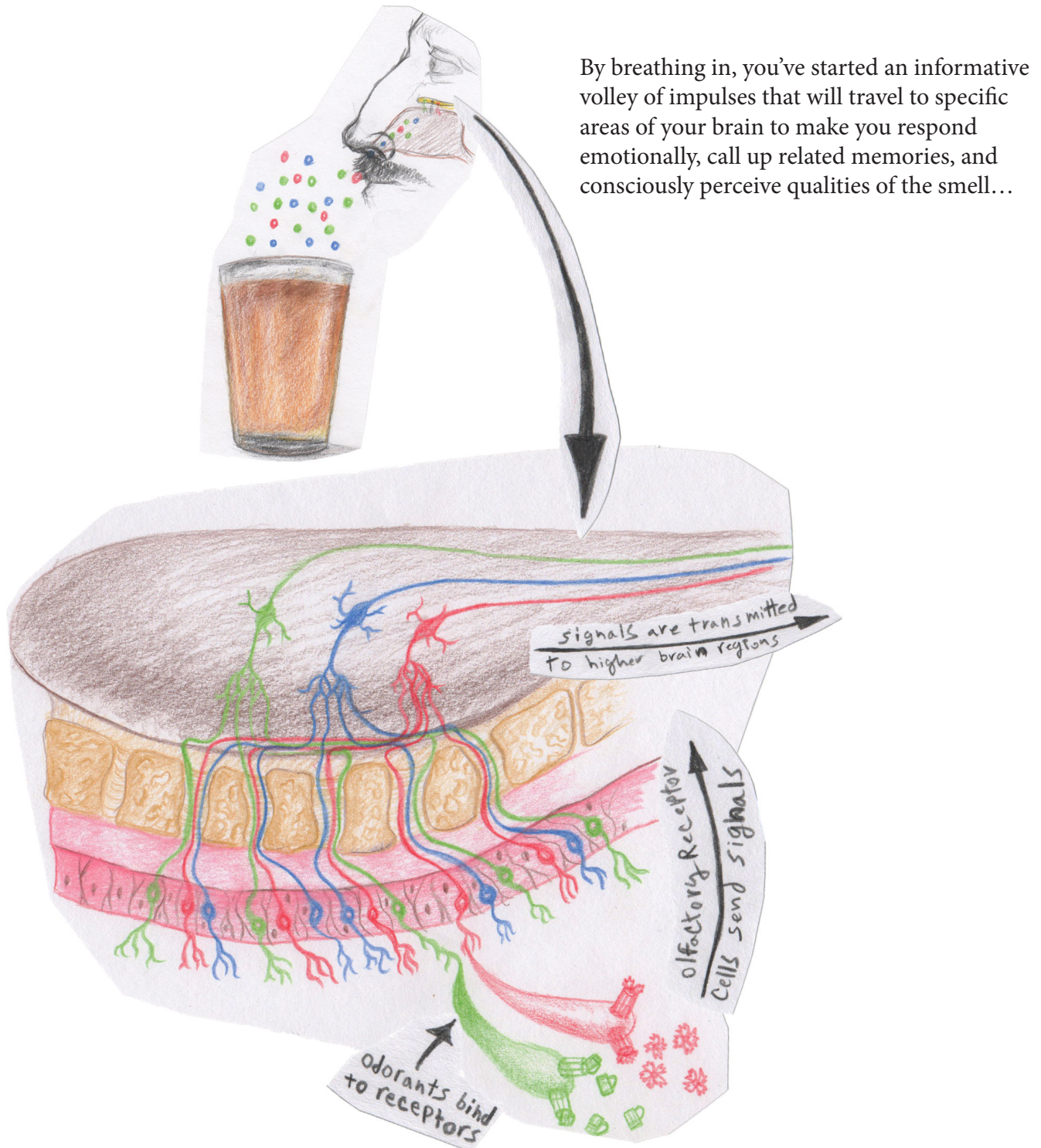
Smell, Memory, and Place



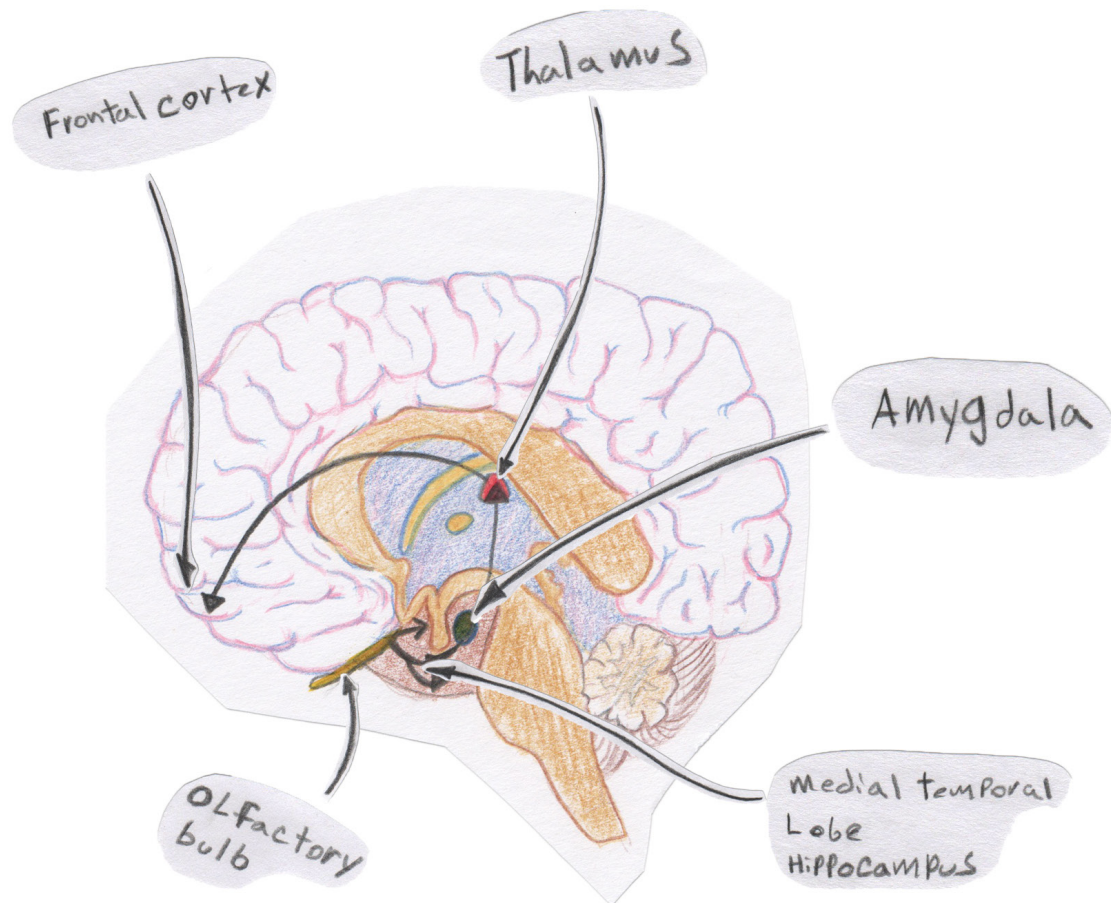
What is smell?

Take a deep breath. Stuff is made of smaller pieces, and you just inhaled them through your nose. These pieces are molecules, and they are released from foods, surfaces, plants, trees, dogs, bodies, and that delicious pint of beer in your hands.

Up your nose is a hidden cavity, where special cells called odor receptors grab specific molecules and respond by sending electricity directly into your brain! These odor receptors stick these hair-like processes through the ceiling of the nasal cavity to bind molecules, and send more wire-like projections through holes in the bone below your brain to carry the currents.



These areas include the amygdala, which generates emotional changes in your body, and areas around the hippocampus, which are critical for memory. Input from odor receptors is also integrated with your other senses, including taste, touch, and vision, in complex networks of neurons in your frontal lobes...



How does all of this affect your experience when looking at art?

It turns out that our senses all inform and influence each other to create a rich perceptual experience that affects what you remember and your emotional state.

Consider how visual information, and the specific content of your memories and experience might contribute to evoking a more complex perceptual experience.

Look at the artwork for ten seconds.

Close your eyes, and imagine yourself in this place. What is your perceptual experience?

What do you smell? What sounds do you hear? What memories (if any) does this evoke for you?



Michael Brophy (American, born 1960), *Harvest*, 1995, oil on canvas

de Garde Brewing (Tillamook)

“We created a highly composed blended beer to contrast positively with the desolation in our painting. By incorporating the vibrancy of the natural rejuvenation of the forest through its new physical growth (spruce tips), the beer expresses the dynamic future inherent in our work. Additionally, by incorporating desiccated and aged hops early in the brewery process and freshly picked hops at the end, we hope to further represent the same transition and potential.”

Consider now how the introduction of actual scents might affect how you view these images. Is the experience altered in any way for you?



Lily E. White (American, 1865-1944), *Evening on the Columbia*, 1903/1905, platinum print

Pfriem Family Brewers (Hood River)

“The photo is an iconic representation of the magic place we call home, in the Columbia River Gorge. A Pre-Prohibition lager fits perfectly into the era during which this photo was taken, at the turn of the 20th century, and it would make a great easy-drinking beer after a day on the river. We used Mecca Grande Pelton from Madras, 6-row pilsner malt and flaked rice. “

As you taste these different beers, pay attention to the aromas, notes of flavor, and presentation. What image in the show would you pair these with?



Frank Vincent DuMond (American, 1865-1951), Sketch of Table Rock Near Medford, 1911, oil on canvas

Standing Stone (Medford)

“Table Rock made me think about table beers, which were commonly available in Belgium. While the sky in the painting is cloudy the lower third has a feeling of brightness. It’s as if the sun is shining behind the viewer while clouds roll in from the opposite direction. The beer’s bright golden color represents this brightness. Berliner Weiss is traditionally served with a fruit or herbal syrup. The beer becomes cloudy when you add syrup and takes on the painting’s color schemes depending on which syrup you add.”

Fill with mingled cream and amber,
I will drain that glass again.
Such hilarious visions clamber
Through the chambers of my brain.
Quaintest thoughts — queerest fancies,
Come to life and fade away:
What care I how time advances?
I am drinking ale today.

— Edgar Allan Poe

Cheers!