

**Fifth Sense Launch Event – What Does Your Sense of Smell Mean to You?
Saturday 15 March 2014, 13.00-18.00
Macmillan Hall, Senate House, University of London**

Fifth Sense (www.fifthsense.org.uk) is the first charity to provide current, comprehensive information and advice about smell and taste-related disorders, leading the effort to educate society about the critical role that the sense of smell plays in our lives. This event is run in partnership with the Arts and Humanities Research Council's (AHRC) Science in Culture Large Grant Award holder 'Rethinking the Senses: Uniting the Philosophy and Neuroscience of Perception', whose innovative interdisciplinary work is coordinated by the Institute of Philosophy at the School of Advanced Study in London. The event is designed to highlight the hidden role that the sense of smell plays in our lives, around which there is so little understanding across society as a whole, and the issues that are faced by smell and taste disorder sufferers.

13:00

Duncan Boak (Fifth Sense founder) and Barry Smith (Institute of Philosophy)
Welcome and Introductions

13:10

Alex Rhys-Taylor (Goldsmiths, University of London)
Senses, Cities and Sociality

An historical retrospective exploring the ways in which the olfactory landscape of cities like London both shape and reflect their shifting social values

13:25

Duncan Boak

What Does Your Sense of Smell Mean to You?

A look at the importance of the sense of smell to our lives, and the impact that different types of smell and taste-related disorders can have on sufferers

13:40

Charlotte Self (Fifth Sense member)

The Emotional Impact of Anosmia

Charlotte lost her sense of smell following a cycling accident and she talks candidly about the impact this had on her life

13:55

Dawn and Abi Millard (Fifth Sense members)

Smell and Taste Disorders in Children

Nine-year old Abi is believed to have been born with no sense of smell. Her mother, Dawn, talks about the challenges they have faced in getting medical advice, with Abi talking about the work she is doing to raise awareness amongst her peers.

14:10 – BREAK

Informal discussions and interactive demonstrations

15:00

Carl Philpott (University of East Anglia)

Treatment and Research

A look at what can be done to treat smell and taste disorders, ongoing research in this area, and the challenges we face in both areas

15:20

Duncan Boak and Carl Philpott

Fifth Sense: the Future

A look at Fifth Sense's vision, mission statement, and plans for the next three years

15:40

Chrissi Kelly (Fifth Sense member)

Smell Training: a Fifth Sense Project

Chrissi talks about her own experience of following a 'smell training' process to counter her olfactory loss, and showcases the Smell Training Journal she has led the way in developing

15:55

Simon Gane (ENT Specialist Registrar) and Darren Logan (Sanger Institute, Wellcome Trust)

Understanding Olfaction

A look at what we will learn in the next decade

16:15

Barry Smith and Duncan Boak

Food, Taste and Flavour

Barry talks about the difference between taste and flavour, with Duncan talking about how he compensates for his anosmia through his own multi-sensory inspired approach to cooking and recipe creation.

16:40

Maggie Rosen (wine expert)

Wine Tasting

In the absence of the sense of smell, looking at variations in basic taste and mouthfeel

18:00 - 20:00

Drinks reception with Fifth Sense members