

Smelling the Past

CULTURE REVISITED IN WAN CHAI



Post Media Artist

BRIAN
Geoltzenleuchter

Final Assignment
My Favourite Artist in Residency

Course Instructor
Katrien Jacobs, Yang Jing

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CULS 5401

**CONTEMPORARY ARTS &
CULTURAL INTERACTIVITY**

COURSE INSTRUCTOR

KATRIEN JACOBS, YANG JING

PROJECT NAME

**MY FAVORITE ARTIST IN RESIDENCY
SMELLING THE PAST**

GROUP E

CHAN TSZ YIN MARIS 1155059431

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WONG LING 1155056914

presentation 16/20

Report 16/20

- This is high quality work. It is an adventurous choice of art exhibition with a lot of care about local culture.
- The activities are very well designed + the conceptual framework holds up as well.

GROUP E - MY FAVORITE ARTIST IN RESIDENCY - SMELLING THE PAST

- Great collaboration in your group towards a remarkable project.

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1 / INTRODUCTION

Hong Kong, a modern and fast-paced community is always about catching up with the newest, most efficient features to hope to create a better environment for the city-users. Therefore, the constant renewing and reconstruction of facilities, architects are becoming one of a popular activity to take place in this city. However, while we are putting all our focus to attain a higher standard society, have we somehow forgotten about our most original and authentic habitat of Hong Kong? Having taken away the visual aspects of the surrounding and neighbourhood, we would wish to utilise our other senses to recollect our memories and experiences of the most authentic Hong Kong; particular with the sense of smell.

In this project, we aim to use a Site-Specific approach to bring back awareness to the already demolished and renovate structures particular in the neighbourhood in Wan Chai. On one hand, this can allow participants to re-recognise the divergent memories from those old yet well-known locations in Wan Chai; at the same time, we believe this can trigger participants to understand the uniqueness and distinctive elements that our other senses can undertake other than the overused sense of "sight".

WHY SMELL?

According to Jean-Jacques Rousseau, he quoted: "Smell is the sense of memory and desire". In our everyday situation, us as individuals would come across all types experiences. However, it has been scientifically proven that the memories through smell are often more vivid and detectable than the recollection through our visual senses. A developed theory named "Olfactory Memory" has suggested that smell can transport a flow of memories; it can affect people's emotional state or even their work abilities. For the reason that the olfactory bulb is one part of the brain's limbic system (the area that is connected with memory and feelings), therefore, smell can stimulate memories almost immediately. Additionally, the olfactory bulb could also access to the amygdala and hippocampus, which are responsible for our emotions and associative learning. Nevertheless, it has been proposed that smells would fail to encourage memories if it were not for conditioned responses. In other words, to allow a scent to be remembered, it is important for the individual to make a link between the scent and an event, a person, a thing or even a moment. If that specific linkage is made, then when the individual encounter the scent again, it could directly elicit our memories or even a sensation. Hence, the smell would not mean anything if the formation of the previously linkage activity did not take place. Consequently, in order to reach for a better outcome in this project, we have decided to carry out a set of researches and surveys before the activity the place, enabling us to get a deeper understanding of some dominant memories that the mass could share and relate.

reference ?

reference.

→ interesting but two references are missing

ANIMAL INSTINCT - SENSE OF SMELL

In the world of animals, they use smell for mating, hiding from the dangers, etc... It comes to a simple conclusion, the sense of smell strongly related to the animal survival. Do we still remember our very first breath? Starting from that moment, most of us have breathed in and out over 20000 times per day. Every single breath comes along with a scent. We smell our mother, building up the "smell of trust" with all those "strangers" in our life. We feel "safe" through all those familiar smells, hence feelings of "being cared" and "loved" will then be triggered. We believe that the sense of smell can be the vector of memories, and also the vector of our histories as well. These scents can be recreated and captured by the technology today. A bottle of fragrance can tell our stories.

ABOUT THE ART FORM

As we mentioned previously, this project would be a Site-Specific practice that take place in Wan Chai, Hong Kong. The participants would be encountering the both the Old and New Wan Chai Market and other parts of this neighbourhood. Even though the Old Market no longer exists physically, we believe with the assistance of our senses, participants would then be able to form comparisons between the Old and New Market space; in some ways, precipitating an occasion for participants to make connections to their own memories and what they can visually observed right in front of them. Kwon (2004) has stated "Site specific works used to be obstinate about "presence" even if they were materially ephemeral, and adamant about immobility, even in the face of disappearance or destruction" (p.1). We believe Wan Chai is a very suitable choice, since it has been going through a massive changeover for citizens and especially the Wan Chai locals in that particular area; therefore, this Site Specific art piece can certainly lead those participants to recall the most of their memories there. We would also present this art event as an interactive installation through the sense of smell. We hope this involvement can lead participants to understand the underused of our other senses are in fact as important as the visual feature. The installation hopes to inspire audiences to re-think and consider whether or not the supposed environmental conservation could genuinely improve our society, or, is this just another method for the government to reach for what they need to possess for their own sake. In additions, since installation allows participants to be actively involved within the activity, this might somehow form a personal space for them to re-discover their own paths and memories that took place in that specific capacity.

*this is a good reference
but needs to be
further
explained*

*the words are
philosophical
→ interpret
it*

MEMORY AND NOSTALGIA

Developing from the discussion above, we came to acknowledge that our exploration on the remembrance of our memories tie in closely to the conception and the behaviour of "Nostalgia". Although this psychological phenomenon is difficult to define, it holds intrinsic positive values within itself; just like Davis (1979) claimed, "nostalgic feeling is almost never infused with those sentiments we commonly think of a negative- for example, unhappiness, frustration, despair, hate...." (1979, p.14). For this reason, we do believe if participants are striving for a reminiscence participation, they are more likely to run into an affirmative engagement. Despite the fact that nostalgia is a product of each individual's past, we can also make a tight relation to our present. The positive emotions we can obtain from the past could be triggered by the current dissatisfaction circumstances we are settled in nowadays. Sometimes, we tend to concentrate too much on the frustrations and struggles we are going through which could lead us to embellish our past. Additionally, since some of the unpleasant encountering might be overly-distributed in our day-to-day situation, taking our majority concentration, this could lead us to forget the right here, right now. Therefore, to evolve from our initial aim of this project, we hope to not only simply enable individuals to re-connect with their memories; it might provide time for participants to reconsider and contemplate on the as precious situations they are living in today; understanding the present would eventually come to be our memories at later times.

Good

Why are people always missing the past? Why does the past always look better? Maybe we are all fascinated about the romantic atmosphere created by the idea of "Nostalgia". Like we are living in the movie "In the Mood for Love". Here is the hypothesis we made: People want to escape from the journey towards the future. In other words, people love to hide from the fact. Like Gil in the movie "Midnight in Paris", Gil was a writer and struggled in his new writing. Accidentally he got a chance to visit the past and meet all great artists (including Hemingway) in the "golden age", He loved the past and wanted to stay forever. At the end of the story Gil realized that despite the allure of nostalgia, it was better to accept what it is in the present time. So how exciting that our project can provide a chance to experience the past and make us all aware to our treasurable memories and also the "golden age" we are actually living at this very moment.

Referencing

Davis, F. (1979). Yearning for yesterday: A sociology of nostalgia. New York: Free Press.
Kwon, M. (2004). One Place After Another: Site-specific Art and Locational Identity. Cambridge: The MIT Press.
Mouly, A. M., & Sullivan, R. (2010). The Neurobiology of Olfaction. Boca Raton: CRC Press.

Explain why HK people (and yourself) are nostalgic. Be more engaged in this idea + project
→ why do you want to smell the past?

2 / ABOUT THE ARTIST - BRIAN GOELTZENLEUCHTER

We would like to invite Brian Goeltzenleuchter to be the artist involved in our project. Brian is an artist based in San Diego recognized by his work in olfactory art. He has received MFA at University of California San Diego in 2001. His creation primarily lies on scents and his designated environment. His work has been screened and exhibited throughout the world such as United States, Canada, Austria, Italy and China.



It is a bit of an absurd + very Risky concept.

In his recent project "Sillage", he attempted to respond to the uniqueness smells of his city. He started by interviewing citizens within Los Angeles to describe the unique scents of their neighbourhoods. After that, he transformed the responses into 11 bottled fragrances representing different regions. In the language of olfactory art, his work is known as a "scent-scape". During the exhibition, visitors would get sprayed with a specific scent and they can try to identify the region in which they live from the smell. Data would be collected during the event to formulate a bespoke perfume and it would be donated to the Museum.



WHY INVITE BRIAN?

When we want to create a tribute to our city, it is not difficult to think of designing monuments and memorials. The reconstructed buildings with old objects inside are so-called to preserve the memory of a specific space. However, we all agree that those demolished objects being put into the newly built environment cannot truly represent the situation at that time. The practice even received great criticism of displacing it. Therefore, we hope to look for an innovative idea in preserving our memory.

Brian has provided us an alternative to the idea of collective memory. The sense of smell is the one we rarely notice and record when preserving memory, nevertheless, it is the most valuable and unforgettable experience which can stimulate our nerves to form an image. In Brian's project "Sillage", he has successfully re-presented the impression of Los Angeles. Los Angeles is a city which always leave us an impression of "clean ocean air" or freshly cut grass", however, the smell experience of hot garbage, Mexican food and orange blossom are described by Angelenos. In a certain degree, he has explored the inner part of the city and gives it a smell identity. We can adopt this approach-"smell mapping" in investigating our city, Hong Kong

*nice
concept*

Brian has such rich experiences in toying with the art of scent. He is an artist-in-residence at the Institute for Art and Olfaction in Los Angeles, a group that supports creative and experimentation with scent.¹ He has started to create a series of home fragrances since he was in graduate school at US San Diego. He is enthusiastic about capturing the smells of surroundings.

Hong Kong is always believed to be filling up with the scent of shopping mall. However, Brian, as being a foreigner to Hong Kong, can help us to disclose the realm of our city in an objective way. We know that he has been to different countries such as United States, Canada and China, but he has not travelled to Hong Kong yet. We hope to invite him to Hong Kong to experience the differences between cities and he may find something interesting that local people can hardly notice.

¹ <http://www.latimes.com/entertainment/arts/miranda/la-et-cam-what-does-la-smell-like20140619-column.html>

3 / ABOUT THE PROGRAMME

Through our programmes, we aim to arouse people's awarenesses on those intangible elements that is disappearing bit by bit alongside with the rapid development of our city. The project will require the artist to work with the local community to reform a site-specific scentscape. This unique experience to the audience focuses on the sense of smell will also be a challenge to the boundary of public arts.

WHY WAN CHAI?

Good

Wan Chai is one of the very first developed areas in Hong Kong and continuously to be one of the most busiest and hybrid district until now, there are the HKCEC and newly built commercial buildings on the north side, but simultaneously some old residential buildings and local wet markets on the south side. Despite the large number of commercial buildings and "outsiders" emerged in the area, the neighbourhood in Wan Chai especially in the southern part is very strong and united. There were even more and more community associations founded since the government started their many urban renewal projects in around 00s. These associations did a lot of work in archiving the history of the area and promoting the cultural stories to both tourists and local people. Therefore we believe Wan Chai is a suitable place to explore and work on because of its interesting community and its position as a "victim" of many urban renewal projects.

ABOUT THE TARGET AUDIENCES

Good

Since we have chosen to carry out our Survey within the Wan Chai neighbourhood, it would be sensible to mention that our initial researches and information gatherings would be largely correlated to the Wan Chai citizens. Even though the interviewees are most likely to be living or lived in the same area, we believe their very different experiences and backgrounds (e.g. the span of their stay in this neighbourhood, the personal attachment they have with the places or the certain memories they formed in Wan Chai) could bring contrasting conclusions for our investigation. However, considering that we would be using the public spaces in Wan Chai throughout our project, we would like to invite each and every individual, no matter their nationalities, age or gender to join in this distinctive experience. Even supposing some participants might not be as familiar or as attached to Wan Chai, the experience as a whole, in cooperation with our other senses would surely be fascinating and exciting to offer something new for the participants, besides, it could be an introduction for individuals to begin to get to know Wan Chai.

WHY THE HONG KONG HOUSE OF STORIES?

Good

We hope to partner with the Hong Kong House of Stories to organize the following programmes. Hong Kong House of Stories, originally called Wan Chai Livelihood Place, is an organization that aims to arouse public concern on the regional and cultural conservation through different activities. We would like to cooperate with them to develop our project because we share the same objective and they have experiences in organizing local community events. For example, they have already organized more than 20 exhibitions on local cultural. Besides, they have a group of local inhabitants trained as cultural tour guides to lead community tours in Wan Chai. This is extremely useful as we need tour guides who are familiar with Wan Chai to be involved in our activity called "Wan Chai Scentscape". Last but not least, the organization is located in Wan Chai for over 7 years, it has already built up a relationship with the local community which can help to support our project.



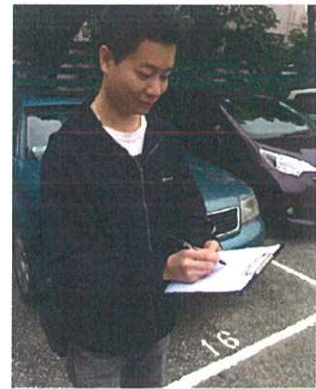
1

**PRE-SMELL
WALK :
SURVEY
AMONG THE
COMMUNITY**

*This is great
& sounds
like fun.*

Date July and August, 2015
 Location Social Media, Southern part of Wan Chai
 Partner Hong Kong House of Stories
 Target 100-200 local community

We will conduct a survey on the local community on site and through online social media. We will ask them to - firstly, describe the smell that they can associate with Wan Chai; secondly, recall the iconic smell of objects according to a list of specific places; and thirdly, suggest (if any) demolished historical places in Wan Chai that they would like to revisit again. We will then gather all the findings and collaborate with the Hong Kong House of Stories to create a map of smell and gather all the available objects that contain those smell. During the artist's stay, we will share with him all the objects and work together with him on the smell walk based on the findings in our survey.



Interviewing to the local people



reference of the map of smell created by other artists



reference of the map of smell created by other artists



2023
 2024
 2025
 2026
 2027
 2028
 2029
 2030

Pre-smell Walk: survey on Wanchai

1. Age

<18

31-50

19-35

>51

2. How long have you been living in Wan Chai?

less than 2 years

6-10 years

3-5 years

11 years or above

3. Can you describe the smell that you can associate with Wanchai in general?

Raw fish

Dried seafood

Ink

Others, please specify: _____

4. Which are the places that you think can represent Wanchai's old memory? (you can select more than 1)

Blue House

Former Wanchai Post Office

Former Woo Cheong Pawn Shop

Others, please specify: _____

Former Wanchai Market

Tai Yuen St. Open Market

Lee Tung Street

5. Can you briefly describe the smell associated with the old places mentioned above?

Blue House _____

Former Wanchai Post Office _____

Former Woo Cheong Pawn Shop _____

Others, please specify: _____

Former Wanchai Market _____

Tai Yuen St. Open Market _____

Lee Tung Street _____

Thank you!

2

SMELL
RESEARCH
AND
MIXING

great

Date 28(Mon) - 30(Wed) September, 2015
 Time 12:00 - 18:00
 Location Hong Kong House of Stories

Base on our survey we conducted in programme one, Brian Goeltzenleuchter will create six types of smell to represent Wan Chai. We will provide a tour and introduce the history of Wan Chai to him before, to make sure he can understand the survey.

Student helpers will be recruited to support the making process, they will have a chance to learn from Brian about olfactory art and some technical skills in Fragrance mixing. The whole process will be documented in the format of photos and videos, which will be exhibited later in the Hong Kong House of Stories.



Fragrances Distiller Sample

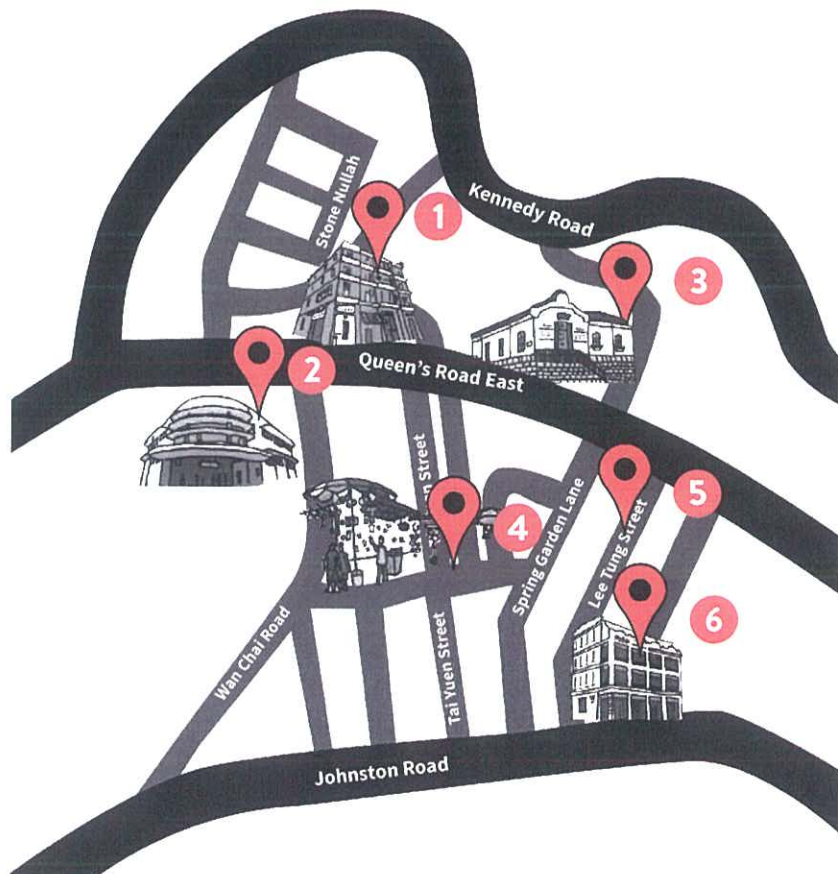
3

**WAN CHAI
SCENTSCAPE
- A SMELL
WALK IN
WAN CHAI**

great

Date	1(Thu) - 4(Sun) October, 2015
Time	3 Tours per day - 10:00, 13:00, 15:00
Checkpoints	<ol style="list-style-type: none"> 1. Blue House 2. Former Wan Chai Market 3. Former Wan Chai Post Office 4. Tai Yuen St. Open Market (Toy Street) 5. Lee Tung Street (Wedding Card Street) 6. Former Woo Cheong Pawn Shop
Estimated Duration	1.5 Hour

Brian Goeltzenleuchter will create a set of scents according to our survey among the community to restore the history of Wan Chai. Participants will follow a tour guide to walk through all the checkpoints and smell the corresponding fragrances at the different locations. While all the checkpoints have their different stories under the urban renewal campaigns, tour guide will be there to explain to the participants about the history of the places and stories about the scents. Throughout the smell walk, participants can see the current appearance of each checkpoints, but at the same time smelling the scents inspired from the past. Through focusing on the sense of smell, we hope to create a unique experience challenging and highlighting the contrasts between the visual reality and the ambiguous memories from the sense of smell.



this part is very well developed.

INTRODUCTION OF EACH CHECKPOINTS

We have picked 6 checkpoints where all the areas are redeveloped in different levels under urban renewal projects.

1 / BLUE HOUSE

The Blue house was built in 1870s, and has been classified as Grade I historic building. The building is able to preserved till now because of the controversy aroused by the community, but the neighbourhood has drastically changed after several renewal projects that took place. Therefore the whole lifestyle of the area has been changed although the blue house is still there. For example, a kind of unique street vendors of traditional snack Fei Gei Larm (liquorice olive) which were around in the past and sold snack on the street by throwing it directly to the buyers inside the apartment balconies cannot be found anymore.



Left: now
Right: past

2 / FORMER WAN CHAI MARKET

The former Wan Chai Market was constructed in 1937 in Art Moderne architectural style, it represented the lifestyle of the grassroots level back in the old days. It was redeveloped into a luxury residential-commercial complex called One Wan Chai in 2013. Only the facade and the front part of the historical building are preserved, but the rest have turned into a shopping centre owned by the luxurious apartment.



Left: now
Right: past



3 / FORMER WAN CHAI POST OFFICE

The former Wan Chai Post Office was built in 1913 in colonial-style with a pitched-roof structure. The post office was widely used by the local people not only for postal service, even for cholera vaccine injection during 1960s. Now the building is operated by the Environmental Protection Department as a resource centre.



Left: now
Right: past

4 / TAI YUEN ST. OPEN MARKET (TOY STREET)

Tai Yuen Street is one of the most busiest open market in Hong Kong Island, One part of the market mainly sells toys and the other part sells dried goods. It is originally involved in the renewal project of Lee Tung Street. However it was suspended because of the oppositions from the local people and vendors.

(No photo comparasion as the street has not been renewed yet)

5 / LEE TUNG STREET (WEDDING CARD STREET)

The street was originally full of small printing shops that mainly print traditional red pockets and Chinese style wedding card, thus has another name as Wedding Card Street. It is redeveloped into a shopping centre recently.



Left: now
Right: past

6 / FORMER WOO CHEONG PAWN SHOP

Woo Cheong Pawn Shop was built in 1880s to 1900s in typical Tong Lau style - a balcony-type tenement building common in Hong Kong and Guangdong Province. The iconic building was redeveloped by the urban renewal authority under a luxury residential project and turned into some lifestyle shops and a western restaurant.



Left: now
Right: before

4

**POST-SMELL
WALK :
SHARING
WORKSHOP**

good

Date 3(Sat) October
Time 17:00 - 19:00
Location Hong Kong House of Stories
Speaker Brian Goeltzenleuchter

Brian will hold a sharing section about his research on the sense of smell and his experiences in olfactory public artwork. Participants of the smell walk are welcomed to join and share their experience in this event by producing drawings, writings or even story telling.

5

**POST-SMELL
WALK :
FRAGRANCE
EXHIBITION**

good

Date 4(Sun) - 31(Sat) October
Time 11:00 - 18:00, Closed on Wed and Public Holiday
Location Hong Kong House of Stories

The fragrance collection, the documentary of the process and the sharing of the participants will be display in the House of Stories alongside with their collections from the Wan Chai community. The exhibition will be open to general public and free of charge.

4 / PROJECT SCHEDULE

We will start our preparation in May until the last exhibition ends in October.

<p><u>MAY</u></p>	<p>Project research, exhibition details, and preparation</p> <ul style="list-style-type: none"> • Inviting Brian Goeltzenleuchter, signing agreement • Discussion on exhibition details with the artist • Connecting with the Hong Kong House of Stories • Logistic arrangement: Booking air ticket and accommodation
<p><u>JUNE</u></p>	<p>Project research, exhibition details, and preparation</p> <ul style="list-style-type: none"> • Discussion on the survey and event details with the House of Stories • Application of Smell walk licence from government (FEHD) • Recruiting student helpers from universities (before summer holiday) • Website, poster and leaflet design • Launching Facebook fan page
<p><u>JULY</u></p>	<p>Publicity, promotion and smell research</p> <ul style="list-style-type: none"> • Create official website and social media (ie, Facebook and Instagram) • Announce to public and art organization, promote in website and social media • Pre-smell walk survey to local community on Facebook and on site • Recruit experienced tour guide from the Hong Kong House of Stories
<p><u>AUGUST</u></p>	<p>Publicity, promotion and smell research</p> <ul style="list-style-type: none"> • Grouping the findings of the survey and discuss with the artist • Contacting potential media partner like Art Map & Timable for promotion
<p><u>SEPTEMBER</u></p>	<p>Publicity, promotion and smell research</p> <ul style="list-style-type: none"> • Buying equipment for the project : fragrance-mixing tools, fragrance-display box, etc.. • Printing and Promotion • Rehearsal of the smell walk • Briefing and training tour guide specifically for the smell walk • Exhibition set up

5 / 10 DAYS PLANS FOR THE ARTIST

From 26 September to 5 October, 2015

<u>26 SEP</u>	<ul style="list-style-type: none"> • Pick up the artist • Check in the apartment
<u>27 SEP</u>	<ul style="list-style-type: none"> • Briefing the project run-down • A tour will be provided for the artist to understand the area • Discuss the survey findings and the fragrances making process • Prepare the smell mixing workshop
<u>28-30 SEP</u>	<ul style="list-style-type: none"> • Smell mixing workshop with student helpers • Videos and photos taking for documentation (will be done by us) • Interviews from newspapers and magazines
<u>1 OCT</u>	<ul style="list-style-type: none"> • Smell walk opening • Brian will join the first section of the smell walk
<u>2 OCT</u>	<ul style="list-style-type: none"> • Free Time for Brian to travel around the city
<u>3 OCT</u>	<ul style="list-style-type: none"> • Interview from Magazines • Sharing session at night
<u>4 OCT</u>	<ul style="list-style-type: none"> • Exhibition opening • Farewell dinner with Brian and the team
<u>5 OCT</u>	<ul style="list-style-type: none"> • Send Brian to the airport

6 / BUDGET PLAN

<u>EXPENDITURE</u>	<u>AMOUNT</u>	<u>SERVICE OFFER</u>	<u>REMARKS</u>
FOR THE ARTIST			
Air Ticket	\$7,214	United Airline	25/9/15 San Diego to San Francisco UA 390 - 11:20 - 12:45 25/9/15 San Francisco to Hong Kong UA 869 13:30 - 18:40 + 1 day <hr/> 5/10/15 Hong Kong to San Francisco UA 862 11:30 - 09:00 + 1 day 6/10/15 San Francisco to San Diego UA 1900 10:45 - 12:13
Accommodation	\$6,170	Airbnb	Queen's Road East, Wan Chai \$685.56 x 9 Nights
Insurance	\$398	AIG (USA)	USA to HK, Silver Plan x 11 days US\$51 x 7.8 = HK\$398
Artist Fee (allowance included)	\$9,000	-	-
FOR PROMOTION			
Leaflet & Poster	\$1,340	E-Print	Leaflet: 3000pcs, A4, 4C+4C Poster: 400pcs, A2, 4C
Postage	\$995	Hong Kong Post Office	50 Invitation letter for guest x (\$1.7 stamp + \$0.8 envelop) = \$125 300 letter for leaflet and poster x (\$1.7 stamp + \$1.2 envelop) = \$870 Planned to send to Art department of public school and university, Cultural organization, art gallery, cafe, book store (ie. JCCAC, Fo Tan, Art center, Kubrick..etc) ; Art media or magazine (ie, Art Map, Timable, RTHK...etc)
Website	\$0	By Ourselves	Free website provider: www.wix.com Social media (ie, Facebook and instagram)

too
little
be more
realistic

6 / BUDGET PLAN (CONTINUED)

<u>EXPENDITURE</u>	<u>AMOUNT</u>	<u>SERVICE OFFER</u>	<u>REMARKS</u>
FOR PROGRAMMES			
Questionnaire	\$0	By Ourselves	-
License Fee	\$140	Government	Places of Public Entertainment Licence and Temporary Places of Public Entertainment Licence
Materials Fee	\$5,000	Artist & Taobao	Fragrance materials from Artist: \$3,050 Fragrance Distiller x 8 = \$1,605 Fragrance container x 30 = \$145 Taobao shipping = \$200
Tour guide for the smell walk	\$2,000	Hong Kong House of Stories	\$500 x 4 days = \$2000
Student Helpers	\$2,000	-	\$125 x 8 Helpers x 2 Days = \$2,000
Documentation	\$0	By Ourselves	Photo and video taking
Exhibition Opening	\$1,200	By Ourselves	Decoration and Catering
Exhibition	\$1,000	By Ourselves	Set up and Decoration materials
Sharing Workshop	\$800	By Ourselves	Stationery, paint, drawing paper
Good Show Feast	\$2,000	Wing Hing Restaurant	G/F-1/F, Pao Yip Building, 7 Ship Street, Wan Chai
Miscellaneous	\$743	-	-
			TOTAL HKD\$ 40,000

APPENDIX 1

BIOGRAPHY OF THE ARTIST: BRIAN GOELTZENLEUCHTER



Southern California, USA (1976)

Brian Goeltzenleuchter, an artist based in San Diego, USA. His work employs interdisciplinary research in the creation of designed environments, scripted and improvised performances, olfactory art, photography, and video. His recent projects investigate the use-value of cultural objects and institutions.

Education:

- Received MFA at University of California San Diego in 2001

Experiences:

2002 – 2008

- Associate Professor of Art at Central Washington University
- Coordinator of the MFA Program at Central Washington University

Present

- Artist-in-Residence at the Institute for Art and Olfaction in Los Angeles
- Research Fellow at the Institute of Public and Urban Affairs at San Diego State University

Selected projects:

- Adaptive Equipment, Lust Gallery, Vienna, Austria (2011)
- c (pronounced /k/) Wellness Centre, Southern Alberta Art Gallery, Canada (2010)
- c Boutique, Museum of Contemporary Art, San Diego (2010)
- Sponge X Sponge, Colorado State University (2007)
- Institutional Wellbeing Centrum Beeldende Kunst, The Netherlands (2006)
- Who's not for sale, Banff Centre, Canada (2006)
- Iraq—The War and Post-War Period, International Festival of New Film/New Media Split, Croatia (2004)

APPENDIX 1

BIOGRAPHY OF THE ARTIST: BRIAN GOELTZENLEUCHTER



Balboa Stories at SDAI/ January 27, 2015

Goeltzenleuchter is interested in antagonism as a generative tactic; his recent work pits the social benevolence of community-based practices against the trickery and spectacle of the aesthetic or designed environment.

Reference:

<http://www.bgprojects.com/blog/>

<http://www.blindsmellstick.com/>

<http://www.latimes.com/entertainment/arts/miranda/la-et-cam-what-does-la-smell-like20140619-column.html>

APPENDIX 2 FLIGHT BOOKING FROM EXPEDIA

The screenshot shows the Expedia.com.hk website interface. At the top, there is a navigation bar with the logo and user options like 'Hello, Guest', 'My Scratchpad', 'Manage Trips', and 'Support'. Below this is a menu with 'Home', 'Hotels', 'Flights', 'Flights + Hotels', 'Car Rental', and 'Hot Deals'. The main heading is 'Review your trip' with a total price of 'HK\$7,214.00'. The flight details are presented in a table format, showing a round-trip itinerary with a stopover in San Francisco. The 'Flights' section is highlighted in blue. To the right, there is a 'Trip Summary' section and an 'Important Flight Information' section with a yellow border.

25 Sep 2015 - Departure		1 stop	Total travel time : 16h 20m
San Diego SAN 11:20 United 390 Economy/Coach (L)	→	San Francisco SFO 12:45	Shortest 1h 25m
		Stopover: 0h 45m	
San Francisco SFO 13:30 United 669 Economy/Coach (K)	→	Hong Kong HKG 18:40 + 1 day Arrives on 26 Sep 2015	14h 10m
5 Oct 2015 - Return		1 stop	Total travel time : 15h 43m
Hong Kong HKG 11:30 United 882 Economy/Coach (K)	→	San Francisco SFO 09:00	Cheapest 12h 30m
		Stopover: 1h 45m	
San Francisco SFO 10:45 United 1900 Economy/Coach (G)	→	San Diego SAN 12:13	1h 28m

Trip Summary

1 Ticket: Return

Traveller 1: Adult **HK\$7,214.00**

Flight: HK\$6,130.00
 Taxes & Fees: HK\$1,084.00
 Expedia Booking Fee: HK\$0.00

Total: **HK\$7,214.00**

All prices quoted in Hong Kong dollars

Important Flight Information

We want you to know the airline you're travelling with has the following restrictions regarding your flight.

- Tickets are **non-refundable** and **non-transferable**. A fee of US\$300.00 per ticket is charged for itinerary changes. Name changes are not allowed.
- The airline may charge additional fees for checked baggage or other optional services.
- Airlines may change flight schedules and terminals at any time.
- Correct travel documents are required. It's your responsibility to check your documents before you travel.

APPENDIX 3 ACCOMMODATION FROM AIRBNB (https://www.airbnb.com/rooms/5424291)

Photos	About this listing	Reviews	The Host	Location	\$597 ^{HKD}	Per Night																		
About This Listing					<table border="1"> <thead> <tr> <th>Check In</th> <th>Check Out</th> <th>Guests</th> </tr> </thead> <tbody> <tr> <td>09/26/2015</td> <td>10/05/2015</td> <td>1</td> </tr> <tr> <td colspan="2">\$597^{HKD} x 9 nights</td> <td>\$6403^{HKD}</td> </tr> <tr> <td colspan="2">Cleaning fee</td> <td>\$147^{HKD}</td> </tr> <tr> <td colspan="2">Service fee</td> <td>\$620^{HKD}</td> </tr> <tr> <td colspan="2">Total</td> <td>\$6170^{HKD}</td> </tr> </tbody> </table>		Check In	Check Out	Guests	09/26/2015	10/05/2015	1	\$597 ^{HKD} x 9 nights		\$6403 ^{HKD}	Cleaning fee		\$147 ^{HKD}	Service fee		\$620 ^{HKD}	Total		\$6170 ^{HKD}
Check In	Check Out	Guests																						
09/26/2015	10/05/2015	1																						
\$597 ^{HKD} x 9 nights		\$6403 ^{HKD}																						
Cleaning fee		\$147 ^{HKD}																						
Service fee		\$620 ^{HKD}																						
Total		\$6170 ^{HKD}																						
<p>Newly Furnished Apartment, with 2 bedrooms. Double-sized comfortable sofa bed (note: only 1 Bedroom will be available) Accommodates 1 to 2 persons</p> <p>Contact Host</p> <p>The Space: Bed type: Real Bed, Property type: Apartment, Accommodates: 2</p> <p>Amenities: Kitchen, Internet, Essentials, Shampoo, Washer, + More</p> <p>Prices: Extra people: \$100 HKD / night after the first guest, Cleaning Fee: \$150^{HKD}, Cancellation: Flexible</p>					<p>Request to Book</p> <p>11 people viewed Sebastian's place this week</p> <p>Save to Wish List</p> <p>Share: [Facebook] [Twitter] [Email]</p>																			



APPENDIX 4 INSURANCE FROM AIG US



Agentlink

Not a resident of the United States?

Find us on the web:

Travel Insurance
Get A Quote
All Products
Customer Service
Why Travel Insurance?
Travel News
About Us

1
Get A Quote

2
Traveler & Trip Information

3
Payment & Fulfillment Information

SELECTED PLAN TOTAL QUOTE

Silver **\$51.00**

Please read the Description of Coverage so you understand the specific circumstances that are covered with this plan:
[Read Description of Coverage here](#)

i Destination Country ·

Departure Date · (mm/dd/yyyy)

Return Date · (mm/dd/yyyy)

i Trip Deposit Date · (mm/dd/yyyy)

i Trip Cost ·

Birth Date · (mm/dd/yyyy)

Base Premium · **\$44.00**

Add more travelers:

Travel Guard®

RESIDENT OF
CALIFORNIA, UNITED STATES OF AMERICA
[Go Back](#)


PRODUCT
 You have selected
Silver
[Please read Description of Coverage here](#)

YOUR QUOTE

Base Premium:	\$44.00
Additional:	\$0.00
Total Fees:	\$7.00
Total:	\$51.00


APPENDIX 5

LEAFLET & POSTER PRINTING FROM E-PRINT



Hotline: 2344 8688 | Express Printing Service: 2319 7109
 Fax: 2344 6618 | Feedback Hotline: 2319 7221
 Hong Kong Malaysia 繁體中文 English


Login Register



Hotline 2344 7776

Home
Self-Service Platform
Products
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Help
About Us

PHOTOBOOK1010



Leaflets

SEARCH

Products

New Promotion

Special Label

Spot Colour Envelopes / Letterheads

Fancy Greeting Card

Offset Printing Products

Business Cards

Calendar Cards

Leaflets

Posters

Booklets

Offset Printing Notebook

Paper Placemats

Paper Folders

Plastic Folders

Coupons / Tickets

Document Envelopes

Envelopes / Letterheads

Fancy Envelopes / Letterheads

Spot Colour Envelopes / Letterheads

NCR Receipt Booklets

Labels / Stickers

CD Sleeves

Red Packet

Digital Printing Products

Booklets

Digital Printing Notebook

Colour Menus

Digital Business Card / Fancy Card

Fancy Greeting Card

Home page > Products > Offset Printing Products > Leaflets

Leaflets

e-print provides Leaflets Printing Service, products include Leaflets, Flyers and Brochure.

Price List (updated: 23-06-2014)

		128g Gloss Art Paper A5	
QTY.	Price	QTY.	Price
600 pcs	\$270	10,000 pcs	\$920
1,000 pcs	\$320	12,000 pcs	\$1,020
2,000 pcs	\$370	14,000 pcs	\$1,120
4,000 pcs	\$570	16,000 pcs	\$1,220
6,000 pcs	\$720	18,000 pcs	\$1,320
8,000 pcs	\$820	20,000 pcs	\$1,420

Same price for A5 (4C+0, 4C+4C)

		A4		A3	
QTY.		Single-sided	Double-sided	Single-sided	Double-sided
		CMYK 4C + 0	CMYK 4C + 4C	CMYK 4C + 0	CMYK 4C + 4C
300 pcs		\$270		\$420	\$520
500 pcs		\$320		\$470	\$570
1,000 pcs		\$370		\$570	\$670
2,000 pcs		\$570		\$820	\$920
3,000 pcs		\$720		\$1,020	\$1,120
4,000 pcs		\$820		\$1,270	\$1,370



Hotline: 2344 8688 | Express Printing Service: 2319 7109
 Fax: 2344 6618 | Feedback Hotline: 2319 7221
 Hong Kong Malaysia 繁體中文 English

Login Register



Hotline 2344 7776

Home
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Products
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Posters

SEARCH

Products

Special Label

Spot Colour Envelopes / Letterheads

Fancy Greeting Card

Offset Printing Products

Business Cards

Calendar Cards

Leaflets

Posters

Booklets

Offset Printing Notebook

Paper Placemats

Paper Folders

Plastic Folders

Coupons / Tickets

Document Envelopes

Envelopes / Letterheads

Fancy Envelopes / Letterheads

Spot Colour Envelopes / Letterheads

Home page > Products > Offset Printing Products > Posters

Posters

e-print provides poster printing services with various size options. Our high quality services and the most favorable price is absolutely the first choice for you.

Price List - Posters (updated: 25-05-2011)

128g	A2	A1	Extra Large A1
QTY.	420 x 594mm 16.5" x 23.5" 4C+0	594 x 840mm 23" x 33" 4C+0	660 x 965mm 26" x 38" 4C+0
10 pcs	\$420	\$770	\$1,020
50 pcs	\$470	\$870	\$1,120
100 pcs	\$520	\$1,070	\$1,220
200 pcs	\$570	\$1,170	\$1,320
300 pcs	\$620	\$1,220	\$1,420
400 pcs	\$620	\$1,270	\$1,520

APPENDIX 6

PLACES OF PUBLIC ENTERTAINMENT LICENCE / TEMPORARY PLACES OF PUBLIC ENTERTAINMENT LICENCE



《公眾娛樂場所規例》(第172A章)
PLACES OF PUBLIC ENTERTAINMENT REGULATIONS (CAP. 172A)

公眾娛樂場所牌照 / 臨時公眾娛樂場所牌照*申請書
Application for Places of Public Entertainment Licence /
Temporary Places of Public Entertainment Licence*

注意：填寫此表格前請先詳細閱讀「申請人須知」。
Important: Please read 'NOTICE TO APPLICANT' carefully before completing this form.

致：食物環境衛生署署長
(根據《公眾娛樂場所條例》(第172章)第3B條獲民政事務局長授權)

To: Director of Food and Environmental Hygiene
(authorised by the Secretary for Home Affairs under Section 3B of the Places of Public Entertainment Ordinance (Cap. 172))

茲證實本人在本申請書以及在附件所述的各項詳情，均屬真實正確。本人現根據《公眾娛樂場所規例》(第172A章)第3條(適用於公眾娛樂場所(戲院/劇院)) / 第162條(適用於公眾娛樂場所(戲院/劇院除外)及臨時公眾娛樂場所)*的規定申領牌照，以便經營/使用*下述及乙段所述場所為公眾娛樂場所。

I confirm that the particulars set out in this application form and in the enclosures are true and accurate. Pursuant to regulation 3 (applicable to a place of public entertainment (cinema/theatre)) / regulation 162 (applicable to a place of public entertainment (other than cinema/theatre) and a temporary place of public entertainment)* of the Places of Public Entertainment Regulations (Cap. 172A), I now apply for a licence to keep/use* the place described below and in Section B as a place of public entertainment.

Column 1 Item	Column 2 Matter	Column 3 Fee
1.	The grant or renewal of a licence in respect of premises specially designed as a theatre or cinema under regulation 3 of the Places of Public Entertainment Regulations (Cap 172 sub. leg. A) (other than a licence mentioned in item 3) that is valid for a period or further period not exceeding 12 months, to accommodate— (a) not more than 500 persons (b) more than 500 persons but not more than 1000 persons (c) more than 1000 persons but not more than 1500 persons (d) more than 1500 persons	\$13775 \$16510 \$20675 \$24785
2.	The grant or renewal of a licence in respect of a place of public entertainment, other than premises mentioned in item 1, under regulation 162 of the Places of Public Entertainment Regulations (Cap 172 sub. leg. A) (other than a licence mentioned in item 3) that is valid for a period or further period— (a) not exceeding 1 month (b) exceeding 1 month but not exceeding 3 months (c) exceeding 3 months but not exceeding 6 months (d) exceeding 6 months but not exceeding 12 months	\$1655 \$4945 \$9910 \$16510
3.	The grant or renewal of a licence under regulation 3 or 162 of the Places of Public Entertainment Regulations (Cap 172 sub. leg. A) in respect of a place of public entertainment to be kept or used by a body, organization or institution mentioned in regulation 178 of those Regulations	\$140

APPENDIX 6

PLACES OF PUBLIC ENTERTAINMENT LICENCE / TEMPORARY PLACES OF PUBLIC ENTERTAINMENT LICENCE

← → ↻ www.fehd.gov.hk/english/licensing/guide.html

Places of Public Entertainment Licence and Temporary Places of Public Entertainment Licence

- [Application for Places of Public Entertainment Licence / Temporary Places of Public Entertainment Licence](#)
- [Certificate of Compliance \(Category 1 requirement\)](#)
- [Certificate of Compliance \(Category 2 requirement\)](#)
- [Application for Permitting Live Broadcast \(other than Exhibition of Films\) at Premises Issued with a Valid Places of Public Entertainment Licence \(endorsed with cinematograph displays\)](#)
- [How to Apply for Places of Public Entertainment Licence \(Cinemas/Theatres\)](#)
- [How to Apply for Places of Public Entertainment Licences for Places Other Than Cinemas and Theatres](#)
- [Information on Application for Places of Public Entertainment Licence and Temporary Places of Public Entertainment Licence](#)
- [Application of Game Booth/Game Zone Approach in Places of Public Entertainment \(Applicable to New Licence Application\)](#)
- [Application of Game Booth/Game Zone Approach in Places of Public Entertainment \(Applicable to Application for Alteration to Approved Layout Plan of Licensed Premises\)](#)
- [Fee Schedule for Places of Public Entertainment Licences](#)

APPENDIX 7

MATERIALS FROM TAobao (FRAGRANCE DISTILLER & FRAGRANCE CONTAINER)

淘宝网 Taobao.com

宝贝 蒸馏 精油 搜索 清除

¥70.00 64人收货
蒸馏装置 提纯花露水 蒸馏水 精油 提纯 化学实验器材 促销
泰州腾飞 江苏 泰州

¥139.00 62人收货
新款 全面 蒸馏装置 提纯花露水 蒸馏水 精油 提纯 蛇形冷凝
泰州腾飞 江苏 泰州

¥51.00 26人收货
小号 蒸馏装置套装 精油 蒸馏装置 提纯提纯 化学实验器材 教学
永不言弃8413 江苏 泰州

¥358.00 24人收货
家用精油 提取 蒸馏 制作 装置 升级版(玫瑰 薰衣草 茉莉 梅花 精油)
kesmix 四川 成都

¥158.00 20人收货
全玻璃标准口 蒸馏装置 500ml 烧瓶 蛇形冷凝管 提纯 提纯花露水
卓网科技旗舰店 江苏 泰州

¥58.00 19人收货
新型 小号 蒸馏装置 精油 蒸馏装置 提纯提纯 化学玻璃仪器 教学
好兔旗舰店 江苏 泰州

¥145.00 18人收货
全玻璃 蒸馏水装置 花露水 提纯 精油 提纯 花露水 蒸馏水 化学教学
逸鑫社旗舰店 江苏 泰州

¥98.00 16人收货
花露水 蒸馏水 蒸馏装置 提纯 精油 提纯 蒸馏器 化学实验器材
起点教学实验室器材

¥4.20 372人付款
30ml 50ml 玻璃小瓶 透明 磨砂 化妆水 喷雾瓶 便携 补水 霜
zengkj_love 浙江 金华

¥3.20 51人付款
9.9元包邮 30ml 化妆小瓶 玻璃 透明 磨砂 化妆水 喷雾瓶 便携
zuseilove 浙江 宁波

¥2.00 38人付款
玻璃 喷雾瓶 喷雾, 玻璃 玻璃瓶, 喷雾瓶 瓶塞, 化妆品瓶 小瓶
余韵大众酒店用品

¥7.50 89人付款
小香水瓶子 分装瓶 喷雾瓶 玻璃瓶 爽肤水瓶 便携 喷雾 8ML
mftukb7796571 广东 汕头

¥7.00 52人付款
50ml 超细雾 玻璃瓶 小瓶 香化 化妆品 瓶子 旅行 分装 空瓶 便携 玻璃
香薰小铺88 广东 广州

¥4.50 8人付款
Sabrina's Lotus 紫雾 50ML 紫色 玻璃 喷雾瓶 分装 玻璃瓶
精研科技 上海

¥2.60 23人付款
【厂家直销】15ML 花水瓶, 小瓶子, 玻璃瓶, 玻璃瓶, 分装瓶, 化
vivian_xukun 浙江 杭州

¥5.28 6人付款
旅行 便携 香水 小瓶 透明 超细雾 空瓶子 葫芦 精油瓶 50ml 超细雾
五福健康加油站 广东 广州

The Chinese University of Hong Kong
Academic Honesty Declaration Statement

Submission Details

Student Name	CHAN, Tsz Yin Maris (1155059431)		
Year and Term	2014-2015 Term 2		
Course	CULS-5401-- Contemporary Arts & Cultural Interactivity		
Assignment Marker	Professor Katrien JACOBS		
Submitted File Name	smellingthepast_final.pdf		
Submission Type	Group		
Assignment Number	2	Due Date (provided by student)	2015-04-15
Submission Reference Number	1238188	Submission Time	2015-04-14 22:57:24

Agreement and Declaration on Student's Work Submitted to VeriGuide

VeriGuide is intended to help the University to assure that works submitted by students as part of course requirement are original, and that students receive the proper recognition and grades for doing so. The student, in submitting his/her work ("this Work") to VeriGuide, warrants that he/she is the lawful owner of the copyright of this Work. The student hereby grants a worldwide irrevocable non-exclusive perpetual licence in respect of the copyright in this Work to the University. The University will use this Work for the following purposes.

(a) Checking that this Work is original

The University needs to establish with reasonable confidence that this Work is original, before this Work can be marked or graded. For this purpose, VeriGuide will produce comparison reports showing any apparent similarities between this Work and other works, in order to provide data for teachers to decide, in the context of the particular subjects, course and assignment. However, any such reports that show the author's identity will only be made available to teachers, administrators and relevant committees in the University with a legitimate responsibility for marking, grading, examining, degree and other awards, quality assurance, and where necessary, for student discipline.

(b) Anonymous archive for reference in checking that future works submitted by other students of the University are original

The University will store this Work anonymously in an archive, to serve as one of the bases for comparison with future works submitted by other students of the University, in order to establish that the latter are original. For this purpose, every effort will be made to ensure this Work will be stored in a manner that would not reveal the author's identity, and that in exhibiting any comparison with other work, only relevant sentences/ parts of this Work with apparent similarities will be cited. In order to help the University to achieve anonymity, this Work submitted should not contain any reference to the student's name or identity except in designated places on the front page of this Work (which will allow this information to be removed before archival).

(c) Research and statistical reports

The University will also use the material for research on the methodology of textual comparisons and evaluations, on teaching and learning, and for the compilation of statistical reports. For this purpose, only the anonymously archived material will be used, so that student identity is not revealed.

I confirm that the above submission details are correct. I am submitting the assignment for:

a group project on behalf of all members of the group. It is hereby confirmed that the submission is authorized by all members of the group, and all members of the group are required to sign this declaration.

We have read the above and in submitting this Work fully agree to all the terms. We declare that: (i) the assignment here submitted is original except for source material explicitly acknowledged; (ii) the piece of work, or a part of the piece of work has not been submitted for more than one purpose (e.g. to satisfy the requirements in two different courses) without declaration; and (iii) the submitted soft copy with details listed in the <Submission Details> is identical to the hard copy(ies), if any, which has(have) been / is(are) going to be submitted. We also acknowledge that we are aware of University policy and regulations on honesty in academic work, and of the disciplinary guidelines and procedures applicable to breaches of such policy and regulations, as contained in the University website <http://www.cuhk.edu.hk/policy/academichonesty/>. We are aware that each student is responsible and liable to disciplinary actions should there be any plagiarized contents/undeclared multiple submission in the group project, irrespective of whether he/she has signed the declaration and whether he/she has contributed directly or indirectly to the problematic contents.

It is also understood that assignments without a properly signed declaration by the student concerned and by all members of the group concerned, will not be graded by the teacher(s).

Maris Chan

Signature (CHAN, Tsz Yin Maris, 1155059431)

14/04/2015

Date

Other Group Members (if any):

Name(s)	Student ID(s)	Signature(s)
Chow Ching Yee Lucy	1155042288	
Tse Nim Tung shadow	1155054327	
Wong San Man	1155041985	
Wong Ling	1155056914	

Instruction for Submitting Hard Copy / Soft Copy of the Assignment

This signed declaration statement should be attached to the hard copy assignment or submission to the course teacher, according to the instructions as stipulated by the course teacher. If you are required to submit your assignment in soft copy only, please print out a copy of this signed declaration statement and hand it in separately to your course teacher.