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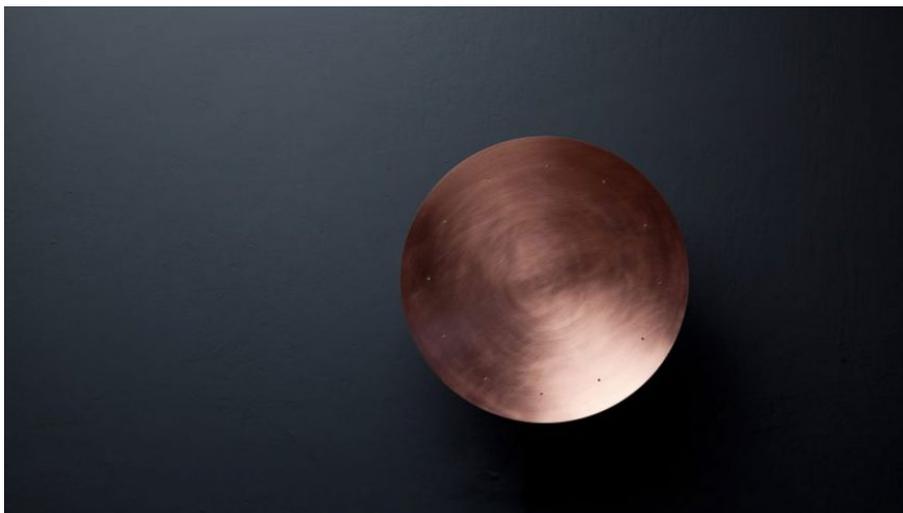
ARCHITECTURE & DESIGN DECORATING CULTURE LIFESTYLE PERSPECTIVE CELEBRITY

THE LIST REINVENT PLANNER 2017

THIS CLOCK changes the way you perceive time

Patrick Palcic unveils an olfactory clock at IMM Cologne

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Philosophers, physicists and all manner of artists have, over the course of history, been obsessed with the idea of time; it is at once collectively experienced, yet more or less unquantifiable.

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So much of our experience of time—especially given the circumstances of our urban professional lifestyles today—is tied into the visual sense: we literally read the face of the clock to know what time it is to go to lunch or wake up in the morning.

The structure is potentially arbitrary, but so ingrained in our everyday functioning that it has become routine, time as a concept is now a number on a clock-face.

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This clock changes the way you perceive time. That is, until German designer Patrick Palcic striped the idea down and introduced an entirely new way of perceiving time: smell. His olfactory clock, titled “Es Liegt was in der Luft” or “There is something in the air”

runs on the same basic mechanism as your traditional clock, but, communicates through perfume.

The principle is so simple its practically genius: a copper plate is perforated at 12 intervals, and each perforation holds a different scent. Every hour, the face turns to bring a new perforation to 12-o-clock, at which point a drop of the scent trickles down the copper clock face. The copper plate is heated at the centre, which causes the scent to evaporate—and which also oxidises the face of the clock, leaving a faint trail.



Like most good design, the olfactory clock combines a simple functionality with a sleek, hassle-free aesthetic. This may not be the clock that you want to go by if you're tied to a strict schedule—although it would be nice to be woken up by the wafting perfume of lavender or jasmine on a Monday morning, it probably wouldn't be the most effective. However it is certainly an interesting comment on the nature of time itself: it makes the ineffable tangible, as most art should.

Es Liegt was in der Luft is one of many endeavours by designers to revolutionise time-telling, and has certainly set a precedent for concepts to come. The clock was unveiled at this year's IMM Cologne, which is an international showcase of innovative work in design and interiors.

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