

Tega Brain & Sam Lavigne – Smell Dating

Smell Dating is the world's first smell based dating service. Made in collaboration with [Sam Lavigne](#), it is a participatory project that invites people to find new connections using only their noses.

Part of Internet of Women Things, location: Library Eindhoven

Smell is one of the most poignant and evocative experiences afforded by the human sensory apparatus and much can be gleaned from a potential mate's smell. There is a growing body of research that suggests a person's gender, age, and predisposition to illness may be detected from their "smell signature." Some researchers even speculate that high contemporary divorce rates may be related to the overuse of deodorants and the underuse of our natural olfactory intelligence. Smell Dating invites participants to trust their olfactory intuition and choose dates based on ancient molecular cues.

photo: Christina Bakuchava