6th March, 2014 – London, United Kingdom

What Does Your Sense of Smell Mean to You?
Find out at the launch of Fifth Sense on Saturday March 15th 2014

Next time you tuck into a fragrant curry, sip a cup of coffee or glass of your favourite wine, or inhale a seductive perfume, consider the many amongst us who have lost their sense of smell and taste to disorders such as anosmia, the loss of the sense of smell.

Millions of people suffer from smell and taste-related disorders. These can be brought on by head injury, illness, age and medical treatments such as chemotherapy. Yet the conditions are little understood and often dismissed by the scientific research and medical communities.

Anosmia sufferers who have spoken candidly about their experience include Olympic double gold medal rower James Cracknell OBE; food writer Marlena Spieler; and Ben & Jerry's ice cream's Ben Cohen.

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. It is also a partner in the AHRC Science in Culture project ‘Rethinking the senses’, whose innovative interdisciplinary work is coordinated by the Institute of Philosophy at the School of Advanced Study in London.

Please join Fifth Sense founder Duncan Boak for our launch at the University of London’s Senate House on March 15th 2014 from 13:00-18:00 for an afternoon of short talks and interactive demonstrations focusing on the importance of the sense of smell (and taste), the consequences that smell and taste disorders have on sufferers, and a look at how we have reached a point where the sense of smell is so undervalued.

‘The sense of smell plays a huge and vital role in our lives, but its effects are completely hidden from view’ said Duncan. ‘It’s only when we lose it that we realise how important it was - life can be devastating without it. Yet there is so little understanding across society about the issues that are faced by smell and taste disorder sufferers.’

Experts including urban sociologist Alex Rhys-Taylor and Mr Carl Philpott, Director of the Smell and Taste Clinic at James Paget Hospital, will explore the influence these senses have and discuss developments and achievements in treating these disorders – as well as the challenges to treatment and funding that inspired the founding of Fifth Sense in the first place.

Fifth Sense members will describe first-hand the impact of smell and taste disorders on their own lives, and the afternoon will culminate in a wine tasting (led by wine journalist Maggie Rosen) that will focus on texture and other elements that can be perceived even if flavour cannot.

'We intend for Fifth Sense to be the global organisation that serves those experiencing smell and taste disorders and leads the way in supporting and facilitating research into such conditions,’ said Boak.

'Fifth Sense will use the collective experiences of its members, and empower them to educate society on the importance of the sense of smell to our health, well-being and quality of life.’

NOTES TO EDITORS

1. The Fifth Sense launch will be run in partnership with the Centre for the Study of the Senses, at the School of Advanced Study, as part of the AHRC Science in Culture project ‘Rethinking the Senses, and will be preceded by an interdisciplinary workshop on the Two Senses of Smell.'
2. **Fifth Sense** is the first charity working in the area of smell and taste-related disorders and raising awareness of the huge role that the sense of smell plays in our lives. [www.fifthsense.org.uk](http://www.fifthsense.org.uk)

3. **The Centre for the Study of the Senses** (Censes) at the Institute of Philosophy has an international Scientific Board comprising philosophers, psychologists and neuroscientists. The aim of the centre is to foster interdisciplinary research on the senses by identifying research groupings to pursue specialised topics of benefit to the participating disciplines. Censes is leading a major research project, Rethinking the Senses, funded under the Arts and Humanities Research Council’s Science in Culture theme. [philosophy.sas.ac.uk/centres/censes](http://philosophy.sas.ac.uk/centres/censes)

4. **The Institute of Philosophy** was founded in 2005, building upon and developing the work of the Philosophy Programme from 1995–2005. The Institute’s mission is to promote and support philosophy of the highest quality in all its forms, both inside and outside the University, and across the UK. Its activities divide into three kinds: events, fellowships and research facilitation. The Institute of Philosophy is a member institute of the School of Advanced Study, University of London. [philosophy.sas.ac.uk](http://philosophy.sas.ac.uk)

5. **The School of Advanced Study** (SAS) at the University of London is the UK’s national centre for the promotion and facilitation of research in the humanities. The School brings together 10 prestigious research institutes to offer unparalleled academic opportunities, facilities and stimulation across a wide range of subject areas for the benefit of the national and international scholarly community. The member institutes of the School are the Institutes of Advanced Legal Studies, Classical Studies, Commonwealth Studies, English Studies, Historical Research, Latin American Studies, Modern Languages Research, Musical Research, Philosophy, and the Warburg Institute. The School also hosts a cross-disciplinary centre, the Human Rights Consortium, dedicated to the facilitation, promotion and dissemination of academic and policy work on human rights. [www.sas.ac.uk](http://www.sas.ac.uk)

What: Fifth Sense launch  
When: Saturday March 15th 2014, 13:00-18:00  
Where: Macmillan Hall, Senate House, Malet St, London WC1E 7HU

Programme:

13:00
Duncan Boak (Founder of Fifth Sense) and Prof Barry Smith (AHRC leadership fellow; Director, 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 (Founder of Fifth Sense)  
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. She talks candidly about the impact this had on her life.

13:55
Dawn & 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  
This is an opportunity to chat and try the interactive demonstrations on display.

15:00
Carl Philpott (University of East Anglia; Consultant ENT Surgeon and Rhinologist)
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 (Founder of Fifth Sense) and Carl Philpott (University of East Anglia; Consultant ENT Surgeon and Rhinologist)
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) & Darren Logan (Wellcome Trust, Sanger Institute)
Understanding Olfaction. A look at what we will learn in the next decade

16:15
Barry Smith (AHRC leadership fellow; Director, Institute of Philosophy) and Duncan Boak (Founder of Fifth Sense)
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