



Detailed design and the senses

Design thinking at a detailed level can be enhanced by considering all the sensory experiences: sound, smell, touch and taste, as well as sight. Sight is dominant in design thinking and we tend to underestimate the strength of influence of other senses on our experience of landscape. Scents, tastes, sounds and tactile experiences all strongly influence how we feel about and use

places. In particular, taste and touch provide very direct physical contact and 'join' people to environments. The non-visual senses are also dominant in evoking memories and associations, whether pleasurable or otherwise. The senses together enable us to 'make sense' of places. Stimulation of different senses also affects social activity in public places.