

ai powered

Scent of Cities - New York City

Onur Kocan - Sedat Boynuegri

2024

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scentscapes



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Designer

Onur Kocan

Onur is an artist, service designer, and award-winning design strategist with an anti-disciplinary approach to solving complex challenges. He uses AI to transform how people think, live, and feel. His expertise spans industrial design, strategy, UX research, service design, and organizational management. Currently, He operates at the intersection of art, design, and AI, implementing human-centered design methodologies to reimagine civic engagement. Onur continues to lead his company, Studio Karun, providing AI-based solutions across various industries.

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Artists

Sedat Boynuegri

Sedat Boynueğri is an entrepreneur and digital artist who studied in the United States at Binghamton University and in the United Kingdom at Sotheby's Institute of Arts. After completing his education, he returned to Turkey and founded Hagia, a creative studio that aims to architect possibilities in the age of AI and Web3. He also works at Consciouslab as a Creative Artificial Intelligence Lead. Sedat continues to lead his company, Hagia, providing AI-based solutions across various industries.

Project: Scentscapes

In the historic and pulsating heart of New York City, a revolutionary visualization project emerges, melding technology, big data, and sensory experiences into a living, breathing representation of the city's olfactory narrative. Coined as an “AI Olfactory Mapping,” this initiative sees a collaboration between Hagia, and Karun Studio, reimagining the streets of New York through a tapestry of scents collected and analyzed from digital footprints spread across social media landscapes such as Twitter, YouTube, and Reddit.

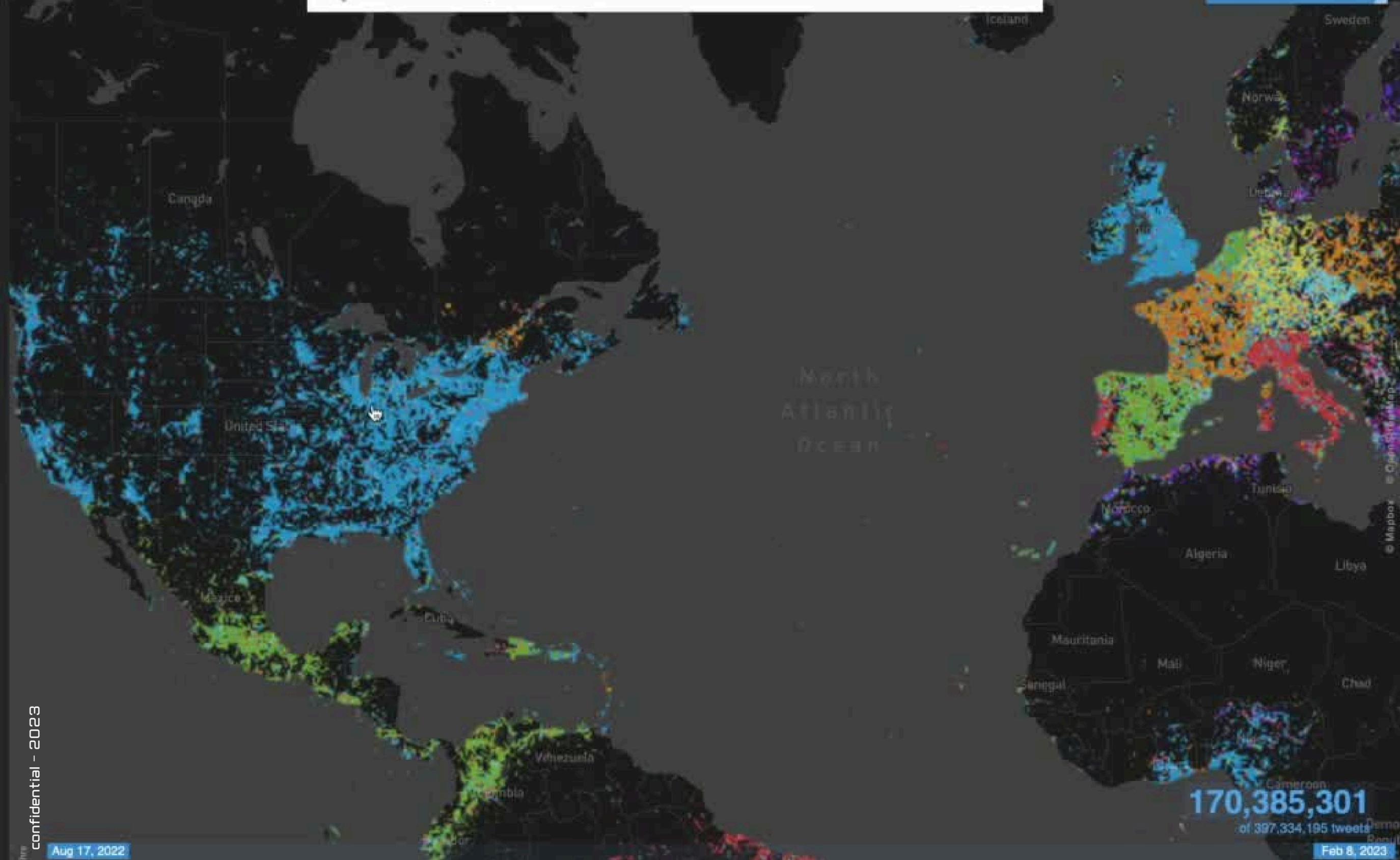
Why Scentscape?

With the "Scents of New York City" initiative, we aspire to forge a deeper, more visceral connection between individuals and the rich tapestry of experiences that the iconic city offers through an unexplored sensory journey facilitated by the nuanced world of olfactory experiences. By embracing the untapped narrative potential of scent, we facilitate a renaissance of sensory exploration, offering a groundbreaking platform where personal and collective memories are captured and celebrated through the dynamic and evolving aromatic map of New York City. Through this symbiosis of technology and artistry, we provide a unique lens for both locals and visitors to rediscover, share, and connect with the ever-evolving story of the metropolis, fostering a community immersed in a richly textured, shared narrative curated from the distinctive and evocative scents of the city.

Search hashtags and tweets...

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TOP HASHTAGS TWEETS



170,385,301 of 397,334,195 tweets

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Aug 17, 2022

Feb 8, 2023

- @annikahollebek · 08/17/2022
@ElviravdGrind 🙏
- @ferdiakbalik39 · 08/17/2022
Come to @Besiktas #Dele
- @heuscherk · 08/17/2022
Zum Mitlesen jedes Land das V...
Liefert macht sich Mitschuldig a...
Krieg!
- @alperenn_035 · 08/17/2022
@casperina75 @onderstebov...
Juist als je zoekt ga je niet vind...
moet op je pad vallen
- @Terrani1960 · 08/17/2022
投資とか言って、情報商材でF...
して金溶かしたみたいなのバカ...
ですが、それ詐欺とギャンブル...
そういうのと一緒くたにされる...
株買ってまずとか言いにくい...
よね~
- @Shizu_East_News · 08/17/20...
ふるさと納税で、熱川温泉や種...
泉へ。新たに東伊豆町が旅行オ...
ト提供開始【ふるなびトラベル...
PR TIMES <https://t.co/rUqYhrc...>
静岡県 #静岡県東部 #東伊豆町...
<https://t.co/qB96UoU8oc>
- @2020Yahya · 08/17/2022
@EzzatBaroudi أو شكراً صديقي...
على استقبالنا بالأمس 🙏 و متشوق لرؤية...
الصورة النهائية ان شاء الله
- @FarjadMostafa · 08/17/2022
@K91237 منى مدلى بايد امتحان يشه...
Back pls
- @Michaelofantifa · 08/17/2022
@everywhereoften @wopat7...
Including Liz Cheney
- @SirRobin78 · 08/17/2022
#frühstück (@ Sternenbäck in...
Rottenburg, BW)
<https://t.co/P41wXyqT8p>
- @majorBILLYB · 08/17/2022
@TheMithMusic @play01mus...
@DMugumisa @Iamarapulse...
knows the spot is booked.. He...
me a message "we go back ho...
Friday."

Data Scrapping

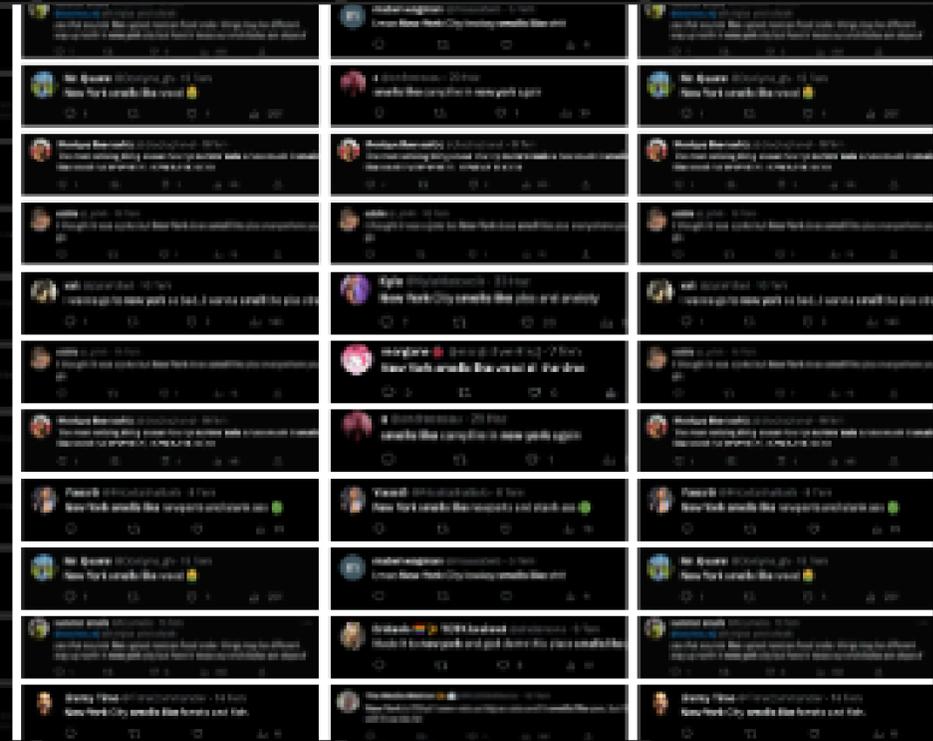
Using web scraping, we programmatically extracted relevant text data from these platforms, including posts, comments, and articles that mentioned or discussed scents associated with New York City.

-  [@kendallkhoward](#) · 08/17/2022
I may be covered in cat hair, but I still **smell** good 🤔 @Thundercat
<https://t.co/JO8lythvIW>
-  [@scoutecartagena](#) · 08/17/2022
Not having my sense of **smell** from Covid means I can eat whatever I want with no consequences for our shared bathroom.
-  [@sidmacleod](#) · 08/17/2022
[@kylegriffin1](#) I love the **smell** of flop-sweat in the morning!
-  [@tomboyjulie](#) · 08/17/2022
When it starts to **smell** like sweat 🤔🤔🤔
-  [@Steve34413478](#) · 08/17/2022
Yo bitch. Ur lying so much I **smell** ur shit in Philly
-  [@iamsheabutta](#) · 08/17/2022
Fall is upon us...I can **smell** pumpkin spice recipes being drafted at desktop in Connecticut right now 🍂
-  [@Brizzletrips](#) · 08/17/2022
[@midwestprude](#) I actually look like white trash and **smell** like reds
-  [@BSwithChris](#) · 08/17/2022
IF I CAN **SMELL** YOUR BREATH - YOU'RE TOO CLOSE!
-  [@__bossedUP](#) · 08/17/2022
She said he look like he **smell** like mash potatoes 🤔🤔
-  [@Nbangaa_](#) · 08/17/2022
How bad i hate the **smell** of weed and i use to smoke it down real bad

75432 Tweets

Natural Language Processing

Advanced algorithms were employed to filter and process the scraped data, ensuring that only relevant and high-quality scent descriptions were included in our dataset. We employed NLP techniques to analyze and process the textual survey responses. NLP enables us to extract meaningful insights from the text by identifying patterns, sentiments, and relationships between words and phrases.



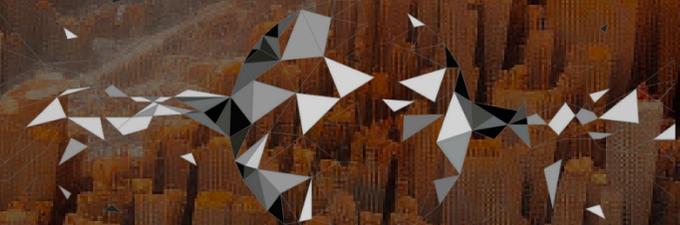
data narratives



Raw data is synthesized into dynamic and ethereal data pigments with the help of generative algorithms and custom software.



Statistics are synthesized into a representational form. Utilizing custom software, proceed word and color parameters are contextualized into cinematic moment in data sculptures.



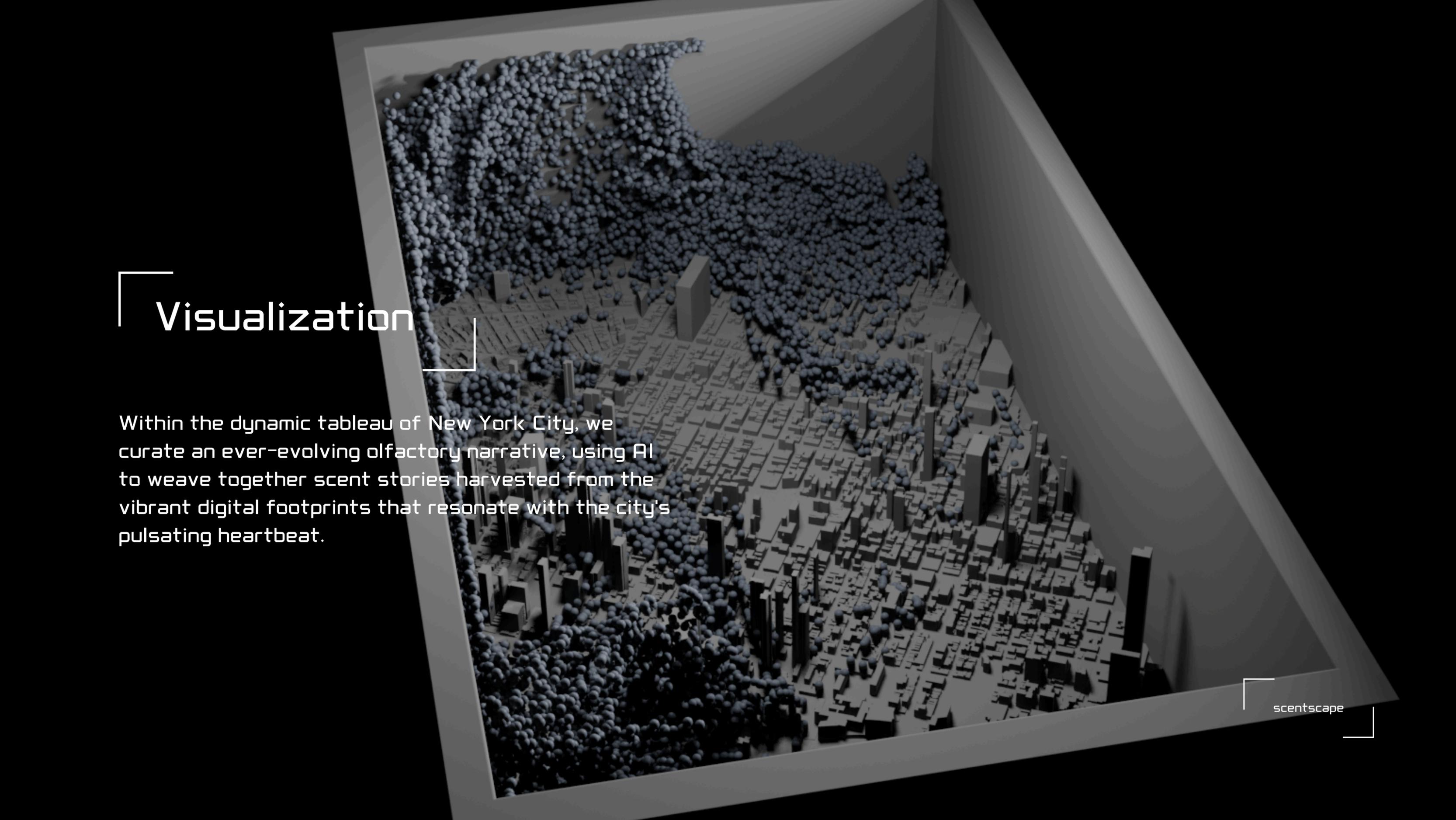
We use unreal engines advanced tools for simulating effects to attain a complex level of visualization.



Why NYC?

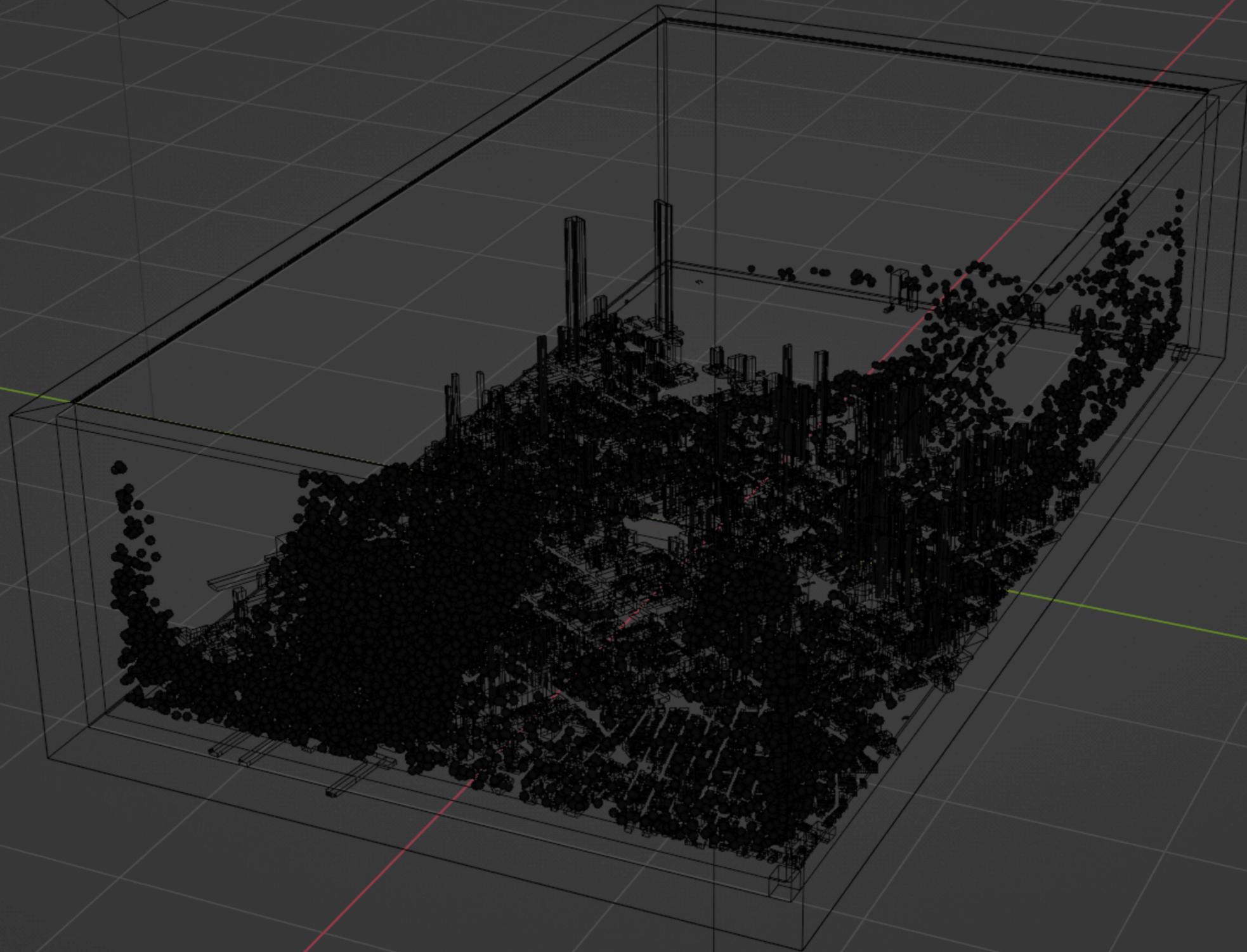
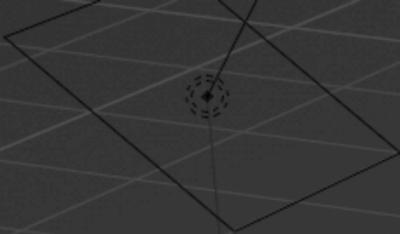
Through the "Scents of New York City" project, we aim to capture the soul of this metropolis, to create a living diary of its olfactory landscape, offering both locals and visitors a chance to engage with the city on a deeper, more personal level. By focusing on New York City, we are not just creating an immersive experience, but crafting a love letter to the city, an invitation to explore, to remember, and to dream, to forge a sensory connection with a place that is home to an unending flow of stories, each one adding a unique note to the rich symphony of scents that is New York City.



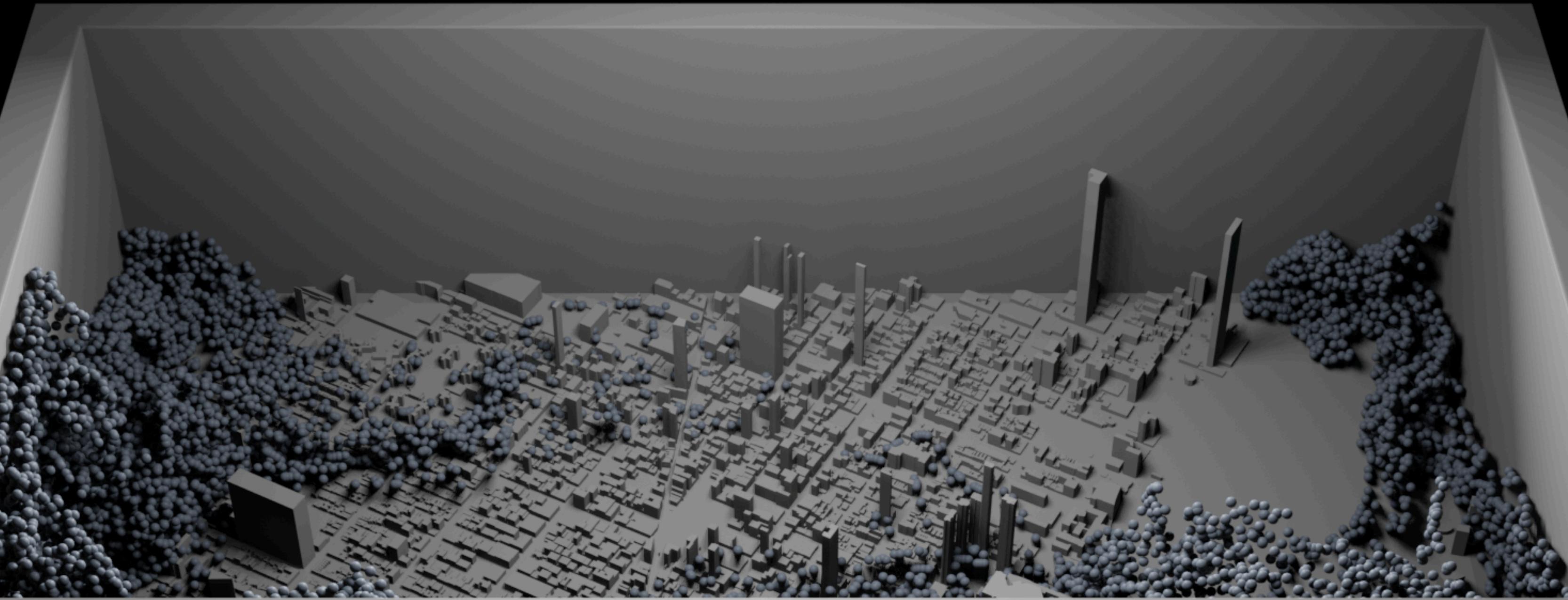
A 3D visualization of a city grid, likely New York City, viewed from an elevated perspective. The buildings are represented by rectangular blocks of varying heights, and the streets are a dense grid. The scene is rendered in a monochromatic, dark grey color scheme. The visualization is presented within a white, L-shaped frame that is slightly offset from the top-left corner of the image.

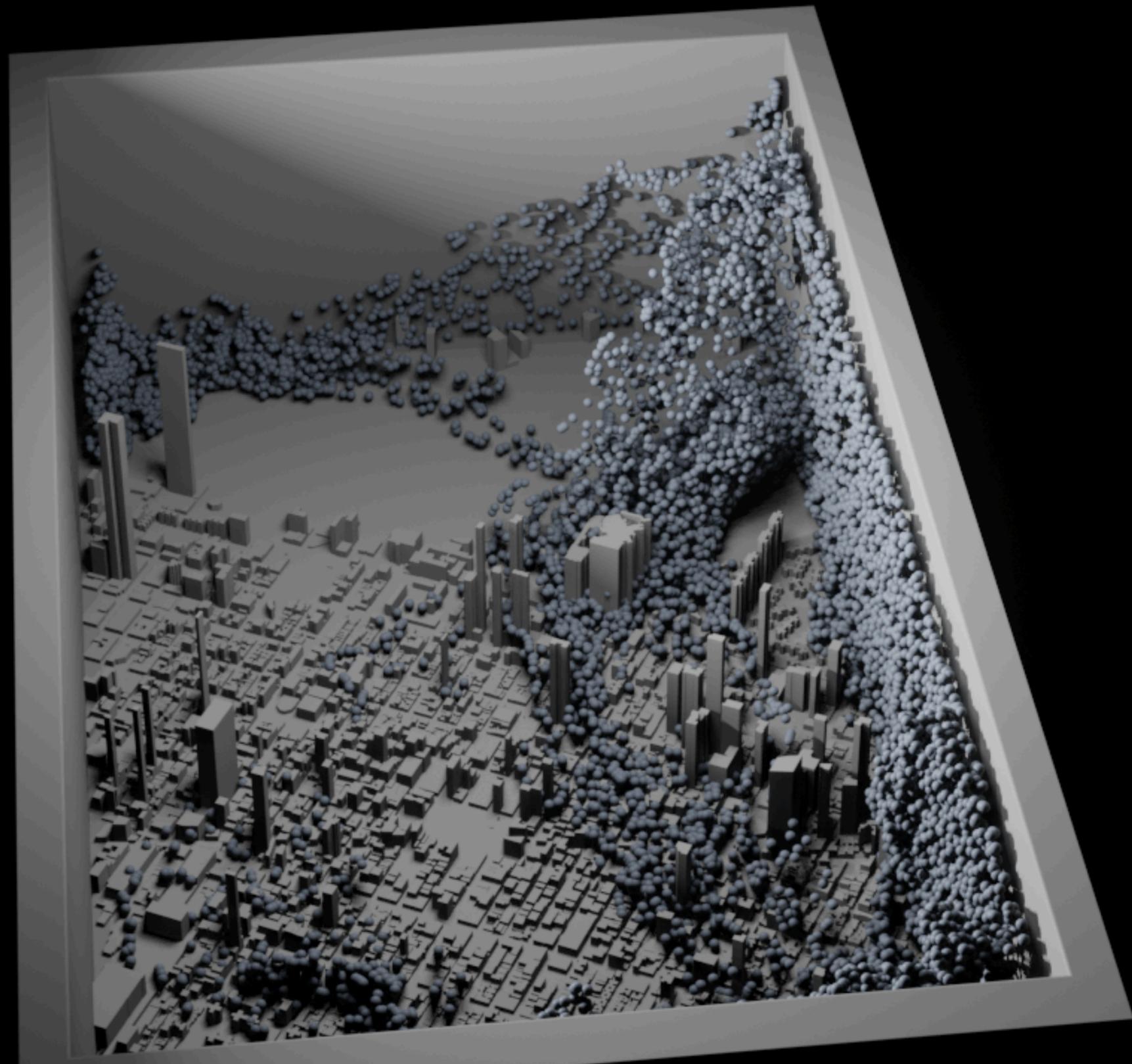
Visualization

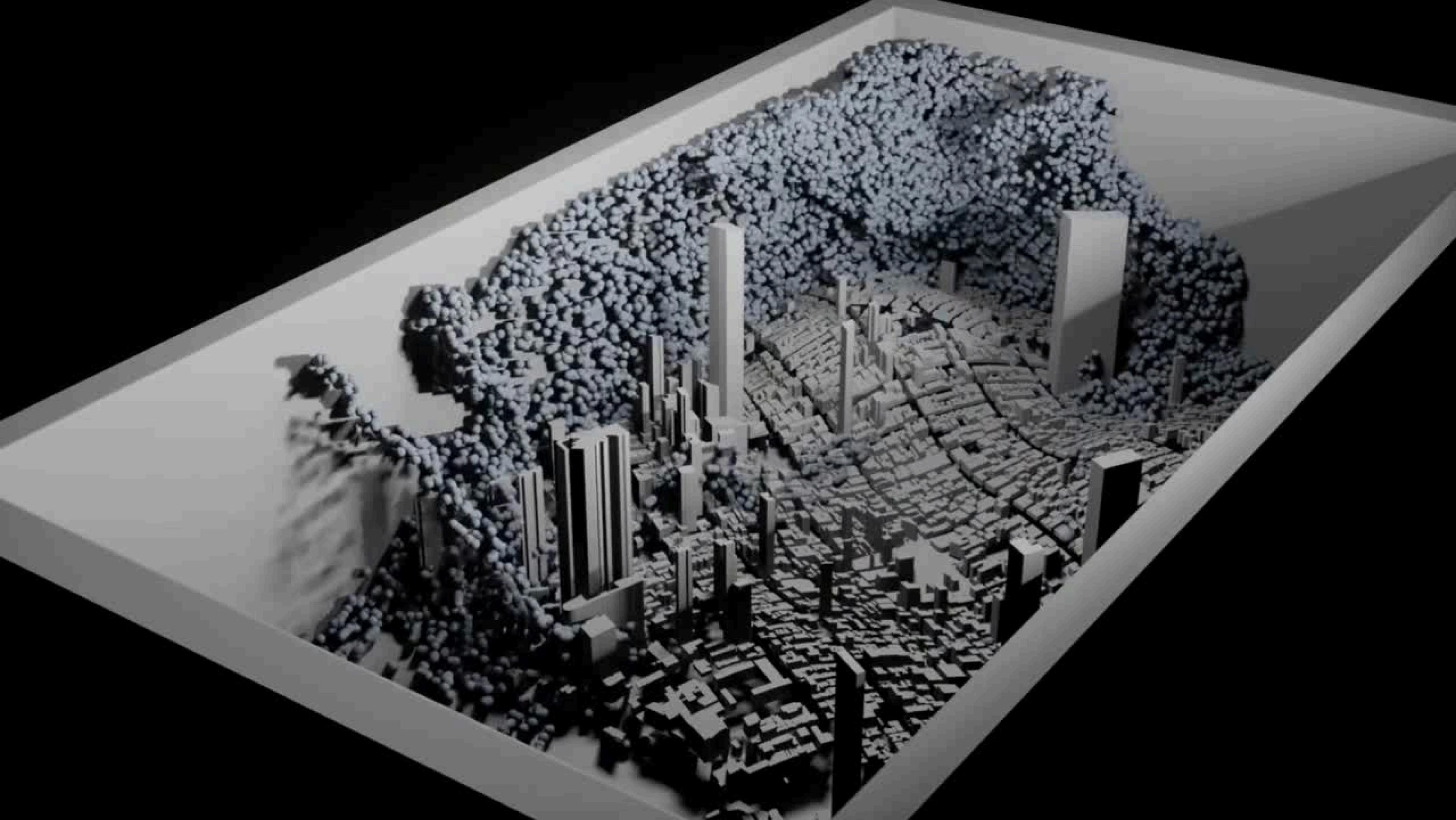
Within the dynamic tableau of New York City, we curate an ever-evolving olfactory narrative, using AI to weave together scent stories harvested from the vibrant digital footprints that resonate with the city's pulsating heartbeat.

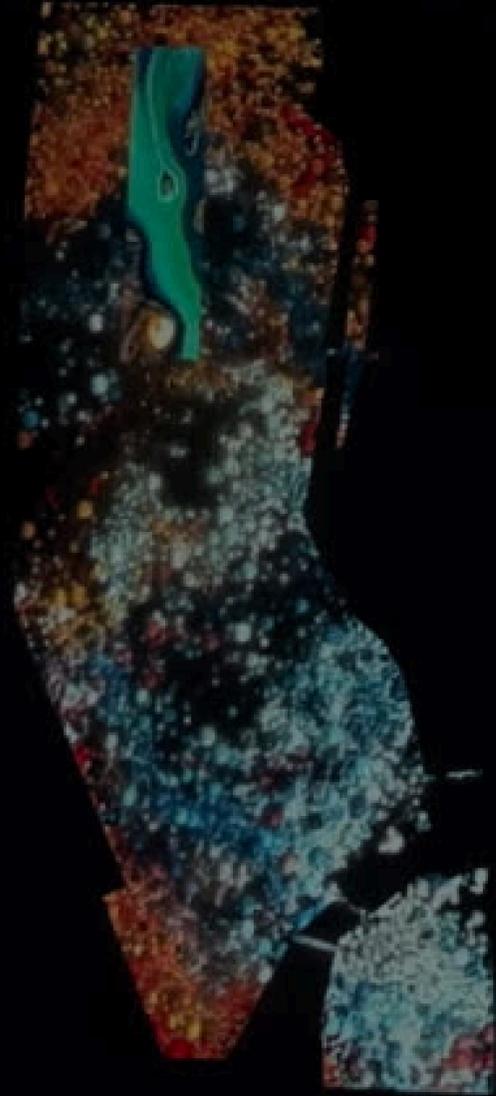


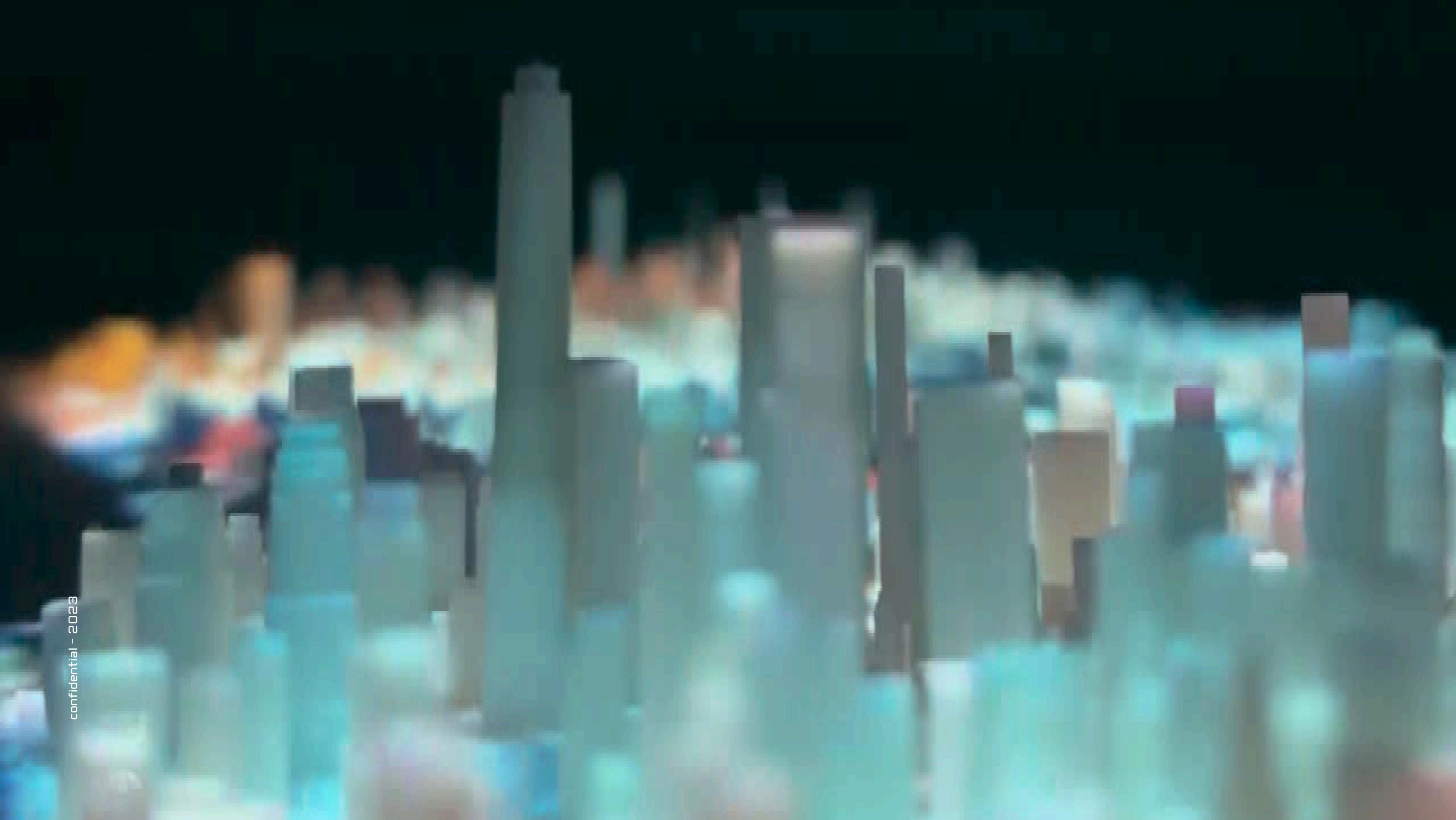
scentscape















An aerial view of a city with a 3D topographic overlay. The city's grid is shown in a light brown color, while the surrounding terrain is rendered in a dark blue, wavy, topographic style. The text 'ai powered' is located in the top left corner, and 'scentscapes' is in the bottom right corner. The central text 'THANK YOU.' and the email 'onur@studiokarun.com' are prominently displayed in the middle.

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THANK YOU.

onur@studiokarun.com

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