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# 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.



-  @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 · 08/17/2022  
ふるさと納税で、熱川温泉や  
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://l.co/rUqYhr>  
静岡県 #静岡県東部 #東伊豆町  
<https://l.co/rB96UoU8oc>
-  @2020Yahya · 08/17/2022  
@EzzatBaroudi أو شكراً صديقي  
على استقبالنا بالأمس 🙏 ومتشوق لرؤية  
الصورة النهائية إن شاء الله
-  @FarjadMostafa · 08/17/2022  
@K91237 من مدلی باید امتحان بيشه  
Back pls
-  @Michaelofantifa · 08/17/2022  
@everywhereoften @wopat7  
Including Liz Cheney
-  @SirRobin78 · 08/17/2022  
#frühstück (@ Sternenbäck in  
Rottenburg, BW)  
<https://l.co/rP41wXyqT8p>
-  @majorBILLYB · 08/17/2022  
@TheMithMusic @play01mus  
@DMugumisa @Iamarapulse  
knows the spot is booked.. He  
me a message "we go back ho  
Friday."

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Aug 17, 2022

170,385,301

of 397,334,195 tweets

Feb 8, 2023

# 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.



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 synthezied into dynamic and ethreal data pigments with the help of generative algorithms and custom software.

Statistics are synthezied 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 simualating 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.

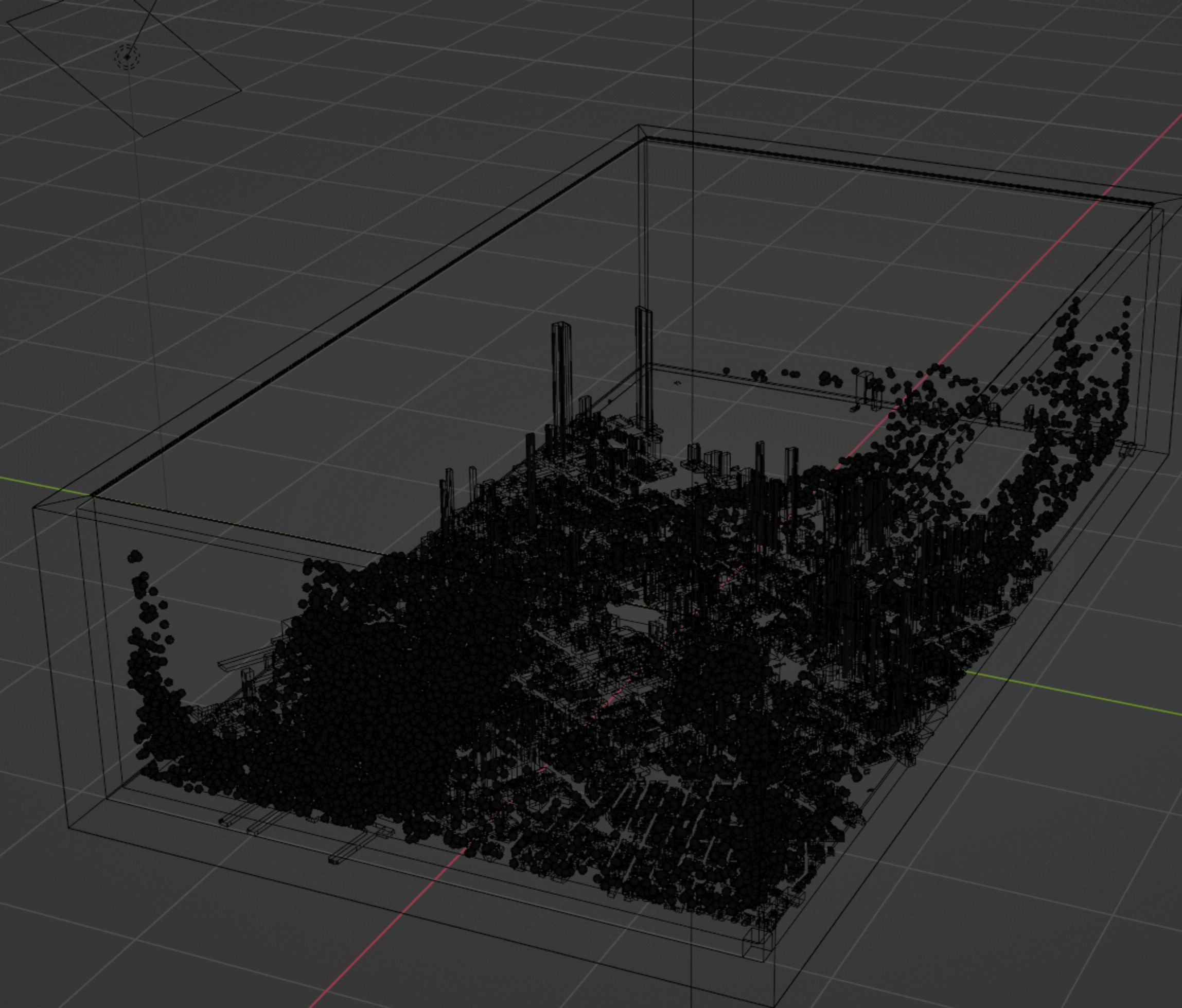




# Visualization

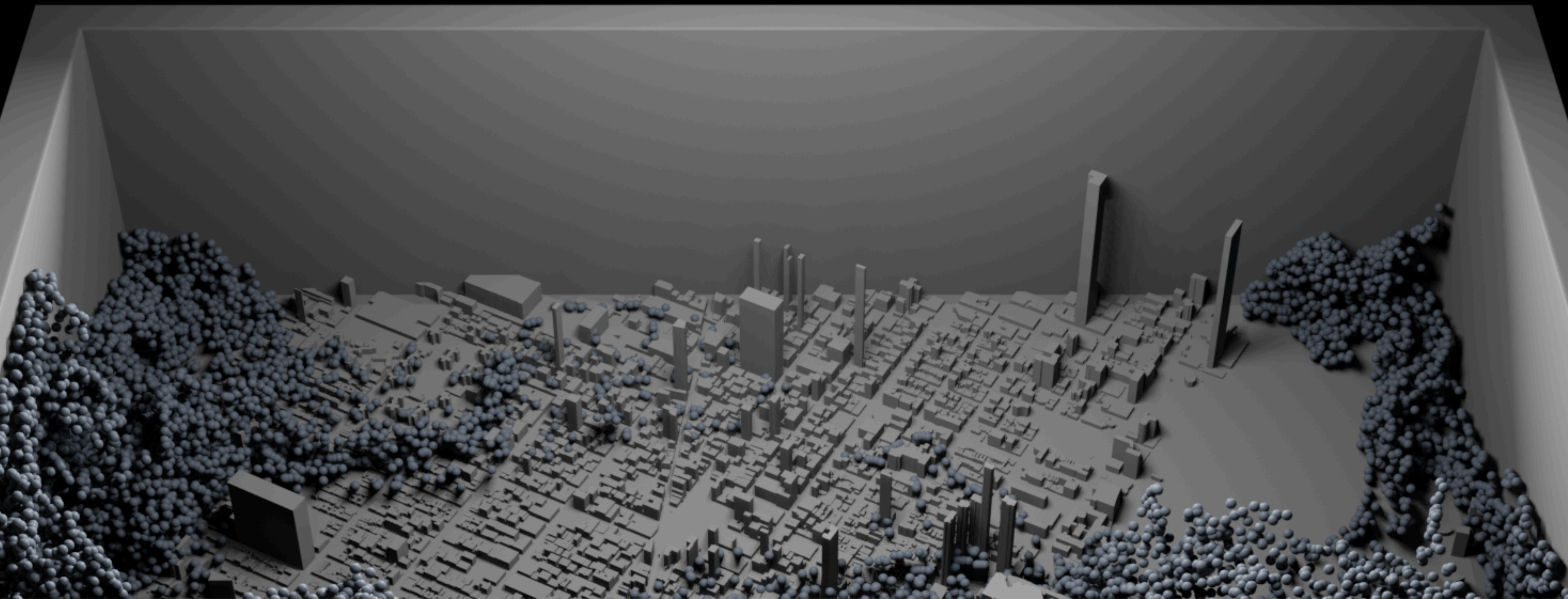
Within the dynamic tableau of New York City, we curate an ever-evolving olfactory narrative, using AI to weave together scent stories harvested from the vibrant digital footprints that resonate with the city's pulsating heartbeat.



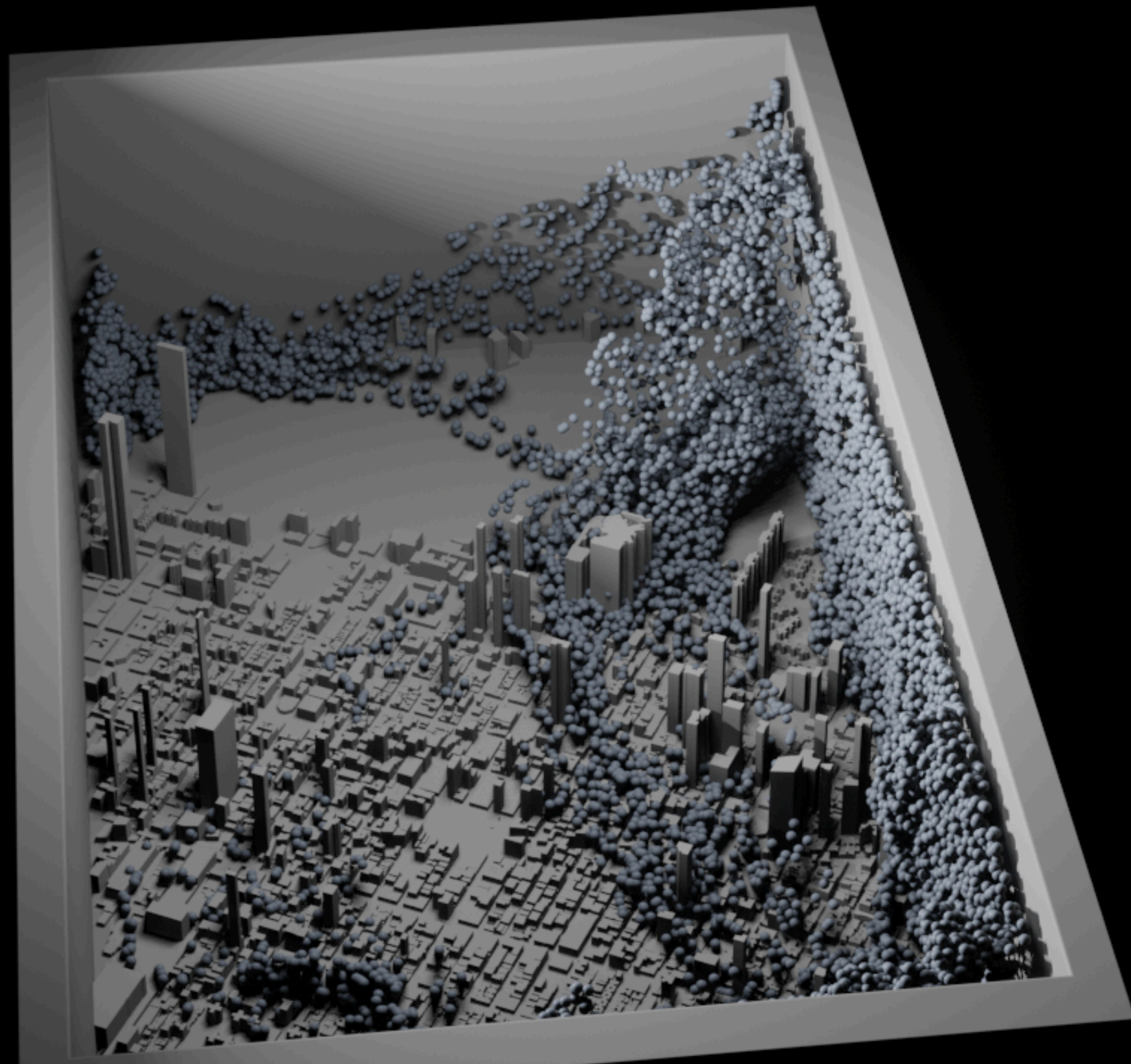


scentscape

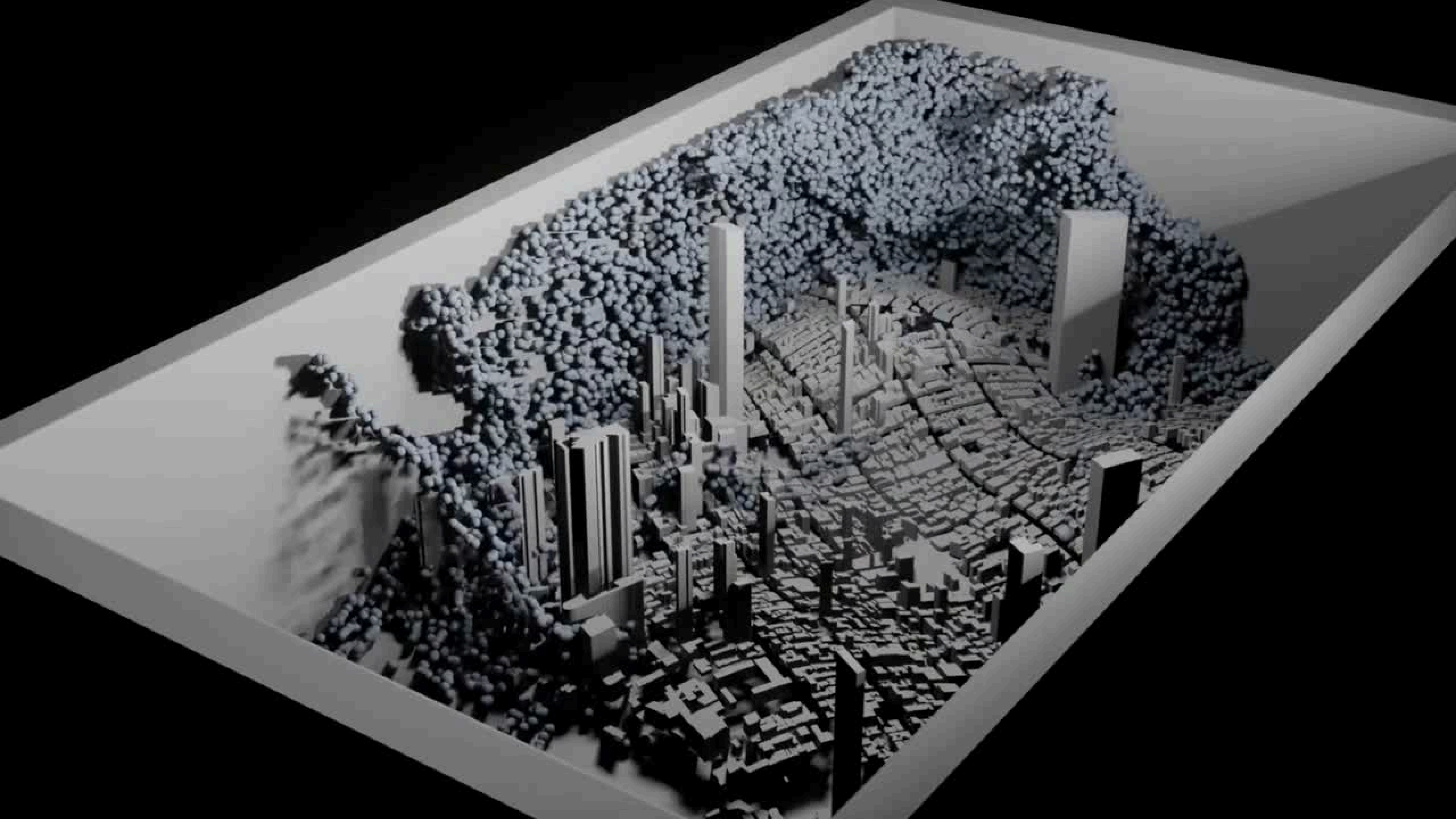






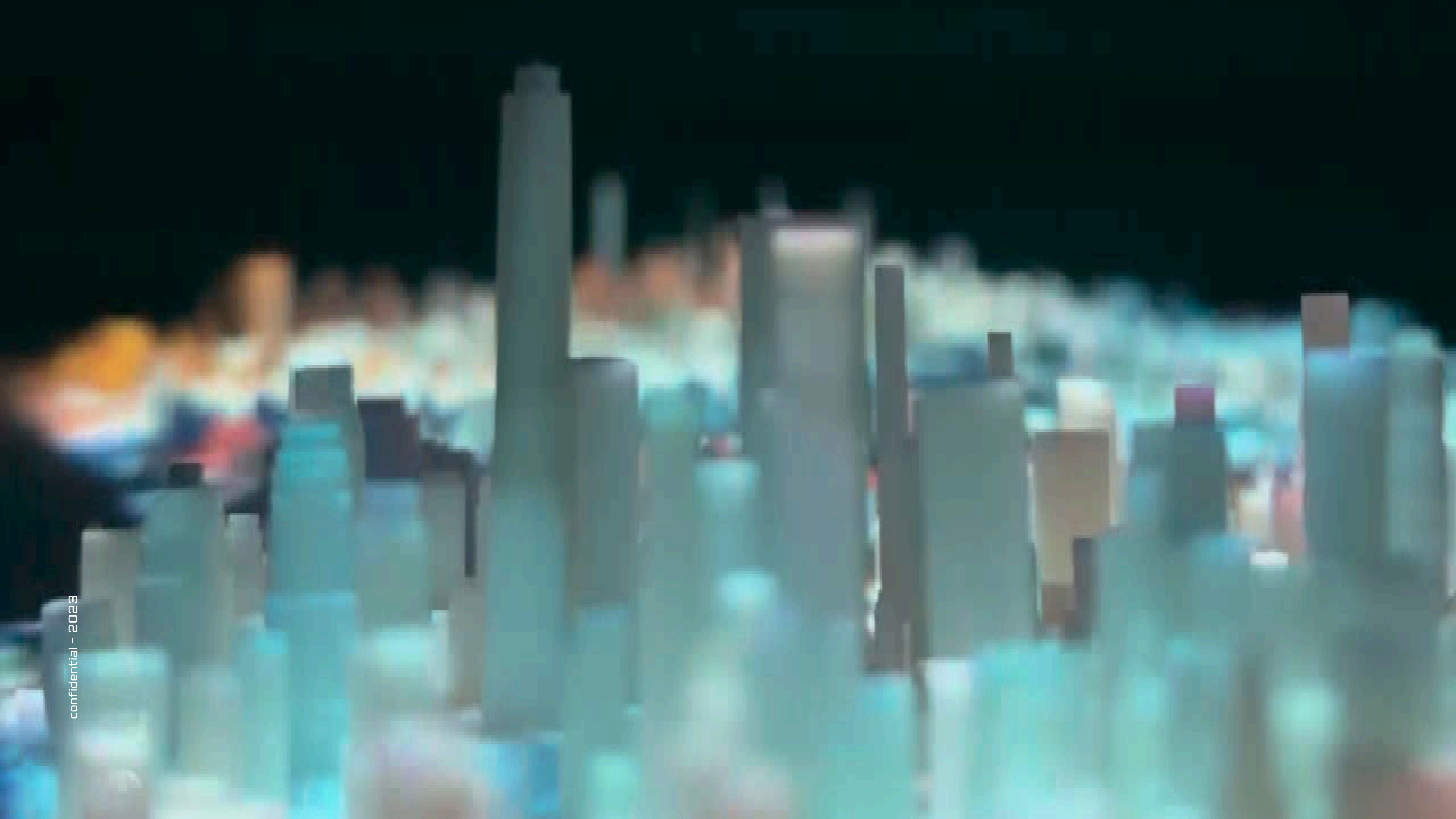




















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# THANK YOU.

[onur@studiokarun.com](mailto:onur@studiokarun.com)

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