



THE OLFACTORY CONTRACTOR

# Sofia Collette Ehrich



Olfactory Heritage Specialist, Olfactory Museologist, Researcher and Consultant

Founder, The Olfactory Contractor | Host, Internet of Senses Institute Podcast (Smell)

*The Olfactory Contractor helps museums, cultural institutions, and heritage organizations use scent as a meaningful tool for interpretation, public engagement, and cultural understanding. Through consulting, research, education, and project development, Sofia Collette Ehrich supports the responsible integration of olfactory methods into museum and heritage practice.*

**Vision** The Olfactory Contractor is building a professional home for olfactory heritage and olfactory museology. Our work bridges research, museums, heritage practice, and public engagement to ensure that scent is documented, interpreted, and taken seriously as a form of cultural knowledge.

Former Sensory Events Manager at Odeuropa (2021–2023), the European heritage project awarded a 2025 European Heritage Award / Europa Nostra Award.

## SERVICES

### Consulting & Strategy

Expert guidance for museums, cultural institutions, and heritage organizations exploring smell as interpretation in exhibitions and other forms of public engagement.

### Education & Professional Development

Courses, workshops, lectures, and trainings that help professionals, students, researchers, and makers build confidence and capacity around olfactory heritage and olfactory museology.

### Exhibition & Project Development

Collaborative support for museums, exhibitions, cultural programs, and any public-facing initiatives involving smell.

### Research & Thought Leadership

Advisory boards, conference panels, expert commentary, media interviews, judging, and research collaborations advancing olfactory heritage and museology.

## AREAS OF PRACTICE

- Olfactory Heritage
- Olfactory Museology
- Museum Interpretation
- Experience Design
- Research
- Education & Training

## SELECTED PROJECTS

### WayFinders: Making Sense of Our World

Provided olfactory interpretation consulting, scent strategy, and content development for a multisensory exhibition at the Maryland Center for History and Culture.

**Uncovering the Fragrant in the Sachs Museum Mural** Designed a printed guide that used the senses to reveal hidden layers of meaning within the museum's historic mural, connecting visitors with art, plants, and cultural knowledge.

### City Sniffers: A Smell Tour of Amsterdam's Ecohistory

Developed a self-guided olfactory walking tour of Amsterdam using a smartphone app and scratch-and-sniff map, inviting participants to explore the city's cultural history through a multisensory lens.

## RECOGNITION & PRESS

Europa Nostra / European Heritage Awards · MuseumNext · Monocle · Atlas Obscura · Nez Magazine · American Historical Association · UCLA Global

## SPEAKING & TEACHING

MuseumNext Summits · American Historical Association · Immersive Media Conference (Swedish National Heritage Board) · Europeana Digital Storytelling Festival · Institute for Art and Olfaction · Fragrance Alliance Network · Vrije Universiteit Amsterdam · The Royal Netherlands Academy of Art and Sciences

## SELECTED WRITING

- "From biomolecular traces to multisensory experiences: bringing scent reproductions to museums and cultural heritage," *Frontiers in Environmental Archaeology* (2026)
- "Crafting Intentional Scents," *Amsterdam Museum Journal* (2024)
- "Olfactory Storytelling Toolkit: A 'How-To' Guide for Working with Smells in Museums and Heritage Institutions," *Odeuropa* (2023)
- "Nose-First: Towards an Olfactory Gaze for Digital Art History" (2021)

For a full listing of academic publications, see [ORCID 0009-0002-6841-6910](#).

## COLLABORATORS INCLUDE

Odeuropa · Turku Museum Center · Institute for Art and Olfaction · Fragrance Alliance Network · Centraal Museum Utrecht · Maryland Center for History and Culture · Stephen and Peter Sachs Museum