

enhanced bench 01 (study for enhanced furniture)

A functional prototype of bench 01 constructed from mdf and custom made pheromone dispensers, along with a powerpoint animation. The work is installed as a new product tryout/presentation, in spaces which are related to social interaction and benefit from the enhanced functionality of bench 01.

Bench 01 emits a mixture of fragrance and human hormones which enhance social interaction. The fact that fragrances influence mood is well known and used in shopping centers and similar venues. For instance, the scent of cinnamon buns is shown to increase a man's predisposition towards women. Human hormones such as alpha and beta androstenol are currently examined for their ability to modulate social behaviour. The right mix of fragrances and hormones mildly enhance social interaction like a glass of wine. Bench 01 is a piece of social furniture to enhance the living room, the restaurant or the park.

Bench 01 invites group forming through its comfortable design, but it also enhances social activity in a discreet manner through the use of biotechnology. A friendly enhancement to a typical social situation - people resting on a bench - as well as an invisible manipulation to our behavioral patterns.

Bench 01 is part of the enhanced furniture project.

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