

The Art of Senscaping!

your basic handbook

to magnificent multisensory experiences

An 8 step operational guide to designing and co-creating
truly **MULTI-SENSORY EXPERIENCES**
for your guests to participate in!

By Louise Nygaard-Petersen©



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fasttracking you to
authentic, customized **PRO**
multisensory experience
design & execution

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1
Identify your resources at hand & create your preliminary experience offering

2
Forget what you think you know

3
Learn vital new insights

4
Match sensory profiles

5

7
Know your stimuli toolbox

6
Test by implementation

7
Always evaluate

8

8
Circulate to step 1 for adequate adaptation

8 steps
8 teachings
8 dimensions

Step 1

*Identify your
ressources at hand*

&

create your preliminary offering



First, clarify the following

- A. What is your main idea and how does it engager your customer through activity (conceptualised “product”)?
- B. What story does your product tell?
- C. What are your property & props to harness (core supportive material ressources)?
- D. What are your surrounding environment ressources?
- E. Who are your network ressources (bounce partners)?
- F. Who and why are your personell ressources available (knowledge/skills/time)?
- G. How extensive is our own ability and capacity to follow through to execution and evaluation (resilience)?



Step 2

*Forget what
you think you know*

(about multisensory experience)



DELETE AND DISCARD

- ~~The multisensory experience is the product~~
- ~~The narrative flaw~~
- ~~The 5 senses error~~
- ~~The cognition/emotion bias~~
- ~~The mix n' expose mistake~~



Step 3

Learn

vital new insights

(about multisensory experience)



8 new teachings

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Teaching # 1
~~the multisensory experience is the~~
~~product~~

**The offering of activity & space
is the product!**



the **experience** is
that which occurs
inside your guest
before, during and after
the co-creation of your offering



the **multisensory** experience is
affected by what
all the stimuli of your offering triggered
in your guest
consciously as well as unconsciously



Teaching # 2
~~the narrative flaw~~

sensory **stimuli** are vital to
successful
dramaturgy & storytelling



**use
sensory stimuli
to enhance
the story**



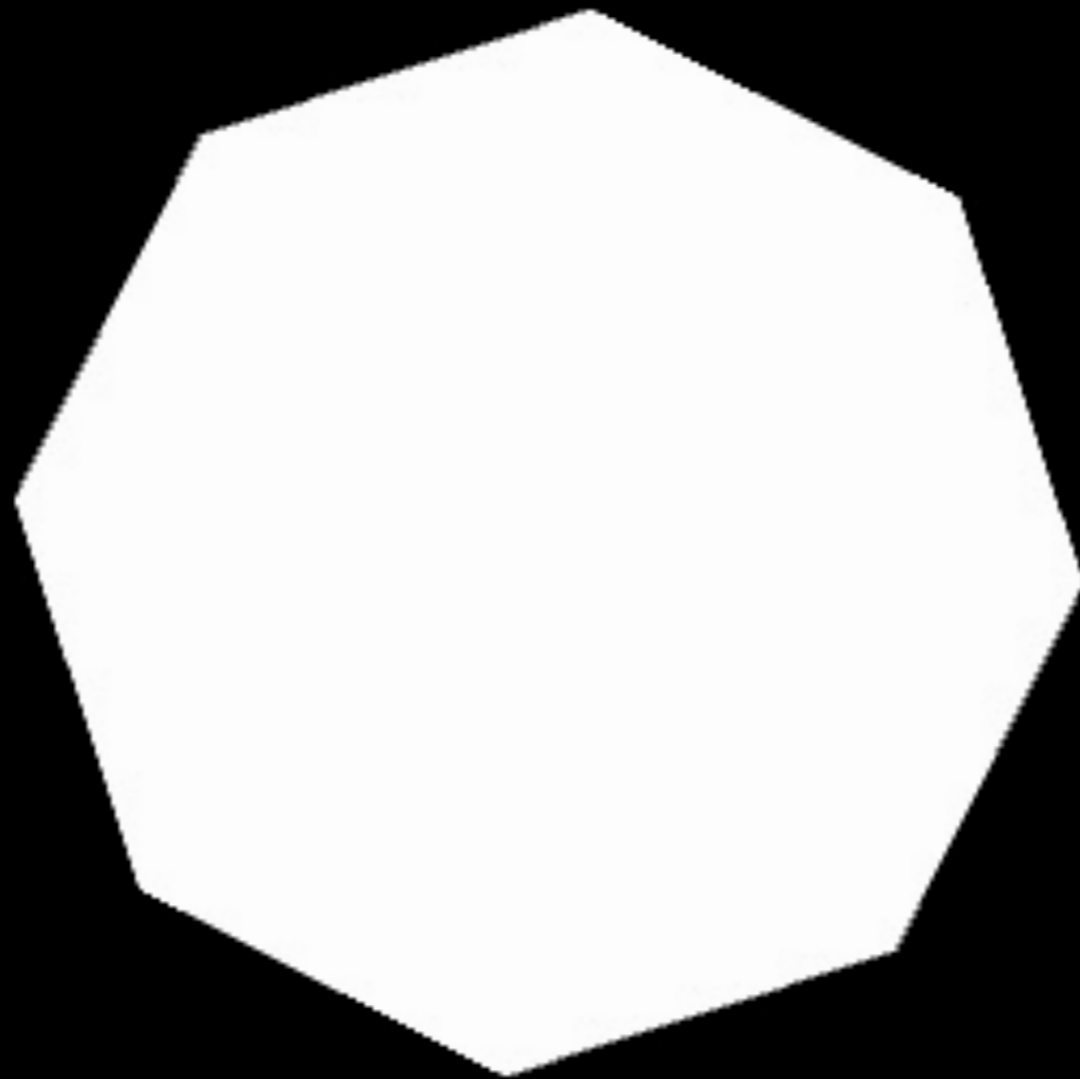
Teaching # 3

~~the 5 senses error~~

Apply an

-dimensional approach





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the average guest/consumer has
8 sensory systems
you can cater to
by
harnessing your toolbox of stimuli



5

externally stimulated

sensory dimensions

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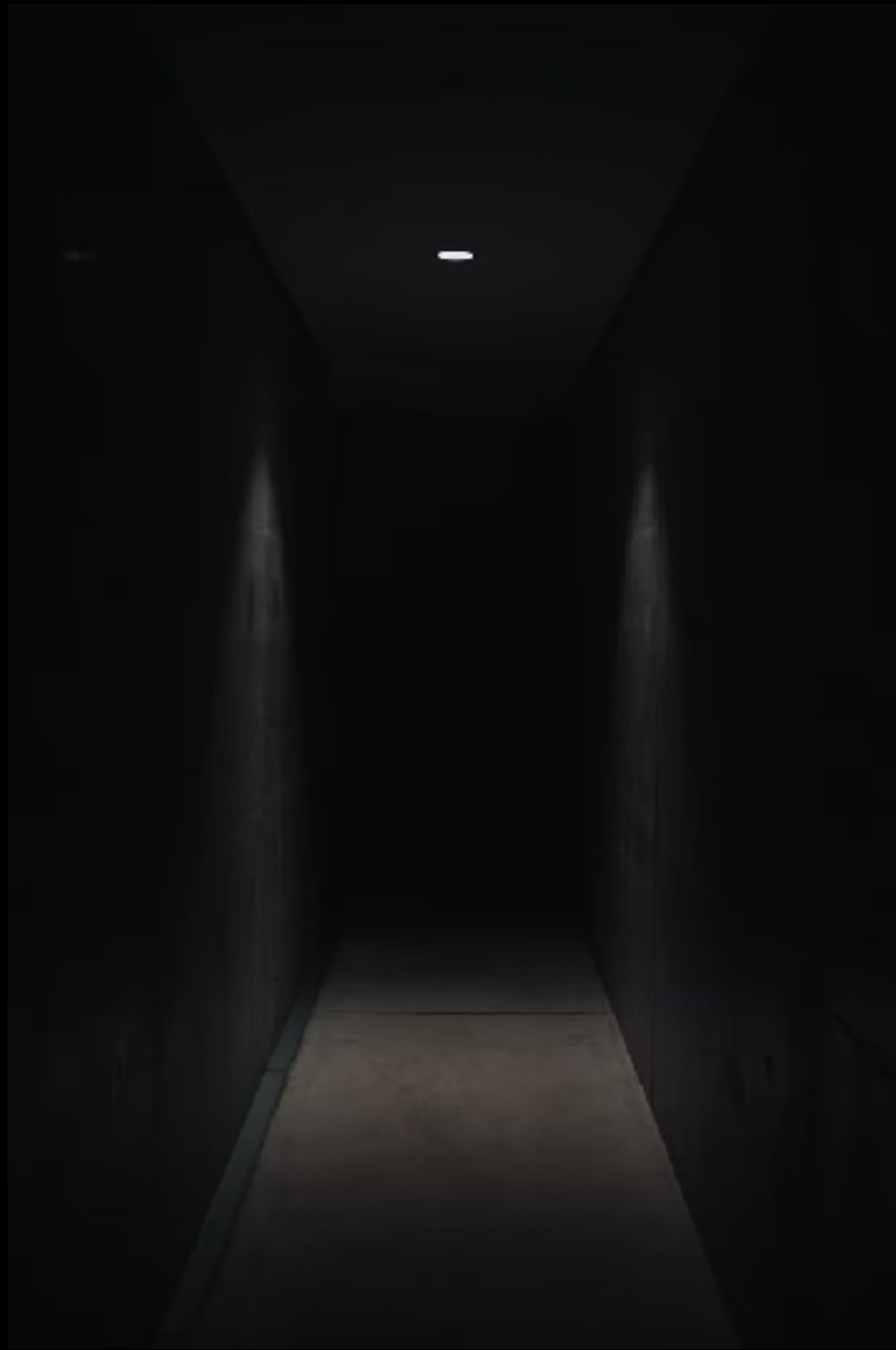


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1 Auditive sensory system

processing sound and
vibrational stimuli





2 Visual sensory system

processing visual
stimuli

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3 Tactile sensory system

processing touch,
temperature and
pain stimuli



4 Olfactory sensory system

processing
odour/fragrance/
smell stimuli



5 Gustatory sensory system

processing taste/flavour
stimuli



NOTE

all sensory systems

can be impacted

by

corresponding stimuli



External sensory dimension	Corresponding stimuli (in all variations & intensities)
Auditive	Sound, vibration, silence
Visual	Light, darkness, imagery, colour, shadow, pattern, contrast, movement,
Tactile	Touch, texture, temperature, solid, pointy, itchy, tickly, liquid, pain
Olfactory	Smoke, vapour, steam, fragrance
Gustatory	Sweet, salty, sour, bitter, umami, spicy, rotten, moldy



Now, kindly also be aware of the

3

internally stimulated

sensory dimensions



6 Vestibular sensory system

processing gravitational
stimuli



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7 Proprioceptive sensory system

processing muscle/tendon
stimuli



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8 Interoceptive sensory system

processing internal
homeostasis stimuli



NOTE AGAIN

each sensory system
can be **impacted**
by
corresponding stimuli



Internal sensory dimension	Corresponding stimuli (in all variations & intensities)
Vestibular	Movement, positioning, velocity, gravity, zero-gravity
Proprioceptive	Pressure, weight, push, pull, lift
Interoceptive	Air supply, blood pressure, psychoactive components, fever, nausea, food intake, fullness, bloatedness, hunger, thirst, continence, urination,



Teaching # 4

~~the cognition/emotion bias~~

Senses first! Always!



**we sense
BEFORE we**

**think
feel
act
&**

synthesize experience



Nerdy Stuff



Behaviour (sensory-motor response), as well as cognition and emotion, all depend on initial processing of sensory stimuli.

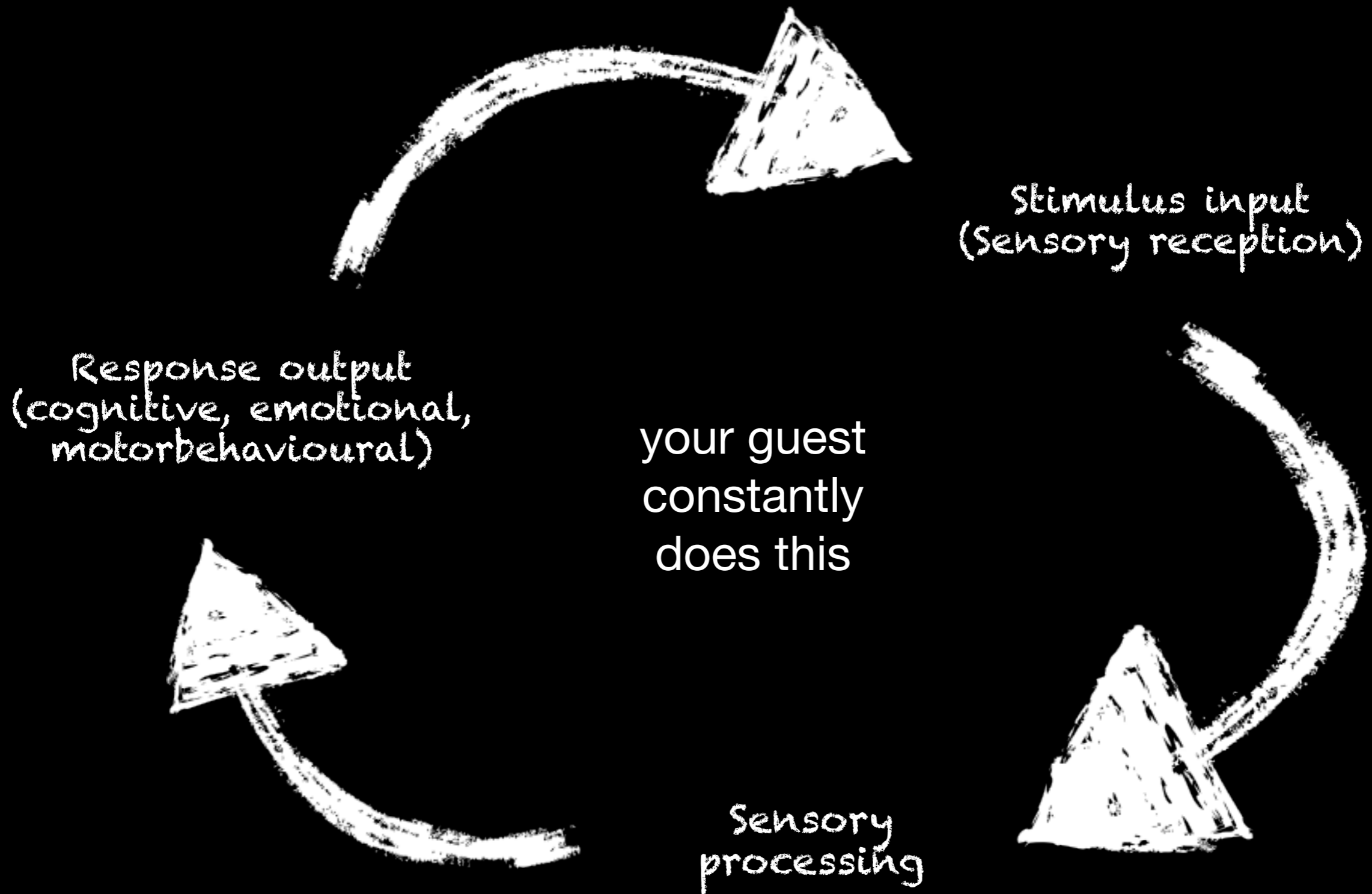


(Adequate) sensory processing impacts all experience

Reticular Formatio and Thalamus are nucleus network areas deep in the brainstem, serving as "relae" for constant, complex processing of sensory stimuli.

Onwards distribution to e.g. limbic system for emotional response, and for cortical sensory-motor response in specific functional areas of cerebral lobes.





Step 4

*Know your
stimuli toolbox*



Teaching # 5

Select

(amongst available stimuli)





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Teaching # 6

~~the mix n' expose mistake~~

Don't design for "flooding"





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Grade

(exposure intensity)

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Integrate

(sensory deprivation)

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Step 5

Match sensory profiles



Teaching # 7

**Analyze and match
the sensory profile of
your activity & space offering
with that of
your guest**

(Tip: Use the SensOctagon[©] tool)



Step 6

Test

by implementation



Step 7

Always evaluate



Teaching # 8

Involve your guest
in the evaluation...
... it's part of the experience



Step 8

*Circulate to step 1
for adequate adaptation*



And remember...

Try to stimulate an active participant,

... not a passive consumer

