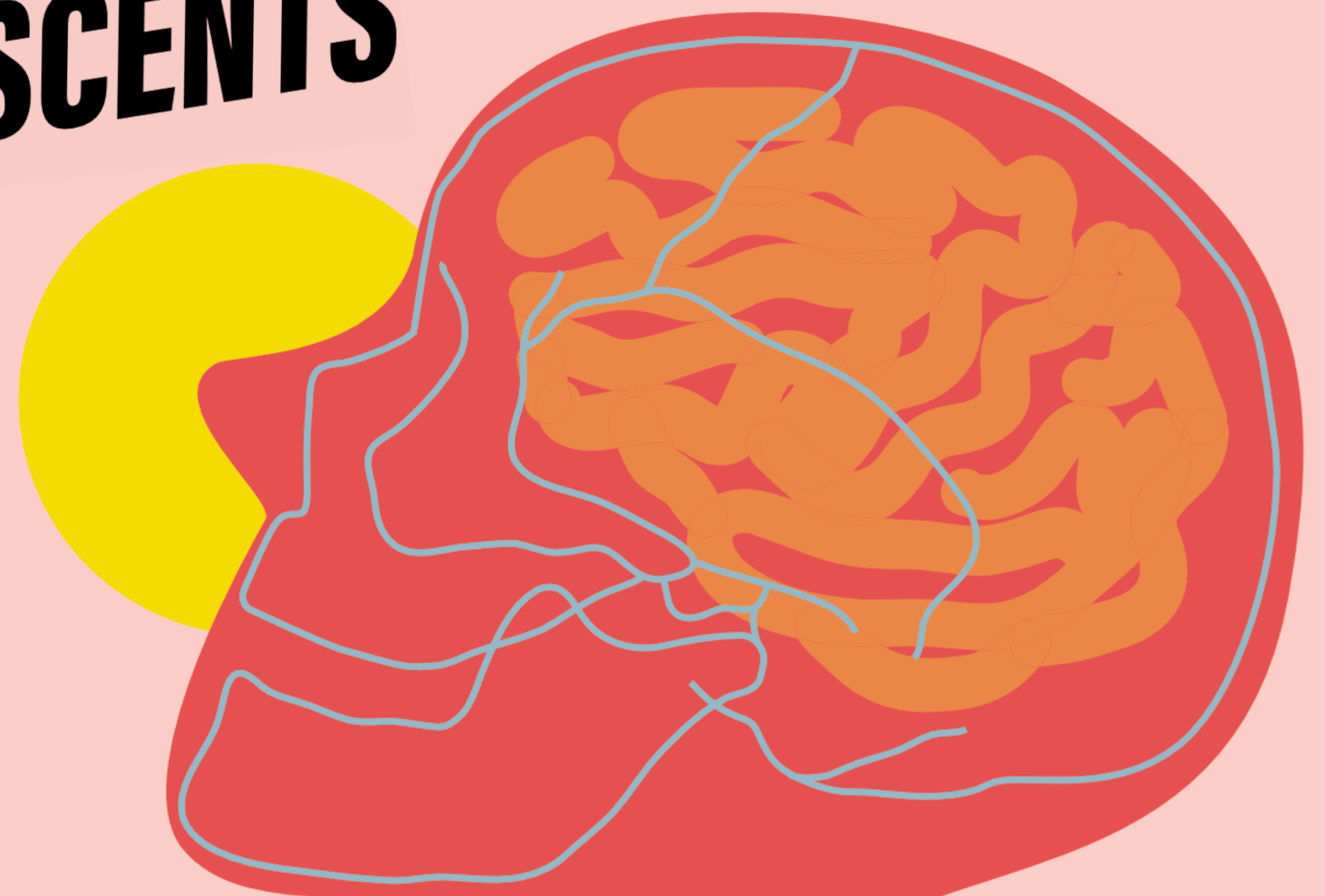


The Alliance Française de Normandie is partnering with Atmo Normandie to promote the International Minute of Scents within the global network of Alliances Françaises.



10/06
10:06

THE INTERNATIONAL MINUTE OF SCENTS



A SENSORY AND POETIC EXPERIENCE

Open to everyone, all around the world.
Based on an idea by writer Mathieu Simonet.

For the 3rd consecutive year, let's celebrate scents with **THE INTERNATIONAL MINUTE OF SCENTS**: on June 10 at 10:06 a.m., take part in a unique olfactory experience!

Smells play an essential role throughout our lives, although the sense of smell is talked about far less than the others.

To shine a light on scents and this year, to highlight our olfactory heritage* we invite everyone to pause at the same moment, identify a smell, and describe it on a card!

* An olfactory heritage is a scent from our environment that we consider important to highlight and even preserve.

HOW TO PARTICIPATE ?

It's very simple:



1. On June 10 at 10:06 a.m., **go outside and let your nose explore the world!**



2. As soon as you notice a scent, **let it immerse you.**



3. **Describe your impressions** on a card or a blank sheet (10 × 15 cm): sensations, emotions, memories



4. On the back of the card, **write your first name, your age, and the place of observation.**



5. **Send it to Atmo Normandie: 3 place de la Pomme d'Or 76000 Rouen, France**

More information on atmonormandie.fr and



Contact us mio@atmonormandie.fr - **+33 2 35 07 94 30**