

# With a pong<sup>1)</sup> in my art

Is it possible to bottle nostalgia? **Paul Wilkinson** sniffs out a man with a remarkable nose for business - recreating atmospheric smells for shops, museums and visitor centres

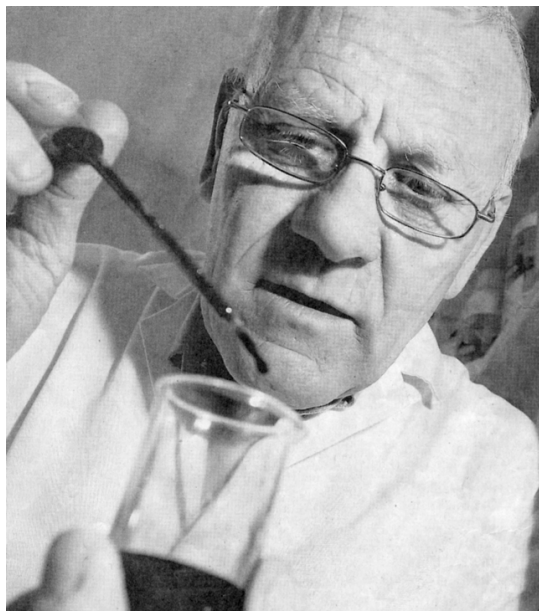
1 **H**ow many times have we wished we could package that unique aroma of sea air or the smell of newly-mown grass? Frank Knight has done exactly that. In fact, he can recreate the scent of just about anything, from sweet peas to sweaty socks.

2 Knight is the man behind the waft of fresh bread at your supermarket bakery and the musty dungeon effluvia of a millennium of history at Warwick Castle. “Retailers have taken smells out of shops by packaging everything,” says Knight, 58. “We are accused of tempting people to buy products, but it’s about putting back the smells we have lost.”

3 “Smell is a very important sense,” says Knight. “Without it, most animals would not survive. It’s a very powerful sense, too. A smell will stay in your mind for a long time, yet it is hard to describe. You ask anyone to give you a description of something and they rarely tell you about the smell.”

4 His company, Dale Air, was launched 30 years ago by Fred Dale, a former business associate. He sold air fresheners, designed to mask boarding-house pongs with artificial fragrances such as *Spring Fresh*, to Blackpool landladies.

5 By chance, Fred met the people behind the Jorvik Centre, a tourist attraction in York, which was planning to break the mould of visitor attractions with a brilliant new interpretation of the Viking settlement



**Scent packing: Frank Knight at work on one of his creations, which include the smell of a midden for the Jorvik Viking Centre (below) in York**

beneath the city. Knight recalls: “They asked him, ‘If you can make nice smells, why can’t you make us some bad ones, too?’ He produced the smell of the midden<sup>2)</sup> for them. It was the first time a scent had been used in that way. In visitor attractions, we 17.”

6 The business, which Knight took sole control of seven years ago, now supplies heritage centres around the world. The Natural History Museum in London asked him to create “dinosaur breath” – a combination of rotting meat and septic wounds – for its working model of Tyrannosaurus Rex. In the New Zealand city of Auckland, a recreation of Captain Scott’s Antarctic base for his attempt on the South Pole

has the smell of pack ponies and leather harnesses.

7 Knight was even asked to speculate on the aroma of an Egyptian mummy for a display in a Swedish castle.

“Apparently, in the Middle Ages mummies were regarded as protection against the Black Death,” he says.

“I did a lot of research on the internet, looking at embalming chemicals and the perfumes and creams they used to wash down the body.

8 19 we created a very eerie smell. My wife Linda does not like it at all. There is a smell of death about it.”

9 Recipes for his 400-plus aromas are a trade secret, 20 I am allowed to see his mixing room; it is like a mad scientist’s laboratory, with shelves of bottled ingredients that have names such as de-palatinol A (a crucial constituent of coffee) and di-propylene glycol (the oil that carries the aroma).

10 Some smells are easy to create, others are not. “I can do you a really good cappuccino, but straight black coffee is the most difficult to

replicate,” says Knight. “The other tough one is bread. We do have a bread smell, but I don’t think it’s perfect. A lot of people buy it, though, and are happy.”

11 Among his failures was North Sea oil. The smell was convincing enough, but health and safety officials, who check all his concoctions, said that it was potentially soporific.

12 Now Knight is branching out into the retail trade, impregnating pads inside cubes similar to the one on my desk. On your next visit to a souvenir shop, you may well be able to buy the essence of the place you have just been to. It will sell for about £3 and last for up to a year.

13 Knight also does presentation boxes of four aromas. His soccer set comprises: Pitch – a hint of earth; Trophy Room – the polish of display cabinets; Changing Room – a whoosh of liniment; and Half Time – the smell of pies. Hmm, I can now smell them whenever I like.

*Jorvik Centre, [www.jorvik-vikingcentre.co.uk](http://www.jorvik-vikingcentre.co.uk) (01904 543403)*

*National Railway Museum, [www.nrm.org.uk](http://www.nrm.org.uk) (01904621261)*

*Yorkshire Tourist Board, [www.yorkshirevisitor.com](http://www.yorkshirevisitor.com)*

noot 1 pong: an unpleasant smell

noot 2 midden: a pile of waste matter / een mesthoop

1p **15** Frank Knight krijgt soms negatieve opmerkingen over zijn werk. Met welk deel van de zin in de alinea’s 1 tot en met 3 spreekt hij die opmerkingen tegen?  
*Schrijf de eerste twee en de laatste twee woorden van het deel van de zin over.*

1p **16** Welke bewering is **niet** ‘juist’ te noemen op grond van alinea 3?  
**A** Geur blijft lang in het geheugen hangen.  
**B** Geur is van levensbelang voor dieren.  
**C** Het is lastig om een geur te beschrijven.  
**D** Ruiken is belangrijker dan zien.

- 1p 17 Kies bij 17 in alinea 5 het juiste antwoord uit de gegeven mogelijkheden.
- A have added another aspect
  - B have offered a new location
  - C have solved some problems
  - D have tried to avoid real odours
- 1p 18 "The business" (begin alinea 6)  
Which business is meant here?
- A Dale Air
  - B the Jorvik Centre
  - C the National History Museum
  - D Spring Fresh
- 1p 19 Kies bij 19 in alinea 8 het juiste antwoord uit de gegeven mogelijkheden.
- A For example
  - B In addition
  - C In the end
  - D Meanwhile
- 1p 20 Kies bij 20 in alinea 9 het juiste antwoord uit de gegeven mogelijkheden.
- A and
  - B but
  - C for
  - D so
- 1p 21 Niet alle geuren die Knight maakt, komen in de verkoop.  
→ Waaruit blijkt dit?  
*Schrijf het nummer van de alinea op waaruit dit blijkt.*
- 1p 22 What can be concluded about the writer of the article from the last paragraph?
- A He himself has one of the gift sets.
  - B He prefers artificial aromas to the real ones.
  - C He was having a piece of apple pie while writing the article.

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**Bronvermelding**

*Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.*