

\ Connecting with Scents /
Fukushima Scent Link Project
Now Open to applicants!

Interested in rebranding Fukushima with scents
with the aroma experts?

If people in Japan and around the world could only
see Fukushima for its beauty....

What if we can share our message through scents?

If you care deeply for Fukushima,
now is a great time to join us, the global leaders in scent marketing, in
a scent branding project of Fukushima. You'll learn and experience
the concept of "branding" with scents.

For this project, we are looking for applicants
who can help us lead the project.

ABOUT PROJECT

- Overview -

Air Aroma will share its expertise in scent marketing cultivated through its worldwide business. This project is intended to shine a light on the beautiful aspects of Fukushima that have all but been forgotten following the nuclear plant accident. Participants in the workshops and meetings will come together to think about Fukushima's future and create a compelling message using scents, to share with the world.

- Schedule -

The project will consist of approximately four events, held one weekend every two months.
*Please let us know if there are any conflicting weekends during the below period.

◇Project Schedule

October 2016 to June 2017

- Session1 - October

- Session 2 - December

(Tokyo or Fukushima)

- Session3 and beyond - To Be Determined

APPLICATION DETAILS

-Application Period-

October 3, 2016 (Mon) to October 13, 2016 (Thurs)

-Applicant Requirements -

Current Fukushima residents, Fukushima-born applicants, and those with strong emotional ties to Fukushima. (High school age and up)

*Parental consent required for high school students.

-Participants -

Limited to 10 participants.

*If number of applicants exceeds capacity, selections will be made based on information provided in the application forms. Selection notice will be sent via preferred method between 3pm-6pm on October 16, 2016 (Sun).

Event details will be sent to participants on October 20, 2016 (Thurs).

-How to Apply -

Please access the Google Form in the URL below, fill it out and send back to us.

<https://goo.gl/forms/9ls9LHvqJw4iBREv1>

SESSION 1 OVERVIEW

- ▷ Orientation
 - Introduction of Air Aroma / Introduction of Participants
- ▷ Aroma Workshop
 - Learn and experience raw and distillation
- ▷ Group Discussion
 - About scent communication and branding of Fukushima



Date and Time : October 29th (Sat) to October 30th (Sun) *Overnight Stay

Meeting Spot : 10am at Aizuwakamatsu Station

Dismissal Spot : 3:40pm Aizu-Shimogo Station – or – 5pm at Shin-Shirakawa Station

Activity Area : Shimogo, Minamiaizu

Housing : Toaka Shizen Taiken Asobi no Gakko Yamazakura

Fee : Free (Includes Lunch and Dinner on First Day, Lunch on Second Day, Housing for One Night)

*Does not cover transportation to and from Meeting Spot.

*Times may vary. Notification will be sent in case of any changes.

ABOUT AIR AROMA

Air/Aroma

Air Aroma is an Australian company that has produced scent branding experiences for global brands including hotels, retail, and medical institutions in over eighty countries.

The company has a wide range of projects under its belt including the branding of regions in Japan utilizing scents that are unique to the area. Branding projects have involved the cities of Hagi (Yamaguchi Natsumikan Citrus), Hirosaki (Aomori Hiba), and Kure (Hiroshima Lemon), whereby natural essences are extracted from local fruit and trees and blended at the hands of a global perfumer. These original scents have allowed people to experience the fragrances of the region in any space of their choosing.



Currently, the company has a satellite office in a herb farm in Minamiaizu, Fukushima. The staff frequents the region with the hopes of expanding the excitement and anticipation of the Fukushima community to a wider population.

CONTACT

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