



How does scent impact a space?



positive, happy smell.

scent in the right space can create. I want to help create memories-and 75% of emotions are triggered by At Ambius, we provide scent solutions to take experiences to the next level. When a guest walks into a scented hotel lobby for the first time, their sense of arrival is triggered by scent more than decor. At work? An office

ager about adding citrus increases emplants to the ployee productivity, as citrus scents show an increase in people being alert and focused. Beyond offering a warm welcome, scent marketing can also include using scented zones, or areas that may increase time spent in a specific place. This concept uses scenting to draw patrons on a certain path-perhaps toward a spa or restaurant, for When I design I consider a space's size, colors, demo-

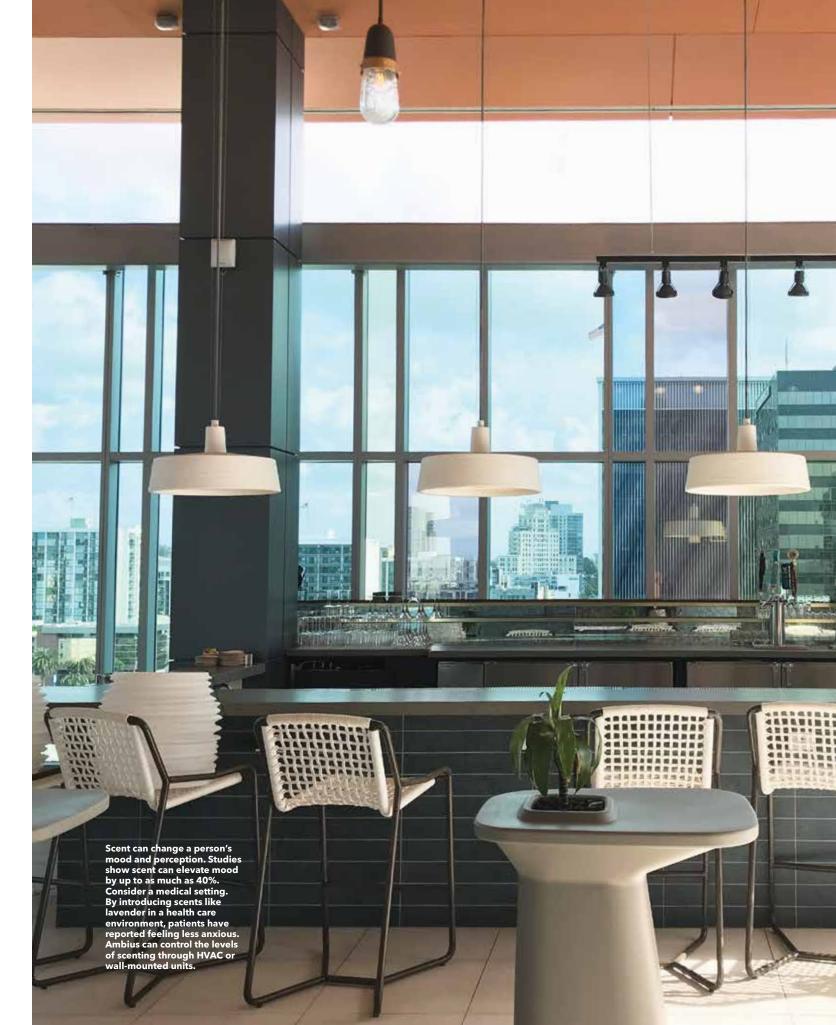
example.

nice Nath, Ambience Expert, Ambius

graphics, clientele, and what we want to achieve. Are we trying to reduce anxiety in a doctors' office? Do we want to increase productivity in Read more from an office? Are we after the best first ab&d when we impression at a hotel? When I met should embrace with a hotel manbiophilic design

lobby to improve guest experience, the hotel team knew something was lacking and assumed greenery was the solution. Their decor was stainless steel. black, red, and mascline; they were missing a scent to go with it. I asked if I could install a scent demo while we talked. Halfway through our meeting, the manager smelled the scent and agreed-they needed ambient scenting. Two years later he still raves about the difference the scent made.

the Ambius in the Summer issue of explore why hotels



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