

**hoo-ha**  
**sensorimix**  
**new-york city**

a delicious blend of emotions & multisensory perceptions

created by

**eurosyn**

your privileged European partner for Consumer & Sensory tests

[www.eurosyn.fr](http://www.eurosyn.fr)

2 sessions

november 16<sup>th</sup> & 17<sup>th</sup> 2009

private session

**hoo-ha** showcase  
**mexico city**

november 19<sup>th</sup> 2009



**HOO-HA Sensorimix – NYC – November 16th & 17th 2009**

**programme**

The **'Hoo-Ha Sensorimix Festival'** is becoming established as the alternative sensory rendez-vous due to its unique and innovative programme. Boosted by the enthusiastic welcome of the first editions in Europe, EUROSYN exports the venture to the USA with a seminar totally turned to multisensory and product experience!

**NYC will host 2 sessions of the 'Hoo-ha Sensorimix'.** According to your availability, **2 similar sessions will be held in Manhattan on November 16<sup>th</sup> and 17<sup>th</sup>.**

November 16<sup>th</sup> & 17<sup>th</sup>  
2009  
New-York City  
USA

Produced by EUROSYN in partnership with **MANE** this edition of this inter-disciplinary festival further develops its focus on specialists who are transforming sensory practices on both sides of the Atlantic. They blend their talents to devise a creative and unique event!



H00-HA Sensorimix – NYC – November 16th & 17th 2009

programme

*The concept lays within the presentation of a large range of methods designed to specify the perceived quality of a product in a better way. More than 280 speakers have already shared their experience and their know-how with a very wide public of industrials in EUROSYN's seminars.*

**Lectures:**

*Several conferences will unroll throughout the day. The lectures will present new methods and applications. They will chair a debate with the public. A run of different lectures but each with their own uniqueness...*

**Sensory demonstrations:**

*The day will be brightened with surprises and out-of-this world sensory demonstrations.*

November 16<sup>th</sup> & 17<sup>th</sup>  
2009  
New-York City  
USA



*“Who better than EUROSYN can combine innovation, quality and friendliness ? The EUROSYN team has not lost an ounce of enthusiasm and has always wanted to create the most unusual of seminars.”*

HOO-HA Sensorimix – NYC – November 16th & 17th 2009



## Hoo-ha Sensorimix Festival



**Thierry Lageat**

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## 'are you hoo-ha experienced ?'

### What is the philosophy of the festival ?

"the « HOO-HA » is defined as the mixture and the mess. For one day, the festival is intended to be composed of amazing cocktails, mixing many different methods, sensations and innovative industrial applications. **It is meant to awaken the senses!** It also encourages meetings and exchanges between the enthusiasts for this field. It brings about long-term reflexion on new means of consumption and consumer expectations concerning perceived quality and comfort."

### How would you position this new sensory seminar compared to other more traditional ones ?

"The aim is to shake up the typical methods to adapt them to the new issues differing from the classic food or cosmetic field. **The interest of many industrial sectors in this new research is constantly rising** and the continuous search on the relevancy of the methods used is a decisive stake."

### How would you describe your guests ?

"They belong to a generation of researchers who are inventive and above all who want to decode these new fields of applications that have recently surfaced... They do not hesitate to free themselves from the chains of the methodological constraints to try out original ways to integrate sensory aspects in product design. **Each one of them has developed an innovative and personal approach.** In a certain way, the festival enables them to highlight these promising methods."

H00-HA Sensorimix – NYC – November 16th & 17th 2009

This Festival brings together some sensory specialists from the USA and Europe for a series of demonstrations.

These speakers shake up the classic sensory methods and go all out to inject them with originality, discrepancy and innovative experience tested on many applications.



**OLIVIER LESCOP**  
USA

**MARCO VAN HOUT**  
SUSAGROUP  
NETHERLANDS

**EDOUARD SIEKIERSKI**  
EDF  
FRANCE

## multisensory demonstrations

**NICK ZACHAROV**  
SENSELAB  
DELTA  
DENMARK

**NICOLAS BOUCHE**  
OXYLANE Group  
(DECATHLON)  
FRANCE

**ERIC LINDER**  
POLAR  
SWITZERLAND

**ZACH SCHEDEL**  
UNILEVER  
USA

**FREDERIC JACQUES**  
MANE  
USA



product experience  
**emotion**

HOO-HA Sensorimix – NYC – November 16th & 17th 2009

**HOO-HA SENSORIMIX FESTIVAL - NYC**

From 9.00 am to 5.00 pm



**Frédéric Jacques**

**“ Making Scents That Make Sense ”**

Opening by **Frédéric Jacques - MANE**

**“ Panorama of Sensory Innovative Applications ”**

**Thierry Lageat – Briec de Larrard – EUROSYN**

For about fifteen years, “sensory applications” have been wandering off the classic food or cosmetic fields to investigate new industrial sectors: cars, luxury products, household appliances, packaging... These companies do not hesitate to shake up the classic sensory methods to try out original ways to integrate sensations in strategies of innovation. Pleasure, well-being, sensations and emotions: they count on the sensory experience to reach a consumer who has become resistant to advertising. Analysis grids of perceptions make it possible to stimulate creativity and to promote design of products offering new sensory experiences.

**MANE**  
Vice-President USA



**Olivier Lescop**

**“ Sensory Methods in Real Conditions: a Case Study applied to driving sensations ”**

**Olivier Lescop**

Since its early days and to the present time, car technology has been continuously making progress in fuel efficiency, safety and comfort. This process is especially active today when the advent of hybrid and electric cars is causing noticeable shifts in our ideas of driver's comfort and relationship with the car, thus probably affecting the purchase-making criteria. Realizing the need to anticipate such shifts in the future, automakers launched sensory activities to provide better knowledge of basic & multisensory perception to better understand its integrative characteristics such as in driving comfort, compartment exploration or human-machine interfaces. In many cases, such studies can only be performed in real driving conditions and require an adaptation of classical methods and even, to break the rules.

**Multisensory Scientist**  
USA

**HOO-HA SENSORIMIX FESTIVAL - NYC**

From 9.00 am to 5.00 pm



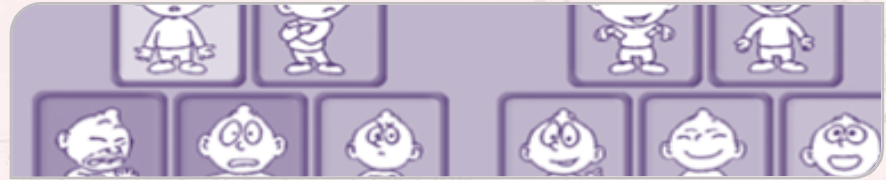
**Marco van Hout**

**“ Ya Feel Me ? ”**

**Marco van Hout, SUSAGroup**

*Influencing the behavior and satisfaction of your customers has never been more effective. Even though it is not possible to design an experience in itself, measuring experiences and more specifically emotions, will give you a head start in designing interventions that will create great experiences that are both authentic and meaningful. SusaGroup has developed an insightful 4-step method to disclose, understand, envision and conceptualize emotion in your business. In this presentation you will be shown the method, the tools and the examples that matter, after which a little live experiment will give you a feeling of how measuring emotions works. Ya feel me?*

*Creative Director **SusaGroup** and  
Board Member of **Design & Emotion  
Society**  
The Netherlands*



**Nick Zacharov**

**“SenseLab Online: Listening Tests Meet the Online World”**

**Nick Zacharov, SenseLab DELTA**

*Manufacturers and their customers are becoming increasingly aware of how important the role the sound picture plays in daily perception, from cars and mobile phones to vacuum cleaners and everything in between. So, SenseLab develops and applies sensory and perceptual evaluation techniques in quality assessments of sounds. “SenseLab Online” is a breakthrough business concept for evaluating sound quality. For the first time ever, professional listening tests are available as a rapid-response online service. This radical new concept enables companies and communication specialists of all types to get professional, validated independent assessments of the sound quality in a vast range of audio applications. This is vital for products used in communication and entertainment, as well as the vast number of products where sound affects how people perceive the quality, comfort and value of the product.*

**DELTA**  
*Head of Department SenseLab  
Denmark*

HOO-HA Sensorimix – NYC – November 16th & 17th 2009

**HOO-HA SENSORIMIX FESTIVAL - NYC**

**From 9.00 am to 5.00 pm**



**Nicolas Bouché**

**“Senses & Emotions to Innovate: a Case Study Applied to Design New Sport Experience”**  
**Nicolas Bouché, OXYLANE Group (Décatlon)**

Nicolas Bouché works at Oxyane Research (Decathlon) where he created the Affective Sciences Department. Physical activity should first and foremost be a pleasure. So, this R&D laboratory is dedicated to ease of use, sensation and emotion. It is aimed at better understanding, measuring and evaluating the sensations and emotions perceived by consumers and users to design pleasurable new sport experience. Usability and multisensory properties of products are taken into account in early stages of the design process to master their emotional value. Through several examples, Nicolas demonstrates the added value of an innovative human-centered approach.

**OXYLANE Group (DECATHLON)**  
Affective Sciences R&D Laboratory  
Manager,  
France



**Edouard Siekierski**

**“Create and Manage Sensory Atmosphere of Outlets: Some Insights on the Tactile Experience”**  
**Edouard Siekierski, EDF**

In face of homogenization of product offer, retailers must use the atmosphere of their outlets as a real marketing tool which is able to attract, keep and guide customers through shops, but also able to ensure strong positioning to the brand name. Each multisensory factor of atmosphere (music, scent, colour, light, tactile perception...) must be the subject of a real strategic thought. Thus this presentation describes a sensory marketing approach to implement for creating an efficient atmosphere within the outlet and particularly how to manage tactile sensations.

**EDF R&D**  
Project Manager  
France



**HOO-HA SENSORIMIX FESTIVAL - NYC**

**From 9.00 am to 5.00 pm**



**Zach Schendel**

**“Sensometrics Applications to Packaging Design”**

**Zach Schendel, UNILEVER**

Functionality of packaging design is a critical driver of consumers’ impressions of a product across its lifecycle. Since packaging design implicates many variables and potential trade-offs, it is not handled well by convenient and basic experimental designs. So, packaging design is often left to creative agencies and packaging engineers employing qualitative research and a final gross-negative test.

Not surprisingly then, there seems to be a poverty of research on the intersection of mathematical models and packaging insight to identify routes to potentiate the consumer experience. Specifically, UNILEVER has developed a method based on external preference mapping logic to investigate and optimize packaging design for skin products.

**UNILEVER**  
Sensory Scientist,  
USA



**Eric Linder**

**“Fresh Sounds / French Songs”**

**Eric Linder alias POLAR**

*The Hoo-ha festival allows art and sensory design to come together in an exceptional but not incongruous manner.*

*Eric Linder is a “sound-tailor” first and foremost. He shapes, mixes and creates sound blends under various forms. His pop rock singer career has already produced 5 albums which enabled him to export to the US and to be part of the 100 most appreciated Swiss personalities. In parallel, he composes for sound design projects more precisely: ad music, composition of sound events,...*

*To a certain extent, his work is very similar to product designers’: to create ‘sensitive’, to mix senses harmoniously, to generate emotions and to renew his creativity permanently... Used to expose his musical creation, he takes time out to explain his creative approach and gives us access to a world where music, senses and design come together*

**POLAR**  
Switzerland

HOO-HA Sensorimix – NYC – November 16th & 17th 2009

# Seminar Location

**EUROSYN** would like to thank  
**MANE**  
for its generous support of  
**Hoo-Ha NYC 2009.**

**MANE**  
**555 Madison Avenue - Manhattan**  
**NEW-YORK CITY**  
**USA**

Thanks to  
**SYMRISE**  
the Hoo-ha Team will be on tour  
this autumn to ensure a  
“Private Show-case”  
in Mexico City  
november 19<sup>th</sup>

# Registration Form

November  
16<sup>th</sup> & 17<sup>th</sup>  
2009  
New-York City  
USA

## Sensorimix Registration Fees:

### Select your session :

November 16<sup>th</sup>

November 17<sup>th</sup>

Save € 70 by registering before **October 16<sup>th</sup> 2009**

Option 1 : Early-booking Delegate  
(for all registrations received before **October 16<sup>th</sup> 2009**)

**€uros 550** exclusive of VAT

Option 2: Delegate  
(for all registrations received after **October 16<sup>th</sup> 2009**)

**€uros 620** exclusive of VAT

### Delegate details:

Name: ..... First name: .....

Job Title: .....

tel: ..... email: .....

**Company:** .....

Address: .....

City: ..... Country : ..... Postal Code.....

Phone: ..... email: .....

Responsible for the training :

Name: ..... First name: .....

Title: .....

Phone: ..... email: .....

Company to invoice (if different).

Company: .....

Address: .....

Phone: ..... email: .....

### Payment :

The payment will have to be made by bank transfer (our bank details will be sent with our invoice)

### Signature

The signature of this form means an unreserved agreement to the conditions of participation mentioned page 12.



**EUROSYN**  
Training department  
bâtiment Muscari – 16 avenue du  
Québec - 91 978 Courtaboeuf  
France

Registration forms can be sent in  
PDF format to the following  
address:  
Contacts :  
[thierry.lageat@eurosyn.fr](mailto:thierry.lageat@eurosyn.fr)

# Conditions of Participation

## Registration Rates

All indicated fees are exclusive of tax. They are to be increased by the current rate of VAT. All our fees are all-inclusive. Drinks and lunch are included in your registration rate.

## General Sale Conditions (Law n° 92-1442 du 31.12.92)

In order to confirm your place within the seminar, we require full payment by bank transfer payable to Eurosyn when registering. Every payment made subsequently to the general conditions of registration and to the due dates mentioned on our invoices will lead to delay penalties based on 1.5 times the legal current interest rate.

## EUROSYN Guarantee

For a better quality of the sessions, some dates may be modified. However, the course date will be guaranteed as soon as you receive the admission card except through unforeseeable circumstances.

## Cancellation Policy

We will keep in mind the composition of the groups, and every request of cancellation or postponement affects the session. Please avoid and limit them as much as possible except through unforeseeable circumstances. Substitutions are allowed at any time and no fees will be imposed. If you are unable to send a substitute, please contact your correspondent as soon as possible.



## • Seminar

Registration fees are fully refundable on cancellation made 30 business days prior to course start date. Registrants who fail to attend or cancel less than 30 business days prior to the course start date are responsible for the entire fee. Substitutions may be made at any time. Any cancellation must be confirmed in writing. An acknowledgement of receipt will be sent. EUROSYN reserves the right to postpone the seminar for reasons beyond its control. The definitive list of participants must be sent 2 weeks minimum prior to course start date.

- Registrants cancelling 15-30 business days prior to start date are responsible for 60% of the fee mentioned in the registration form.
- Registrants cancelling less than 2 weeks prior to the course start date are responsible for the entire fee mentioned in the registration form.

## Legal Documents

- Registrants will be supplied with a personal training agreement according to the current text. The training agreement will be supplied in 2 copies, 1 for the registrant and 1 to return to Eurosyn with the company stamp.
- An attestation of participation will be sent after the course.
- An attestation of attendance can be supplied to each party if requested.

H00-HA Sensorimix – NYC – November 16th & 17th 2009



## EUROSYN

**a privileged partner  
for your  
Consumer & Sensory tests**

*Relationships to products are a more and more emotional, sensory and pleasurable experience. Thus, it is necessary to promote and develop products offering a better satisfaction of the real needs and quality requirements of users.*

*EUROSYN offers its know-how for carrying out tailor-made product studies concerning:*

- **Sensory Expertise**
- **Quantitative & Qualitative Tests**
- **Ergonomic Studies**

*EUROSYN can also provide you with:*

- **Staff Training**
- **On-Site Assistance**

*EUROSYN works for the main multinationals of the following fields:*

- Food industry
- Automotive
- Flavour & Fragrance
- Cosmetics & Body care
- Household Goods
- Beverages
- Healthcare
- Energy



EUROSYN is a member of the  
ESOMAR International Network

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