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研究課題名(和文) A History of Knowledge, Materials and Expertise in the Twentieth-Century Global Perfume Industry

研究課題名(英文) A History of Knowledge, Materials and Expertise in the Twentieth-Century Global Perfume Industry

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研究成果の概要(和文)：2年の助成金受給期間中の2017年、5ヶ国(米、英、仏、独国、スイス)に赴き各国図書館で各言語の公文書、雑誌、本などアーカイブ資料を入手し調査研究しました。2018年には、パリ、ケルンで仏・独・英語の6000枚以上の写真記録を調査し、香水会社訪問と香水技師と面談もしました。この2年の間に、学会発表(2017年10月、2018年9月)と科学歴史誌に論文執筆し、本の出版のため原稿の最終改訂中です。

研究成果の学術的意義や社会的意義

This work reveals the industrial production of perfumes, fairly unknown because the focus has been on perfumers' lives and perfumes' cultural value. It also uncovers how science works in an industry not often recognized as scientific but which requires high levels of technical skill and expertise.

研究成果の概要(英文)：My research focuses on the history of the twentieth-century perfume industry from a global history of science and technology perspective. In this research, I pursued a novel approach by examining the production and management of knowledge, materials and expertise in fragrance companies. Perfumes are difficult to manufacture, both in chemical and aesthetic terms. My interest was in examining how perfume companies manage these difficulties to make successful products that change the smells we encounter in daily life: how they balance chemical knowledge, industry and engineering on one hand, and artistic sensibility and olfactory expertise on the other. With this grant, I obtained access to both business and academic archives in the United States, the UK, France, Germany and Switzerland. I also presented my research at several international conferences. This grant has contributed to an article manuscript now in revision and to the development of my forthcoming book project.

研究分野：History of science and technology

キーワード：history of science perfume industry chemical industry twentieth century expertise history of business industrial research

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## 様式 C - 19、F - 19 - 1、Z - 19、CK - 19 (共通)

### 1. 研究開始当初の背景

(Introduction) This start-up grant was aimed at developing the doctoral research of the investigator, both through extension of primary research as well as advanced conceptualization of the main themes. The main purpose is to study the history of the twentieth-century perfume industry from a history of science and technology perspective. The primary questions were those of changing standards of both technical and aesthetic expertise as well as standards of what was judged as 'good' in terms of materials and perfume ingredients.

(1) At the start of the project, the central motive was Steven Shapin's proposal for historians to study the sciences of subjectivity, which are attempts to rationalize taste and subjective judgments. These are especially at work in the aesthetic-industrial complex, his designation of industrial, academic and government entities reliant on trained aesthetic judgment to understand markets and design products. Shapin underscores that while the aesthetic-industrial complex and its ways of knowing have been disregarded in science studies, they are a fundamental part of capitalist consumer economies of the twentieth century. His appeal permits a more empirical approach to the study of the senses, which has overwhelmingly focused on theoretical cultural analysis without fully examining the material and highly manufactured basis of modern sensory stimulation.

(2) This research also builds on the foundational historiography of Geoffrey Jones, Eugenie Briot and Elisabeth de Feydeau, which offers a rich overview of the industry, particularly for France and for the nineteenth century. However, understanding of the industry in the twentieth century is comparatively weaker and the literature follows a narrower focus on perfume brands rather than manufacturers, and focuses on the sites of early twentieth-century Grasse and post-World War Two United States. This project aims to offer a necessary countervailing map to the current overemphasis on Paris and Grasse. While the existence of firms in Switzerland and the US is not unknown in the historiography, the relative significance of these places had not been established.

(3) This research would contribute to current understanding of innovations and the use of technology. Often, particularly in the case of science-based industries, new inventions and innovations are written about as completely replacing the old. The study of things in use shows that the trajectory is much more than a simple linear progression.<sup>4</sup> In the case of perfume materials and their evaluation, we see the latter case, the transformation of old and new together; synthetics were only part of the story while there were many innovations in the use of natural products.

(4) This project was also part of a recent effort to investigate production, as opposed to consumption, more carefully. Literature on the history of twentieth-century consumption has focused on the private-end consumer and on meanings and representation. Our understanding of the larger structures of 'consumer society', those of business-to-business selling and buying, and the material basis of how things and services to consume are invented and made is lacking in comparison. As argued by David Edgerton, the focus on these questions has had the effect of simplifying understanding of production. Corollary to this, in the history of capitalism there has recently been a move to reconsider the social development of capitalism and capitalist institutions. As noted by Kenneth Lipartito, the new modes of analysis offer to analyze how the processes of globalization, industrialization and the development of capitalism play out in specific places and times, by actors with a variety of motivations and integrated in different systems of meaning, instead of inevitable mechanistic and deterministic consequences. Focus here has been on prominent industries and commodities, like cotton, and so a luxury product like perfume would be a unique case.

(5) As noted by scholars such as Regina Blaszczyk and Pierre-Yves Donz , histories of luxury have focused on cultural meanings or otherwise have resembled marketing materials. This project is an attempt to take luxury production seriously, situated within a history of science and technology framework.

(6). The history of smell has not fully considered the development and impact of an industrial manufacturing of smells. In study of the senses and especially the sense of smell, much of the analysis has originated from anthropology and cultural history. As mentioned above, recent work by Shapin has provided a new perspective in this field, using

taste and the senses as a new way to study the history of ways of knowing as well as ways of doing business, rather than as cultural signifiers. The history of expertise in the aesthetic-industrial complex is largely unstudied and so study of perfume would be instructive.

## 2 . 研究の目的

(1) Perfume is not typically recognized as a scientific industry. However, scientific knowledge and a high level of technical skill are at the core of the business. Perfume ingredients are ' fine chemicals ', a category that includes pharmaceuticals and entails common issues such a relatively niche-scale production, heavy investment into researching new materials and reliance on proprietary ingredients. However, this side of the business is rarely acknowledged for perfumery. Much less acknowledged too is the perfumery ' s dramatic development over the course of the twentieth century, in terms of scale, scientific development, industrial organization and types of materials used and products sold, and how this changed the smells of everyday life. This project examined how these demands were managed and balanced against demands for creating attractive smells.

(2) The aim of this project was to achieve an expanded geographical reach following the investigator ' s previous research focused on the perfume industry in the United States and the United Kingdom. Here the research was extended to cover the course of the entire twentieth century and included investigation of sites in Germany, Switzerland, and France.

## 3 . 研究の方法

The plan for this research followed that for an archive-based history project. The archives were identified through previous research and focus on companies and people important in the development of the industry, in Europe and the United States.

Conceptually, the project is rooted in history of technology methodology, with overlap in business history and history of capitalism. The work of the key historians cited above was instrumental in shaping the central questions of this project.

## 4 . 研究成果

(1) Primary research. Over the two years of the grant funding, archives and records were accessed in five countries, the United States, the United Kingdom, France, Germany and Switzerland, to examine documents comprising archival materials, trade journals and books, in four languages, English, French, German and Russian. Use of these materials in on-going in the forthcoming publications described below; these materials are particularly important in the book project (Sensual Science: expertise, craft, and chemical invention in global perfumery, 1900-2000).

(2). International and domestic conferences. During these two years, there were presentations at the Society for the History of Technology Annual Meeting in Philadelphia in October 2017, the Business History Society of Japan meeting in Kyoto in September 2018 and at the History of Science Society meeting in Seattle in November 2018.

(3). Publications. At least two publications are in progress to result from this funding. An article on the history of musk in twentieth-century industrial chemical research is under revision at an academic history of science journal. A book manuscript, on the history of the twentieth-century perfume industry, is in progress.

## 5 . 主な発表論文等

### 〔雑誌論文〕(計 1 件)

An article on the history of chemical research on musk is in revision stage at a history of science journal.

### 〔学会発表〕(計 3 件)

2017

1. ' Standardizing ' natural ' scents: contested expertise in perfume materials in the early twentieth century ', Society for the History of Technology Annual Meeting, 26 - 29 October, Philadelphia, USA.

2018

2. ' Frivolous science? Expertise and knowledge-making in the twentieth-century perfume industry ', History of Science Society Annual Meeting, 1 - 4 November, Seattle, USA.

3. ' Managing technical and aesthetic expertise in industry: the case of twentieth-century British perfume manufacturers ', 54th Congress of the Business History Society of Japan, 29 - 30 September, Kyoto, Japan.

〔図書〕(計 0 件)

The book manuscript (Sensual Science: expertise, craft, and chemical invention in global perfumery, 1900-2000) is in preparation.

## 6 . 研究組織

(1)研究分担者 なし

(2)研究協力者 なし

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