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# Smelly vision

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FILM fans will be able to engage their sense of smell as they enjoy an adaptation of the classic book Matilda.

"Scratch 'n sniff" screenings will be shown next month as part of the Roald Dahl on Film season to celebrate the centenary of the author's birth.

Fans of the 1991 classic starring Danny DeVito will be able to sniff Bruce Bogtrotter's giant chocolate cake and wrinkle their noses at fish paste sandwiches at Ysgol Bryn Elian, Old Colwyn, and the Magic Lantern, Tywyn.

Based on the cinema and TV technology introduced in the late 70s and early 80s, audiences will be given a scratch card containing 10 weird and wonderful

## SCRATCH 'N SNIFF SCREENINGS OF ROALD DAHL'S CLASSIC MATILDA

odours that link to key scenes in the film.

When prompted, viewers are invited to scratch and sniff the gel odour.

Sources of the smells are named on the card, but not the actual scent, meaning viewers will have to guess and compare notes with their friends.

More than 40 such screenings of Matilda have already been confirmed across

the UK, including the school-only one at Ysgol Bryn Elian on September 13 and the Magic Lantern on September 11.

They are the work of Scratch 'n Sniff Cinema, set-up by producer and artist Bren O'Callaghan and illustrator Simon Misra.

Mr O'Callaghan said: "Smell is often ignored as a stimulus for playful



response, but it's a powerful emotional trigger. Our techniques are deliberately silly and old-fashioned, using placards, a torch and scent-soaked scratch cards.

"You're even encouraged to chat to the person next to you, as different noses make different conclusions.

"We think Roald Dahl would approve of our playing and acting daft in a space where we're supposed to behave."

Hana Lewis, of Film Hub Wales, said: "Our team, partners and audiences are all immensely excited about the arrival of Matilda Scratch 'n Sniff as part of the official Roald Dahl on Film season.

"We're excited to offer a unique and exciting event for families, young audiences and even the adults in cinemas of all shapes and sizes and in different parts of the country where audiences might not otherwise get a chance to see it."