

(SSK) Studio Siddhartha Kunti launches pioneering art collection @Saatchi Gallery

LONDON, UNITED KINGDOM, October 15, 2025 /EINPresswire.com/ -- Seeing Smell: Artist SSK Turns the Chemistry of Scent into Digital Art

What if you could see a smell? Artist SSK (Studio Siddhartha Kunti) has launched *Origins*, a groundbreaking project tackling one of science and technology's most elusive challenges: digitizing scent. Debuting at Saatchi Gallery as part of [DIGITALISM](#) (British Art Fair), curated by Rebekah Tolley, the digital art collection transforms invisible molecular chemistry into stunning visual art—creating a novel way for people to interact with smell.



Origins digital sculpture X851 with artefacts

The Artistic Innovation

Origins reveals what we cannot see: the molecular architecture of flavor. Using advanced chemical analysis, SSK isolated the chemical compounds in spirits—primarily whisky—and

sculpted them into intricate 3D forms using various software packages. Each sculpture is paired with nano-tech scent cards, allowing viewers to smell the exact molecules they're seeing.

“

Smell is one of our most underrated senses,” says SSK. “With *Origins*, I hope to make people see what they’ve always felt — that scent shapes our emotions, memories, and wellbeing.”

Siddhartha Kunti

The Scientific Milestone

The project is built on the largest private GC-MS study of spirits ever conducted: 830 liquid samples from around the world (21 countries) were analyzed, generating over 65,000 lines of molecular data. SSK focused on whisky for its complex yet analyzable volatile compounds, making it an

ideal subject for large-scale molecular mapping.

The Impact

Beyond art, Origins sits in a pioneering societal domain: digitizing scent. As recently highlighted by the World Economic Forum ([WEF](#)), scent digitization has vast applications in disease detection, food safety, and public health. By visualizing molecular structures, SSK provides an artistic foundation for understanding and encoding the language of smell.

“Smell as a sense remains strongly underrated,” says SSK. “With Origins, I want to make people more aware of something so fundamental to our wellbeing.”

Origins combines scientific and artistic novelty in the pioneering domain of olfaction digitization.

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