



2018 EVENTS CALENDAR - updated 23 February 2018

THURSDAY, APRIL 5th

h. 11.00 a.m.

Workshop

How to Operate a Niche Fragrance Brand in China

with Xinxin Cai - Executive Vice President and Co-Founder of Perexpo and Song Yuan - Founder and CEO of Perexpo, KOL in China

h. 12.00 p.m.

A workshop in designing smell maps

Follow your Nose

with Marta Siembab – Senselier, independent smell expert

h. 1.00 p.m.

Announcement of the Finalists of the Art and Olfaction Awards

with Saskia Wilson-Brown - Founder of the Institute for Art and Olfaction (Los Angeles)

h. 2.30 p.m.

Workshop

Algorithms in Perfumery. Potentials and Limitations – an Overview

with Haryo Sedhono - E-Commerce Consultant

h. 4.00 p.m.

The Book of OUD by Michael Levine

with Gary Crates, Jonnie Swarbrick and Nicola Parker

h. 5.00 p.m.

Book Presentation

Storia del Profumo a Venezia

with Anna Messinis - Author



FRIDAY, APRIL 6th

h. 10.00 a.m.

Panel

Ten Years of Esxence - Assessing the Dividends & Planning the Future

with Sarah Colton – Perfume and lifestyle journalist and writer, author of the book “Bad Girls Perfume”

and Karen V. Marin – Business Development Manager, Parfums Givenchy

h. 12.00 p.m.

Let's Eat the Fragrances!

The experience that will involve all of your senses

with Andrea Casotti - Nose and CEO of CFF

and Maurizio Cerizza - Maître Parfumeur and Member of CFF board

h. 2.00 p.m.

Presentation

How Does Storytelling Drive Packaging Innovation?

with Sebastian Ehret - Servaire & Co

In collaboration with Packaging Première

h. 3.30 p.m.

Presentation

Profumi d'autore, Falsi d'autore. Il Mestiere di Profumiere/Seplasarius nell'Italia Antica.

Author's fragrances, author's fakes. The profession of perfumer/seplasarius in ancient Italy.

with Giuseppe Squillace – University of Calabria

h. 4.30 p.m.

Talk

The Fragrance Market in China: The Challenge and the Opportunities

with Chi Wai Tang –Journalist, Co-founder of “The 13th Note”



SATURDAY, APRIL 7th

h. 10.30 a.m.

An Interview with Michael Edwards

by Andrew French – Maître Parfumeur

h. 11.30 a.m.

Presentation

L'importanza della Firma Olfattiva

Il Mondo Dietro Il Prodotto

The Importance of the Olfactive Signatures

The World Behind The Product

*with Giovanni D'Agostinis – Chemist-Cosmetologist, fragrances expert
and Claudia Scattolini – Fragrance Designer*

h. 12.30 p.m.

Olfactive Lecture

100 Years of Chypre Perfumes

with Patricia de Nicolai - President of Osmothèque

h. 2.30 p.m.

Workshop

La Gourmandise!

By Mouillettes & Co

with Emanuela Rupi and Sara Ravo

h. 4.00 p.m.

Exhibition Presentation

D'Annunzio e L'arte Del Profumo

con Paola Goretti

curatrice della mostra D'Annunzio e l'Arte del Profumo. Odorarius Mirabilis

h. 5.00 p.m.

Talk

2D Perfumery: How Instagram Culture is Affecting Fragrance Design

with Eddie Bulliqi – Independent Perfume writer



SUNDAY, APRIL 8th

h. 11.00 a.m.

Presentation

Branding delle Fragranze di Nicchia: autenticità, riconoscenza del cliente e fatturati

Branding of the Niche Fragrances: authenticity, gratitude of the customers and turnovers
with Mariateresa Z.Marsi – Psychologist and Psychotherapist, Brand Consultant