



2015 EVENTS CALENDAR

THURSDAY, MARCH 26th

h. 11.00 a.m.

Workshop

Artistic Perfumery and its values

Chairman: Silvio Levi, Co-Founder of Esxence The Scent of Excellence

Introduction by Claudia Belardi

[Video](#)

h. 12.30 p.m.

Conference

About Cultural, Spiritual, Social Processes Through Food. Buzz Gigi.

Angelo Orazio Pregoni interviewed by Anna Mascolo

[Video](#)

h. 3.00 p.m.

Conference

Professionalizing Artistic Perfumery: The Art and Olfaction Awards

with Prof. Claus Noppeney, Bern University of Applied Sciences & Scentculture.institute and Saskia Wilson-Brown, Founder of The Institute for Art and Olfaction and The Art and Olfaction Awards (Los Angeles)

[Video](#)

h. 4.00 p.m.

Announcement of the Finalists of the Art and Olfaction Awards

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

h. 4.30 p.m.

Conference

Modern Age in Italian Perfumery An Historical and Olfactory Made in Italy Focus.

by Ermano Picco, La Gardenia Nell'Occhiello

[Video](#)

h. 5.30 p.m.

Perfumed Cocktail

by Marika Vecchiattini, Bergamotto e Benzoino

h. 5.30 p.m.

Musical Performance

with Luciana Bigazzi, Pianist Composer

[Video](#)



FRIDAY, MARCH 27th

h. 10.00 a.m.

Workshop

Artisan Perfumery: Business Opportunities and Business Threats

Chairman: Karen Marin, Business Development Manager Parfums Givenchy

[Video](#)

h. 11.30 a.m.

Conference

The Rich Palette of Bitter Orange

with Bernard Bourgeois, Osmothèque

[Video](#)

h. 2.30 p.m.

Workshop

What kind of Skincare for the Niche Market?

Tradition and Creativity in the Experimental Aesthetic Hedonistic Consumption.

Chairman: Alessandra Ciccotosto, Expert and Professor in Cosmetic Marketing and Prof. Stefano Manfredini, Director of the Specialization Course in Cosmetic Sciences, University of Ferrara

[Video](#)

h. 4.00 p.m.

Conference

Skincare trends and sensoriality

with Alessandro Fontana, CEO Sinerga, Chiara Mantovani, Cosmetologist at Sinerga R&D Laboratory and Simona Ironico, Head of Research *Snooping Around Lab* in collaboration with *Sinerga Trends Lab*

[Video](#)

h. 5.00 p.m.

Lecture

How the West Fell in Love with Oud

with Michael Edwards, *Fragrances of the World*

[Video](#)

h. 6.30 p.m.

The Perfumed Concert

by Laurent Assoulen, Pianist Composer and Perfume Expert



SATURDAY, MARCH 28th

h. 11.00 a.m.

Book presentation

Dillo con un profumo (ed TEA). The Scent of Design

The Author Mariangela Rossi talks with Laura Maggi, Managing Editor at Elle Decor and with Giorgia Martone Art Director of Magna Pars Suites Milano, the first Hotel à Parfum

[Video](#)

h. 12.00 a.m.

Workshop by Mouillettes & Co

Invisible Messages

The language of fragrances is invisible but it always tells us a story

with Maria Grazia Fornasier and Emanuela Rupi

[Video](#)

h. 2.30 p.m.

Book Presentation

Le lacrime di Mirra - Miti e luoghi dei profumi nel mondo antico

by Prof. Giuseppe Squillace, University of Calabria

[Video](#)

h. 4.00 p.m.

Conference

Perfume Wardrobe

with Marta Siembab, Senselier

[Video](#)

h. 5.00 p.m.

Book Presentation

La sua voce è profumo

The Author Giovanna Zucconi introduced by Maddalena Scagnelli (voice and violin) and Franco Guglielmetti (accordion)



SUNDAY, MARCH 29th

h. 11.30 a.m.

Workshop by Mouillettes & Co

Invisible Messages

The language of fragrances is invisible but it always tells us a story

with Maria Grazia Fornasier and Emanuela Rupi