



2016 EVENTS CALENDAR

THURSDAY, MARCH 31st

h. 11.00 a.m.

Olfactory workshop dedicated to children of age 3 to 6
Olfaction, What a Stranger!

by Vanessa Caputo - Journalist, Founder of the digital beauty magazine *beautyscenario.com*, and of *thescentdiary.com*

h. 12.30 a.m.

Roundtable

Judging & Criticism in Artistic Perfumery

with Dr. Claus Noppeney - Bern University of Applied Sciences & Scentculture Institute
Panelists: Saskia Wilson-Brown, Dr. Marlen Elliot Harrison, Dr. Bodo Kubartz

[Video](#)

h. 2.30 p.m.

Presentation

What's Scent? It's Happiness!!! From Personal Experience to Personal Expression – 2016 Report

by Prof. Marco Turinetta – Politecnico di Milano
[Video](#)

h. 3.30 p.m.

Book presentation

I balsami di Afrodite. Medici, malattie e farmaci nel mondo antico, Aboca Edizioni, Sansepolcro 2015

by Prof. Giuseppe Squillace - University of Calabria
[Video](#)

h. 5.00 p.m.

Lecture

A Journey to discover Oriental Beauty

by Chi Wai Tang - Expert consultant for *Fragrance Moment* and Co-founder for The 13th Note

[Video](#)

At Hotel Magna Pars Suites Milano - Via Forcella 8

h. 7.00 p.m. – 9.00 p.m.

Olfactory Aperitif

at *LabSolve*, the Perfume Laboratory of the first hotel à Parfum in the world
Info & booking at events@equipemilano.com



FRIDAY, APRIL 1st

h. 9.45 a.m.

Workshop

Building a Brand & Retaining Relevance

Key Drivers of Artistic Perfumery share their stories

Moderator: Karen Marin - Business Development Manager Parfums Givenchy

Panelists: Luc Gabriel, Gérald Ghislain, Stefania Giannino, Bayly Ledes, Amy Nelson-Bennet

[Video](#)

h. 11.30 a.m.

Conference

What is the Future of the Niche in France?

Will it dissolve in the mainstream or will it inspire more independent shop owners?

In partnership with *Auparfum*

Moderator: Pascale Caussat - Former deputy chief editor for *Cosmétique Mag*, now independent journalist for *NEZ – The Olfactive magazine*

Panelists: François Duquesne, Renata Faizutdinova, François Hénin, Johann Vitrey

[Video](#)

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* and *The Art and Olfaction Awards* (Los Angeles)

[Video](#)

h. 2.30 p.m.

Book presentation

Bad Girls Perfume

by Sarah Colton - Book's author, Paris based American perfume journalist

[Video](#)

h. 4.30 p.m.

Presentation

Psicologia del profumo: dalle emozioni all'acquisto attraverso l'esperienza sensoriale

by Mariateresa Marsi - Psicologa Psicoterapeuta Ipnotista, Brand Consultant

[Video](#)

h. 5.30 p.m.

Conference

Femmes Parfumeurs – portraits

by Emmanuelle Giron - *Osmothèque*

[Video](#)



SATURDAY, APRIL 2nd

h. 10.30 a.m.

Lecture

New Fragrances: A ten-years Review, 2006 to 2015

by Michael Edwards - *Fragrances of the World*

[Video](#)

h. 12.00 a.m.

Interactive Atelier

Infinitamente essenziale!

by Mouillettes & Co

[Video](#)

h. 1.30 p.m.

Presentation

The Phenomenon of Olfactory Time

by Eddie Bulliqi - Independent perfume writer

[Video](#)

h. 2.30 p.m.

Interactive sensory workshop

Senses Make Sense

by Marta Siembab - Senselier

[Video](#)

h. 4.00 p.m.

Presentation

Jasmine: the Flower of Love and Passion

by Monika Ghurde - Independent perfumer and researcher from Goa, India - Founder of MO Lab

[Video](#)

h 5.00 p.m.

Workshop

Self-Confidence and Beauty

How cosmetics can improve your well-being

Moderator: Claudia Stagno - Editor-in-chief *EM Export Magazine*

Panelists: Riccardo Cazzaniga, co-founder *Full Immersion Studio*, creazione e coordinazione di progetti sensoriali

Mariangela Rossi - books author, journalist and creator of the candles collection "Ready to smell?"

Mario Sparacia – Beauty Mental Coach

[Video](#)



SUNDAY, APRIL 3rd

h. 10.30 a.m.

Training workshop for Perfumeries

Infinite Fragrances, Infinite Clients: to each his own

by Mouillettes & Co

[Info & booking at events@equipemilano.com](mailto:events@equipemilano.com)

h. 1.00 p.m.

Presentation

INCI, allergens, natural and biological ingredients in cosmetic products

with Prof. Giovanni D'Agostinis - Chemist-Cosmetologist and Scientific Director of Kosmetica and Dott. Luca Ilorini Mo - R & D Specialist of Creasens Group

[Video](#)

h. 2.30 p.m.

Lecture

Il profumo dei simboli: inebriarsi delle stelle dell'anima

Alta Astrologia – Alta Profumeria: riflessioni, ispirazioni, appunti, spunti

by and with Marco Pesatori - Italian author and astrologist, collaborates with magazines as *Vogue Italia*, *D Repubblica*, *Marie Claire Korea*, *Vogue Japan*

[Video](#)