



2017 EVENTS CALENDAR

THURSDAY, MARCH 23rd

h. 12.00 a.m.

Workshop

How to unveil the Artistic Perfumery in Iran?

Constraints and Opportunities

with Alireza Khazal - Owner at LuxAssist & Co

[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* (Los Angeles)

[Video](#)

h. 2.30 p.m.

Book presentation

Che profumo ha la tua scrittura

with Stefania Giannino - Art Creative Director of Nobile 1942
and Patrizia Finucci Gallo - Writer and Journalist

[Video](#)

h. 3.30 p.m.

Book presentation

I mestieri del lusso nel mondo antico

with Prof. Giuseppe Squillace - University of Calabria

[Video](#)

h. 4.30 p.m.

Lecture

Senses in branding products and services

with Marta Siembab – Senselier

[Video](#)



FRIDAY, MARCH 24th

h. 9.45 a.m.

Performance and Talk Show

The Naked Truth: Christophe Laudamiel's Fragrance Manifesto, Liberté, Égalité, Fragrancité

with Christophe Laudamiel - Master Perfumer

Karen Marin - Business development manager *Parfums Givenchy*

and Sarah Colton - Perfume and lifestyle journalist and writer; Author of book, *Bad Girls Perfume*

[Video](#) - [Video2](#)

h. 12.00 a.m.

Conference

Staying ahead: how to remain creative in today's competitive niche perfumery

with Dr. Claus Noppeney - Bern University of Applied Sciences

and Dr. Bodo Kubartz - Managing Director of *Passion and Consulting*

[Video](#)

h. 2.00 p.m.

Presentation

Protection of a fragrance: how good are the news?

with Eric Schahl - *Inlex* Partner – European Trademark Attorney

[Video](#)

h. 3.00 p.m.

Presentation

Niche fragrances market & Art: a new deal of branding?

with Mariateresa Z. Marsi - Psychologist and Psychotherapist, Brand Consultant

and Giuseppe Brizi - Actor and Playwrighter

[Video](#)

h. 4.30 p.m.

Discussion Panel

E-Commerce in Niche Perfumery 2017: Opportunities and Pitfalls

with Haryo Sedhono – E-Commerce Consultant

[Video](#)

SATURDAY, MARCH 25th



h. 10.30 a.m.

Conference

Les parfums naturels ont-il un avenir en parfumerie?

with Nicolas de Barry – Parfumeur Créateur

[Video](#)

h. 11.30 a.m.

Conference

Perfumery of the '70s

with Patricia de Nicolai – President of *Osmothèque*

[Video](#)

h. 12.30 a.m.

Olfactory Laboratory

The scent of Eden

by *Mouillettes & Co*

With Emanuela Rupi and Sara Ravo

[Video](#)

h. 3.00 p.m.

Lecture

Scent surprises: prepare to be shocked!

with Eddie Bulliqi – Independent Perfume Writer

[Video](#)

h 4.30 p.m.

Conference

Olfactory itinerary through several Gardens of Eden where fragrance plants are the protagonists

with Wanda Benati - Blogger & Travel Consultant

Owner and Editor of www.viaggieprofumi.it

[Video](#)

SUNDAY, MARCH 26th

h. 10.30 a.m.



Conference

Evolution of Cosmetics

The modern cosmetic evolves toward higher performance

Dr. Giovanni D'Agostinis - Chemist-Cosmetologist and Scientific Director of Kosmetica

Dr. Margherita Costabile and Dr. Maria Giampetraglia - Creasens Group

[Video](#)

h. 11.30 a.m.

Conference

Psychology of the perception of smells and fragrances

with Dr. Anna D'Errico - Neurobiologist and Blogger

[Video](#)

h. 2.30 p.m.

#MemorieProfumate

The story of the Italian Fragrance Day through people's pictures and emotions
by Accademia del Profumo

[Video](#)