

WEDNESDAY, FEBRUARY 19th

h. 10.00 am – 12.00 pm | 12.00 pm - 2.00 pm | 3.00 pm - 4.30 pm | 4.30 pm - 6.00 pm

GUIDED TOUR - The Vintage Milanese Perfumery

The stories, myths, and legends related to the great perfumers come to life inside the **PERFUME MUSEUM** of Milan. Immerse yourself in the atmospheres of the twentieth century, exploring the artistic values of many famous Italian and foreign Perfume Houses.

Italian language - Admission + guided tour: €15 per visitor. Minimum 2 visitors required. Personalized tour for a single visitor: €30. By reservation only. Info: museodelprofumo@virgilio.it

Museo del Profumo - via Messina 55, Milano

h. 4.45 pm – 5.45 pm

SPECIAL EXPERIENCE* - Yoga & meditation experience – with a touch of luxury

With Pierre Ravan, Creator | Spiritual Coach | DJ & Producer

For information and registration: communication@equipemilano.com

Meeting Point at Allianz – MiCo Milano Convention Centre, Hall 4, GATE 5 – Viale Scarampo, Milano

h. 6.00 pm – 8.00 pm

DJ SET - Sunset Session

Enjoy the Sunset Session by **ETERNAL JOURNEY**.

Join Pierre Ravan's live DJ set to experience Music and Fragrance.

Hotel NH Collection Milano CityLife - Via Bartolomeo Colleoni 14, Milano

h. 7.00 pm – 9.00 pm

APERITIF - FILIPPO SORCINELLI ____ APART

An encounter in the Filippo Sorcinelli's olfactory and artistic world, welcomed by his staff. Guests will have the opportunity to enjoy an aperitif featuring two renowned brands from the Marche region: the famous **PATATAS NANA** by chef Michele Gilebbi and Francesco Mazzaferri, paired with **TRIBOLLA**, a classic method sparkling wine from the SorRico winery, "adopted" by Filippo for his numerous events.

CONTAINER ZEROOUNO, via della Moscova 10 - Milano

h. 6.00 pm – 12.00 am

OLFACTIVE APERITIF - LabSolue Bar and Roof Terrace: an Olfactive Aperitif on the rooftops of Milan

LabSolue Bar and Roof Terrace, an olive grove on the rooftops of Milan, offers a unique experience with the iconic Olfactive Aperitif: cocktails inspired by LabSolue essences that transform the Milanese aperitif into a sensory journey.

LabSolue Bar and Roof Terrace, Magna Pars, l'Hotel à Parfum – via Forcella 6 - Milano

THURSDAY, FEBRUARY 20th

h. 10.00 am – 12.00 pm | 12.00 pm - 2.00 pm | 3.00 pm - 4.30 pm | 4.30 pm - 6.00 pm

GUIDED TOUR - The Vintage Milanese Perfumery

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Museo del Profumo - via Messina 55, Milano

h. 4.45 pm – 5.45 pm

SPECIAL EXPERIENCE* - Yoga & meditation experience – with a touch of luxury

With Pierre Ravan, Creator | Spiritual Coach | DJ & Producer

For information and registration: communication@equipemilano.com

Meeting Point at Allianz – MiCo Milano Convention Centre, Hall 4, GATE 5 – Viale Scarampo, Milano

h. 6.00 pm – 8.00 pm

DJ SET - Sunset Session

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Hotel NH Collection Milano CityLife - Via Bartolomeo Colleoni 14, Milano

h. 7.30 pm

CONCERT AND OLFACTIVE INSTALLATION - FILIPPO SORCINELLI ____ APART

The guests will be immersed in an olfactory installation and will listen to four pieces dedicated to the four fragrances of **VENTO**, performed by Filippo Sorcinelli himself on the organ, framed by the transcendent sounds of Gregorian chant by Massimo Malavolta.

Outside the "Lazzaretto" church, the walk continues in an ideal connection to the most free-spirited neighborhood of Milan: with sparkling wines and tastings, the evening continues as guests of Paolo Sassi at the famous **Memà Champagneri** - Largo Fra Paolo Bellintani, 2.

Chiesa di San Carlo al Lazzaretto, Largo Fra Paolo Bellintani 1 - Milano

FRIDAY, FEBRUARY 21st

h. 10.30 am – 7.30 pm

ART INSTALLATION - Olfactory Signals at 10 Corso Como

An exploration of fragrance as an artistic medium, featuring installations where art, design, and creativity intersect in collaboration with artists **Ilya Goldman Gubin** and **Sissel Tolaas**, who will create an immersive installation that invites the public to engage in a sensory dialogue. The event will bring together innovative brands that uniquely merge fragrance and design.

RSVP only

10 Corso Como - Corso Como 10, Milano

h. 10.00 am – 12.00 pm | 12.00 pm - 2.00 pm | 3.00 pm - 4.30 pm | 4.30 pm - 6.00 pm

GUIDED TOUR - The Vintage Milanese Perfumery

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Museo del Profumo - via Messina 55, Milano

h. 12.00 pm – 1.30 pm | 4.00 pm - 5.30 pm

SENSORY EXPERIENCE* - Nose trip: an olfactory experience to travel with our nose

The entertaining and charismatic **Ernesto Collado**, founder of **Bravanariz**, will take you on an olfactory walk on the grounds of **CityLife**. Following a quick mind opening exercise participants will revel in their senses as Ernesto talks about the language of plants and what they can reveal to us. End with an smelling experience sure to take you to the hills of Spain's Costa Brava.

Limited number of participants. | For information and registration: communication@equipemilano.com

Meeting Point at Allianz – MiCo Milano Convention Centre, Hall 4, GATE 5 – Viale Scarampo, Milano

h. 2.30 pm – 3.30 pm

MUSIC AND PERFUME EXPERIENCE* - An olfactory experience with the perfumed concert of Maison SENTIRE

With **Laurent Assoulen CEO & jazz pianist composer**.

Limited number of participants. | For information and registration: communication@equipemilano.com

Meeting Point at Allianz – MiCo Milano Convention Centre, Hall 4, GATE 5 – Viale Scarampo, Milano

h. 4.45 pm – 5.45 pm

SPECIAL EXPERIENCE* - Yoga & meditation experience – with a touch of luxury

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From 7.30 pm

ARTISTIC EXHIBITION - ScentDia: Art meets social robotics - by IULM University

IULM University and the **Center for Research on Complex Systems (CRiSiCo)** present **ScentDia**, a project that mixes art, philosophy and social robotics, pushing the boundaries of technological innovation. At the heart of the project is **ScentDia**, a unique robotic sculpture that integrates for the first time an olfactory dimension, making human-robot interaction more intuitive and engaging. The exhibition will take place at the **Leonardo da Vinci National Museum of Science and Technology**, where the robot will be on display until **March 2, 2025**.

Further information at www.iulm.it and registration through [this form](#).

Museo Nazionale Scienza e Tecnologia Leonardo da Vinci - Via San Vittore 21, Milano

h. 6.00 pm – 8.00 pm

DJ SET - Sunset Session

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Hotel NH Collection Milano CityLife - Via Bartolomeo Colleoni 14, Milano

h. 6.00 pm – 12.00 am

OLFACTIVE APERITIF - LabSolue Bar and Roof Terrace: an Olfactive Aperitif on the rooftops of Milan

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LabSolue Bar and Roof Terrace, Magna Pars, l'Hotel à Parfum – via Forcella 6 - Milano

SATURDAY, FEBRUARY 22nd

h. 9.30 am - 6.30 pm

ARTISTIC EXHIBITION - ScentDia: Art meets social robotics - by IULM University

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Museo Nazionale Scienza e Tecnologia Leonardo da Vinci - Via San Vittore 21, Milano

h. 10.30 am – 7.30 pm

ART INSTALLATION - Olfactory Signals at 10 Corso Como

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Museo del Profumo - via Messina 55, Milano

h. 11.00 am - 12.00 pm

MUSIC AND PERFUME EXPERIENCE* - An olfactory experience with the perfumed concert of Maison SENTIRE

With **Laurent Assoulen CEO & jazz pianist composer**.

Limited number of participants. | For information and registration: communication@equipemilano.com

Meeting Point at Allianz – MiCo Milano Convention Centre, Hall 4, GATE 5 – Viale Scarampo, Milano

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Meeting Point at Allianz – MiCo Milano Convention Centre, Hall 4, GATE 5 – Viale Scarampo, Milano

h. 6.00 pm – 12.00 am

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*HOW TO PARTICIPATE IN ONE OF THE EVENTS AT

 Meeting Point at Allianz – MiCo Milano Convention Centre, Hall 4, GATE 5 – Viale Scarampo, Milano

For industry professionals:

• **From 19 to 21 February:** Purchase a valid entry ticket on VivaTicket.com.

For general public:

• **From 19 to 21 February,** if you want to attend a specific experience, you must register by providing your first name, last name, email address and your preferred experience to: communication@equipemilano.com. You will receive a ticket via email, which can be used to collect the badge at the entrance of the Special Experiences Area

• **On 22 February (Saturday), Esxence is open to general public.** If you already purchased an entry ticket on VivaTicket.com, access is granted to both the Special Experiences (until availability is full) and the exhibition area.

If you don't want to purchase Esxence public ticket on VivaTicket.com, you can attend only the Special Experiences: you must register by providing your first name, last name, email address and your preferred experience to: communication@equipemilano.com.

You will receive a ticket via email, which can be used to collect the badge at the entrance of the Special Experiences Area.

PLEASE NOTE: The "Special Experiences" badge does not grant entry to the exhibition area.