



## 2019 EVENTS CALENDAR - updated April 3<sup>rd</sup>, 2019

### THURSDAY, APRIL 25<sup>th</sup>

h. 11.00 a.m.

*Olfactive lecture*

#### **The circle of lost or rare raw materials**

with Bernard Bourgeois – Perfumer of *Osmothèque*

h. 12.00 p.m.

*Workshop*

#### **Designing customer experience using the senses**

with Marta Siembab - Senselier, independent smell expert

h. 1.00 p.m.

#### **Announcement of the finalists of the Art & Olfaction Awards**

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

h. 2.30 p.m.

*Workshop*

#### **Les parfums qui soignent de l'antiquité jusqu'à aujourd'hui**

with Annick Le Guérer, anthropologist, philosopher and writer and Mariateresa Z. Marsi, psychologist and psychotherapist, brand consultant

h. 4.00 p.m.

*Talk*

#### **Do experts matter? Experimentation, expertise, and craft culture in the digital age**

with Eddie Bulliqi, independent Perfume writer  
and Saskia Wilson Brown, founder of the *Institute for Art and Olfaction*

h. 5.00 p.m.

*Talk*

#### **Why do the Chinese like Osmanthus?**

with Chi Wai Tang, Journalist



## FRIDAY, APRIL 26th

h. 9.30 a.m.

*Panel*

### **Whispers about Artistic Perfumery: the online audiences perception**

by Silvio Levi, co-founder of *Esxence*

h. 12.00 p.m.

*Presentation*

### **AI & Future of Fragrance**

with Olivia Jezler – *Future of Smell*

h. 2.00 p.m.

*Conference*

### **Among Greece, Egypt and Rome: the 'scented cities' in the ancient world**

with Giuseppe Squillace, University of Calabria

h. 3.00 p.m.

*Workshop*

### **Social Media for niche brands: do's & don'ts**

with Merav Vanounou, founder & creative director of *LYP Beauty*

h. 4.30 p.m.

*Panel*

### **The artistic perfumery market in the USA**

With Giuliana Simona Abaton, CEO at *Abaton Corporation*



## **SATURDAY, APRIL 27th**

h. 10.00 a.m.

*Lecture*

**From niche to niche: the evolution of French perfumery**

with Michael Edwards, fragrance expert

h. 11.00 a.m.

*Talk*

**Being landscape – Re-connecting with nature through smell**

with Ernesto Collado Sala, perfumer

h. 12.00 p.m.

*Workshop*

**The German Market: shedding light on a European enigma**

with Bodo Kubartz, director of *Passion and Consulting*

h. 2.00 p.m.

*Workshop*

**Free Inspiration**

by Mouillettes & Co

with Emanuela Rupi and Sara Ravo

h. 4.00 p.m.

*Webinar*

**FragranceXperience**

with Alex Lee, perfumer

for info and registrations: [esxence@equipemilano.com](mailto:esxence@equipemilano.com)

