



2019 EVENTS CALENDAR

THURSDAY, APRIL 25th

h. 11.00 a.m.

Olfactive lecture

The circle of lost or rare raw materials

with Bernard Bourgeois – Perfumer of *Osmothèque*

[Video](#)

[Slideshow](#)

h. 12.00 p.m.

Workshop

Designing customer experience using the senses

with Marta Siembab - Senselier, independent smell expert

[Video](#)

[Slideshow](#)

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)

[Video](#)

[Slideshow](#)

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

[Video](#)

[Slideshow 1 - 2](#)

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*

[Video](#)

[Slideshow](#)

h. 5.00 p.m.

Talk

Why do the Chinese like Osmanthus?

with Chi Wai Tang, Journalist

[Video](#)

[Slideshow](#)



FRIDAY, APRIL 26th

h. 9.30 a.m.

Panel

Whispers about Artistic Perfumery: the online audiences perception

by Silvio Levi, co-founder of *Esxence*

[Video](#)

[Slideshow](#)

h. 12.00 p.m.

Presentation

AI & Future of Fragrance

with Olivia Jezler – *Future of Smell*

[Video](#)

[Slideshow](#)

h. 2.00 p.m.

Presentation

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

with Giuseppe Squillace, University of Calabria

[Video](#)

[Slideshow](#)

h. 3.00 p.m.

Workshop

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

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

[Video](#)

[Slideshow](#)

h. 4.30 p.m.

Panel

The artistic perfumery market in the USA

With Giuliana Simona Abaton, CEO at *Abaton Corporation*

[Video](#)

[Slideshow 1](#) - [2](#) - [3](#)



SATURDAY, APRIL 27th

h. 10.00 a.m.

Lecture

From niche to niche: the evolution of French perfumery

with Michael Edwards, fragrance expert

[Video](#)

[Slideshow](#)

h. 11.00 a.m.

Talk

Being landscape – Re-connecting with nature through smell

with Ernesto Collado Sala, perfumer

[Video](#)

[Slideshow](#)

h. 12.00 p.m.

Workshop

The German Market: shedding light on a European enigma

with Bodo Kubartz, director of *Passion and Consulting*

[Video](#)

[Slideshow](#)

h. 2.00 p.m.

Workshop

Free Inspiration

by Mouillettes & Co

with Emanuela Rupi and Sara Ravo

[Video](#)

[Slideshow](#)

h. 4.00 p.m.

Webinar by Les Parfumables

FragranceXperience

with Alex Lee, perfumer

for info and registrations: esxence@equipemilano.com

[Slideshow](#)