



## 2018 EVENTS CALENDAR

### THURSDAY, APRIL 5th

h. 11.00 a.m.

*Workshop*

#### **How to Operate a Niche Fragrance Brand in China**

with Xinxin Cai - Executive Vice President and Co-Founder of Perexpo  
and Song Yuan - Founder and CEO of Perexpo, KOL in China

[Video](#)

[PPT presentation](#)

h. 12.00 p.m.

*A workshop in designing smell maps*

#### **Follow your Nose**

with Marta Siembab – Senselier, independent smell expert

For info and reservations: [esxence@equipemilano.com](mailto:esxence@equipemilano.com)

[Video](#)

[PPT presentation](#)

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](#)

[PPT presentation](#)

h. 2.30 p.m.

*Workshop*

#### **Algorithms in Perfumery. Potentials and Limitations – an Overview**

with Haryo Sedhono - E-Commerce Consultant

[Video](#)

[PPT presentation](#)

h. 4.00 p.m.

*Book Presentation*

#### **The Book of OUD by Michael Levine**

with Nicola Parker and Gary Crates

[Video](#)

[PPT presentation](#)

h. 5.00 p.m.

*Book Presentation*

#### **Storia del Profumo a Venezia**

with Anna Messinis - Author

and introduction by Marco Vidal – Curator of the Perfume Path of the Museum of Palazzo Mocenigo

[Video](#)

[PPT presentation](#)



## FRIDAY, APRIL 6th

h. 10.00 a.m.

*Panel*

### **Ten Years of Esxence - Assessing the Dividends & Planning the Future**

with Sarah Colton – Perfume and lifestyle journalist and writer, author of the book “Bad Girls Perfume”

[Video](#)

[PPT presentation](#)

h. 12.00 p.m.

### **Let's Eat Fragrances!**

The experience that will involve all of your senses

with Andrea Casotti - Nose and CEO of CFF

Cristian Calabrò - Maître Parfumeur of CFF

Maurizio Cerizza - Maître Parfumeur and Member of CFF board

[Video](#)

h. 2.00 p.m.

*Presentation*

### **How does Storytelling drive Packaging Innovation?**

with Sebastien Ehret - Servaire & Co

In collaboration with Packaging Première

[Video](#)

[PPT presentation](#)

h. 3.30 p.m.

*Presentation*

### **Profumi d'autore, Falsi d'autore. Il Mestiere di Profumiere/Seplasarius nell'Italia Antica.**

Author's fragrances, author's fakes. The profession of perfumer/seplasarius in ancient Italy.

with Giuseppe Squillace – University of Calabria

[Video](#)

[PPT presentation](#)

h. 4.30 p.m.

*Talk*

### **The Fragrance Market in China: The Challenge and the Opportunities**

with Chi Wai Tang –Journalist, Co-founder of “The 13th Note”

[Video](#)

[PPT presentation](#)



## SATURDAY, APRIL 7th

h. 10.30 a.m.

### **An Interview with Michael Edwards**

by Andrew French – Maître Parfumeur

[Video](#)

h. 11.30 a.m.

*Presentation*

### **L'importanza della Firma Olfattiva**

Il Mondo Dietro Il Prodotto

### **The Importance of the Olfactive Signatures**

The World Behind The Product

with Giovanni D'Agostinis – Chemist-Cosmetologist, Fragrances Expert  
and Claudia Scattolini – Fragrance Designer

[Video](#)

[PPT presentation](#)

h. 12.30 p.m.

*Olfactive Lecture*

### **100 Years of Chypre Perfumes**

with Bruno Hervé – Perfumer and Osmocurator

[Video](#)

[PPT presentation](#)

h. 2.30 p.m.

*Workshop*

### **La Gourmandise!**

By Mouillettes & Co

with Emanuela Rupi and Sara Ravo

[Video](#)

[PPT presentation](#)

h. 4.00 p.m.

*Exhibition Presentation*

### **D'Annunzio e L'arte Del Profumo**

with Paola Goretti – curator of the exhibition "D'Annunzio e l'Arte del Profumo. Odorarius Mirabilis"

[Video](#)

[PPT presentation](#)

h. 5.00 p.m.

*Talk*

### **2D Perfumery: How Instagram Culture is Affecting Fragrance Design**

with Eddie Bulliqi – Independent Perfume writer

[Video](#)

[PPT presentation](#)



## SUNDAY, APRIL 8th

h. 11.00 a.m.

*Presentation*

### **Branding delle Fragranze di Nicchia: autenticità, riconoscenza del cliente e fatturati**

Branding of the Niche Fragrances: authenticity, gratitude of the customers and turnovers  
with Mariateresa Z.Marsi – Psychologist and Psychotherapist, Brand Consultant

[Video](#)

[PPT presentation](#)