



2022 EVENTS CALENDAR

WEDNESDAY, JUNE 15th

h. 11.00 am – 12.00 pm

Workshop

Scenting Space: How Scent Can Create Memorable Events

Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer

h. 12.00 pm – 1.30 pm

2022 Essencional Observatory

Economic Trends and the State of Artistic Perfumery in the Digital Space

Moderator Silvio Levi, co-founder of EsXence and Essencional Director

h. 2.30 pm – 3.00 pm

Lecture

Sense Hacking - Innovations and Technologies Around the Sense of Smell

With Marta Siembab, Senselier, Independent Smell Expert

h. 3.00 pm – 4.00 pm

Book presentation

Il Cercatore di Essenze

Cueilleur d'essences: aux sources des parfums du monde

With Dominique Roques, Writer

h.4.00 pm – 4.30 pm

Workshop - Experience Lab

Il Beauty nell'Era Post-Covid19: Nuove Tendenze e l'Importanza dello Storytelling

Beauty in the Post-Covid19 Era

With Chiara Bonucci, Marketing & Sales Manager Italy "Beautystreams"

h. 4.30 pm – 5.30 pm

Workshop - Experience Lab

Beauty and Wellbeing are the Result of What We Experience Internally and What We Reflect Externally

With Pierre Ravan, Heartfulness Meditation & Yoga Trainer, Producer and high-end Fashion Collaborator

h. 5.30 pm – 6.30 pm

Workshop

The Importance of Stories and Story Telling in Perfumery

A Literary Salon/Press Review – In continuation of a tradition begun 13 years ago at the 1st Edition of Les Rives de la Beauté

Moderators Sarah Colton, Perfume Writer, Videographer and Author of the book "Bad Girls - Perfume Tips and Tales" and Wouter Wiels, Strategic Communication Expert, Founder & Director "Rives de la Beauté"



THURSDAY, JUNE 16th

h. 9.30 am – 10.30 am

Workshop

International View on Artistic Perfumery: Africa

Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer

h. 10.30 am – 11.30 am

Workshop

Promoting Artisan Fragrance in a Digital World

Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer

h. 11.30 am - 12.30 pm

Workshop

Doing Business in China: Challenges & Opportunities

Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer

h. 12.30 pm - 1.30 pm

Video Presentation

Fragrance Wheel 2022

With Michael Edwards, Fragrance Expert

h. 2.30 pm – 3.30 pm

Workshop

Talk with Perfumers, Decoding the 2022 Complex World of Perfumery

Moderator Laurence Arrigo- Klove, Essencional Advisor & Contributor, Brand Strategist and Communication Consultant

h. 3.30 pm - 4.30 pm

Talk - **Experience Lab**

Dietro le Quinte dell'Innovazione - Behind the Scenes of Innovation

With Annalisa Betti, Journalist, Columnist Moellhausen Magazine and Co-founder of "Italian Beauty Community" and Matteo Locatelli, CEO Pink Frogs Cosmetics

h. 4.30 pm - 5.30 pm

Lecture

Se Parfumer: un Acte d'Humanité?

With Annick Le Guéner, Anthropologist, Philosopher and Writer and Mariateresa Z. Marsi, Psychologist and Psychotherapist, Brand Consultant

h.5.30 pm - 6.30 pm

Panel

Grasse Expertise: des Fleurs d'Exception pour des Parfums d'Émotion

With Claire Lonvaud, "Passion Nez", membre fondateur de Grasse Expertise

Marithé Béchu, Club des Entrepreneurs du pays de Grasse, Responsable projet "Grasse Expertise"



FRIDAY, JUNE 17th

h. 10.00 am - 11.00 am

Lecture

Perfume Heritage, the Osmothèque Presents 30 "Treasures" of its Collections

With Thomas Fontaine, President of Osmothèque and Anne-Cécile Pouant, Osmothèque Deputy Director

h. 11.00 am - 12.00 pm

Workshop

Sustainability Unraveled: on the "Hows" and "Whats" to Make Fragrances Sustainable

Moderator Bodo Kubartz, Journalist and Director of "Passion and Consulting"

h.12.00 pm – 1.30 pm

Conference

Flowers Through the Mirror

Moderators Emanuela Rupi and Sara Ravo, Mouillettes & Co.,

h. 2.30 pm - 3.00 pm

Book presentation

Reginette per Scelta – Reginette by Choice

A new way to communicate about fragrances, from Parlors to Tik Tok. An olfactory editorial project.

Moderator Rosa Vaia, Master Perfumer; Patrizia Finucci Gallo, Journalist and Writer; Alessandro Nicoli Cotugno, Writer and Copywriter and Matilda Morri (Sinister), Tiktoker

h. 3.00 pm - 4.00 pm

Lecture

Men's Perfumes and Women's Perfumes in Antiquity Between Science and Moralism

With Giuseppe Squillace, Associate Professor of Ancient History, University of Calabria

h. 4.00 pm – 5.00 pm

Conference - **Experience Lab**

From the Concept to the Market Launch: How to Create a New Scented Products Line

With Giovanni D'Agostinis, Founder and Cosmetic Consultant at Cosmeo

Claudia Scattolini, Fragrance Designer

h. 5.00 pm – 5.30 pm

Lecture - **Experience Lab**

The Cutaneous Microbiota: a new Frontier in Dermocosmetics

With Emanuela Bartolozzi, Physician, Specialising in Anti-Aging Medicine and Cosmetic Science, Expert in Nutrition, Nutrigenomics and Integrated Medicine

h. 5.30 pm – 6.30 pm

Live Quiz

EsXence Grand Master Parfums Contest 2022

With Anne-Laure Hennequin, Master Parfums

h 5.30 pm - 6.30 pm

Outdoor olfactory experience in the CityLife Park

Capture the Essence of the Landscape

With Ernesto Collado, CEO & Founder of BRAVANARIZ/Smelling Wild

Limited number of participants - For information and registration: events@equipemilano.com