



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-Covid 19 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"

MiCo – Milano Convention Centre
Via Gattamelata – Gate 16
Level – 1 | Orange Conference Room



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 Klove, *Essencional Advisor & Contributor, Brand Strategist and Communication Expert*

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 Guérer, *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* and 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

With Emanuela Rupi and Sara Ravo, Mouillettes & Co.

h. 2.30 pm - 3.00 pm

Book presentation

Reginette per Scelta – Beauty Queens by Choice

Moderator Rosa Vaia, Perfumer; Patrizia Finucci Gallo, Journalist and Writer; Alessandro Nicoli Cotugno, Beauty Writer; 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 Cosmetic Line

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

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