



## 2022 EVENTS CALENDAR

**Anti-Covid regulations: masks are required to enter the exhibition**

### 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*

*With Bernardo Fleming Trend & Foresight Director and Birgit Sijbrands Senior Perfumer, IFF*

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,*

*With Marco Ricchetti Essencional Advisor, CEO of "Blumine Srl"; Karen Marin Essencional Advisor & Contributor, Consultant and Writer; Alice Rizzetto, Develon Digital and Chiara Toniello PM Essencional*

h. 2.00 – 2.30 pm

#### **Presentazione del Progetto IPI - Italian Perfumery Institute - In italiano**

*With Maurizio Cavezzali CEO of Equipe International; Giuseppe Nardiello President of Fondazione Istituto Tecnico Superiore per le Nuove Tecnologie della Vita and Guido Giraudo, docente e consulente di Comunicazione*

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, Director or Responsible Sourcing Firmenich*

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”

With Kelly Kovack Founder and editor of “beautymatter.com”; Sarah Baker, Play-Writer, Script-Writer, Song-Writer, and Perfume Brand Owner; Rafaëla Capraruolo, Author of the recently published Book “Les Femmes en Parfumerie” and Dominique Brunel Co Director “Nez”

## **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

With Femi Olusola Founder Seinde Signature Experience Studio and Salon de Parfum; Mariham Habashy Managing Director at CosmoLuxe and François Nicollier Manager, Ciscoprod

h. 10.30 am – 11.30 am

Workshop

### **Promoting Artisan Fragrance in a Digital World**

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

With Eduardo Garcia de Alba Creator and Founder of “MyScentJourney”; Yosh Han Founder “YOSH”, Creative Director “Scent Trunk”, Producer “Scent Festival” and Dana Sandu Founder “A Nose Knows”, contributor to “CaFleureBon”

h. 11.30 am - 12.30 pm

Workshop

### **Doing Business in China: Challenges & Opportunities**

Moderators Karen Marin, Essencional Advisor & Contributor, Consultant and Writer and Chi Wai Tang, Founder of Fragrance Connection

With Michel Gutsatz, Presidentb “Le Jardin Retrouvé” and Senior Marketing Professor KEDGE Business School; Marina Crosa Regional Director Asia Pacific and Business Development Coordinator Europe, Nichebox Zovin Wu Founder and owner of Zovin Boutique and Zovin Upperhills, multi-brands fashion and lifestyle stores in Shenzhen (live streaming) and Jimmy Zhao, Perfume connoisseur, fragrance culture educator and distributor (live streaming)

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

Communication Consultant; Nathalie Feisthauer - Senior Perfumer; Ralf Schwieger Perfumer; Alex Lee Fine Fragrances Perfumers at Mane and Christophe Laudamiel - Master Perfumer and CEO DreamAir, Chief Perfumer BélAirLab

**MiCo – Milano Convention Centre**

Via Gattamelata – Gate 16

Level – 1 | Orange Conference Room



h. 3.30 pm - 4.30 pm

Talk - **Experience Lab**

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

With Annalisa Betti, Journalist and Matteo Locatelli, CEO Pink Frogs Cosmetics

h. 4.30 pm - 5.30 pm

Lecture

**Se Parfumer: un Acte d'Humanité?**

With Annick Le Guéer, Anthropologist, Philosopher and Writer

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"

With Dominique Roques, Director or Responsible Sourcing Firmenich; Nathalie Feisthauer, Parfumeur and Founder LABscent; Natalia Mizejewska, Founder Bel Rebel and Mathias Bauch, Owner Parfums Lubner "Feinste Düfte & Seifen"

h.12.00 pm – 1.30 pm

Conference

**Flowers Through the Mirror**

Moderator Sara Ravo, Mouillettes & Co.

With Nuria Du Chêne de Vere- Master Perfumer; Meo Fuscini - Master Perfumer, Luca Maffei Master Perfumer, Nicola Bianchi - Master Perfumer and Antonio Alessandria - Master Perfumer

h.1.45 – 2.30 pm

Presentation

**NFT 2.0 - An authentic phygital multisensory experience for your fragrances – IN ENGLISH**

With Alessandro Tacconelli, Authena AG Operations Manager

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

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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 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 – SOLD OUT!**