

Calendario Eventi

Tentative schedule

FRAGRANZE 22 | -

Thursday 12 September

Everything Else

Profumoir

TIME 07:30 PM Profumoir via San Niccolò 95r, Firenze

-

Olfactory library, customization laboratory, experiential house and alchemical garden. A project by Daniele Cavalli and Sileno Cheloni. Opening

Friday 13 September



The Sound of Fragrance The installation

TIME 10:00 AM - 06:00 PM Stazione Leopolda, Spazio Alcatraz

-

Installation curated by Paola Gariboldi and Susanna Macchia
Silence Fragrance by Sonia Constant | Noise Fragrance by Cristiano Canali
Music by Alessandro Meistro
Installation concept Monogrid

PISTERZI

Pisterzi Italian Grooming Art

TIME 11:00 AM - 12:00 PM Stazione Leopolda, stand A41

-

A relaxing and regenerating facial treatment by Giovanni Galizia on a professional barber chair.
Also from 4:00 pm to 5:00 pm



RAW by MANE The New Gourmandise: from Taste to Fragrance

TIME 11:00 AM Stazione Leopolda, UniCredit FrAGRANZE Arena

-

With Melanie Duhamel (Fragrance Division Director, MANE Italy, Spain and Portugal), Paolo Di Muzio (Sales and Marketing Director, MANE Italy), Cristina Stefanutti (Marketing Manager Fragrance Division, MANE Italy), Cristiano Canali (Perfumer, MANE)



The Sound of Fragrance

The talk

TIME 12:00 PM Stazione Leopolda, UniCredit Fragranze Arena

–

Paola Gariboldi and Susanna Maccchia in conversation with Sonia Constant, Cristiano Canali and Alessandro Meistro.

To follow, visit of the installation with the curators



Taste and Smell by MANE

Workshop

TIME 12:30 PM Stazione Leopolda, Area Workshop Press Office

–

Limited places, by reservation writing an email to rsvp@pittimmagine.com (specifying preferred time: 12.30pm or 3pm)

SOLD OUT, check the availability of places at the workshop

François Hénin

A Very Unique View on Niche Perfumery

TIME 02:00 PM Stazione Leopolda, UniCredit Fragranze Arena

–

A toast to the 15 years anniversary of Essenses to follow

Infiniment Coty Paris, a fragrance collection blending art, science and emotion

TIME 02:00 PM - 04:00 PM Stazione Leopolda, Spazio Alcatraz, First Floor

–

Art installation

Olivier Cresp

How to judge a perfume

TIME 03:00 PM Stazione Leopolda, UniCredit Fragranze Arena

–

in conversation with Paola Gariboldi



Taste and Smell by MANE

Workshop

TIME 03:00 PM Stazione Leopolda, Area Workshop Press Office

–

Limited places, by reservation writing an email to rsvp@pittimmagine.com (specifying preferred time: 12.30pm or 3pm)

SOLD OUT, check the availability of places at the workshop



Tauer Perfumes

TIME 03:00 PM Stazione Leopolda, Stand A18

-

Andy Tauer presents with Roberto Drago the new perfume of the brand

Where the essence becomes excellence

A new education project

TIME 04:00 PM Stazione Leopolda, UniCredit Fragranze Arena

-

With **Melanie Duhamel** (Fragrance Division Director, MANE Italy, Spain and Portugal), **Luca Bocca Ozino** (Sales Manager Europe Capua1880), **Marithè Bechu** (Grasse Expertise) and **Roberta Conzato** (Director Alta Scuola Profumeria)



Emotions paradise

TIME 05:00 PM Stazione Leopolda, Area Workshop Press Office

-

With **Pissara Umavijani** (founder Dusita)



Kaon welcomes Ajmal

FROM 6:00PM Stazione Leopolda, Piazzale esterno

-

A scented cocktail to celebrate Ajmal's arrival into the Kaon family and the 22 years of the company at Fragranze



Agatho

TIME 06:00 PM - 09:00 PM Zhor boutique via dei Rondinelli 1r, Firenze

-

Cocktail party. Experience the Magic of Luxury Artistic Perfumery - Exclusive Launch of the Mytho and Olympia Collections

Campomarzio70

FROM 6:30 Campomarzio 70 via della Condotta 65r, Firenze

-

Harper's Bazaar celebrating Campomarzio70 20th anniversary. The Fragrant Journey - Legendary Covers Exhibition. Cocktail party. By invitation only

Everything Else

Scent Tech: the future of perfumes and the power of social media

TIME 04:00 PM Istituto Marangoni Firenze Via de' Tornabuoni 17, Firenze

-

Growth forecasts, evolution of the sector, requested professions.

Talk by Vanessa Caputo

By registration events.firenze@istitutomarangoni.com

Joyful Party

TIME 06:00 PM - 09:00 PM Teatro Fragranze Uniche via dei Tosinghi 22r, Firenze

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Teatro Fragranze Uniche presents Christmas World

Dream Library

TIME 06:00 PM - 09:00 PM La Ménagère via dei Ginori 8r, Firenze

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Lord Milan cocktail preview

Follow the golden thread

FROM 6:30PM Profumeria L'O' Firenze Borgo degli Albizi 77r, Firenze

-

Laurent Mazzone Parfums presents Fil d'Or

Saturday 14 September



The Sound of Fragrance

The installation

TIME 10:00 AM - 06:00 PM Stazione Leopolda, Spazio Alcatraz

-

Installation curated by Paola Gariboldi and Susanna Macchia

Silence Fragrance by Sonia Constant | Noise Fragrance by Cristiano Canali

Music by Alessandro Maestro

Installation concept Monogrid

Clara Buedo

Olfactory Tales of the Past

TIME 11:00 AM Stazione Leopolda, UniCredit Fragranze Arena

-

The evolution of the art of perfume, from the ancient Egyptians to the present day, with fragrances created specifically for the occasion

Pisterzi Italian Grooming Art

TIME 11:00 AM – 12:00 PM Stazione Leopolda, stand A41

–

A relaxing and regenerating facial treatment by Giovanni Galizia on a professional barber chair.
Also from 4:00 pm to 5:00 pm

The creation of a perfume with Fragonard Workshop

TIME 11:00 AM – 05:00 PM Stazione Leopolda, Area Workshop Press Office

–

Workshop every 30 minutes, limited places upon reservation by writing an email to giuliamezzera@kaon.it (specifying preferred time)

La botanica dei profumi [The botany of perfumes]

TIME 12:30 PM Stazione Leopolda, UniCredit FrAGRANZE Arena

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The author **Nicoletta Ramella Pezza** in conversation with **Fabrizia Malerba** (editor and agronomist) on the profound connection between nature and perfumes.
Guido Tommasi editore

The Essential 20th: the last 20 years of research perfumery through the experience of Campomarzio70 and the project The Essential Blend

TIME 02:30 PM Stazione Leopolda, UniCredit FrAGRANZE Arena

–

Perfumes as the new Woodstock for Gen Z

TIME 03:30 PM Stazione Leopolda, UniCredit FrAGRANZE Arena

–

With **Pierre Gugen** (founder of L'Orchestre Parfum), **Emiliano Zelada** (composer, artist, sound designer and professor), **Marco Martello** (author of the book *La formula del sentire. Atlante psico-emotivo del mondo delle fragranze* [The formula of feeling. Psycho-emotional atlas of the world of fragrances]). Moderators **Francesca Delogu** and **Silvia Manzoni** curated by Istituto Marangoni

Dibaldo and the Alchemy of the Senses

TIME 04:30 PM Stazione Leopolda, UniCredit FrAGRANZE Arena

–

With **Baldo Baldinini**

Tasting of the signature cocktail by Dibaldo at FrAGRANZE Food Lounge to follow



Boadicea The Victorious

TIME 06:00 PM – 08:00 PM Zhor Boutique via dei Rondinelli 1r, Firenze

–

Cocktail



Michele Marin Essenza and 555 DLV

FROM 6:30PM Beast Gallery Via di Mezzo 40a, Firenze

–

Take a Walk on the Wild Side. Dialogue between footwear and perfumes



Scent Journeys by source adage fragrances

FROM 7:00PM TO 9:00PM Studio Dimore Collection Via dei Fossi 41R

–

Be transported among majestic landscapes through scent with the latest perfume and home fragrance creations from niche-luxe fragrance brand, source adage. Meet the noses and founders of source adage, Christopher Draghi and Robert Dobay.

Pop up open to public during Pitti Fragranze, September 13–15th

Sunday 15 September



The Sound of Fragrance

The installation

TIME 10:00 AM – 06:00 PM Stazione Leopolda, Spazio Alcatraz

–

Installation curated by **Paola Gariboldi** and **Susanna Macchia**

Silence Fragrance by **Sonia Constant** | Noise Fragrance by **Cristiano Canali**

Music by **Alessandro Meister**

Installation concept **Monogrid**



Myth & Perfume: Olfactory Tales and Visual Art with Danhera

TIME 10:30 AM Stazione Leopolda, UniCredit Fragranze Arena

–

With Daniela Ciaffardoni



Pisterzi Italian Grooming Art

TIME 11:00 AM – 12:00 PM Stazione Leopolda. stand A41

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A relaxing and regenerating facial treatment by Giovanni Galizia on a professional barber chair.

Also from 4:00 pm to 5:00 pm



Sensorial journey from Italy to Persia.

Echoes of bicerin and saffron tea in perfumes

TIME 11:30 AM Stazione Leopolda, UniCredit Fragranze Arena

-

With Kateryna Vel'menko and Antonio Alessandria



Scent of the Digital Age: Navigating the Digital Fragrance Landscape

TIME 12:30 PM Stazione Leopolda, UniCredit Fragranze Arena

-

Emerging trends, online purchasing behaviors and the role of social media, especially TikTok, in perfume discovery and choice

With **Chiara Davanzo** (Marketing & Content Director STOREIS)

Le gelsominaie

TIME 02:30 PM Stazione Leopolda, UniCredit Fragranze Arena

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With Venera Tomarchio, Santì La Rosa, Antonio Alessandria and Renata Gorreri

Listen to the scents, breathe the music

TIME 03:30 PM Stazione Leopolda, UniCredit Fragranze Arena

-

Pierre Bénard Ségu, parfumeur-créateur with the presence of **Veronica Granatiero**, bel canto soprano

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