



PROGRAMME

May 23th / 24th / 25th / 26th 2019

Unless specified all events are in Italian.

THURSDAY 23rd May

18:30 – 19:30

Jo Malone, 2f via dell'Archiginnasio

With **Simone Lo Bue** – National Education Executive and **Federica Taccone** – Boutique Manager
Jo Malone Bologna

UNEXPECTED OLFACTORY EXPRESSIONS

Discover the inspiration, creative process and ingredients behind the fragrances of Jo Malone. The new range, *Blossom*, which captures the floral essence at the heart of the London brand, will be presented. Through the tasting notes, the public will discover the olfactory tones and combinations used to create the *Colognes*. High quality key ingredients and simply structured fragrances embodying a casual, understated luxury.

Free entry while availability lasts. Reservation appreciated.

FRIDAY 24th MAY

14:00 – 17:00

Sala dei Senatori - Palazzo Isolani, 16 via Santo Stefano

IN THE MOOD FOR OUD: Essences and Perfumes from the Forest

Masterclass by **Pierre Benard** – perfumer and founder of OSMOART – *parfums, couleurs, sons*
As the lungs of our planet, the forest perfumes the air which we inhale with essences from roots, trunks, leaves, flowers, fruit and seeds produced by trees. These vital scents will be the subject matter of this masterclass. Participants will get the chance to smell woody raw materials and get to know the criteria for their analysis as well as create a natural blend inspired by Agarwood (oud), one of the most expensive natural ingredients in perfumery. Osmoart, the organisation founded by Pierre Benard with the aim of spreading olfactory and perfume culture, maintains that improving the awareness of our sense of smell promotes an openness to the world around us, encourages an interest in the protection of our planet and enriches us as people.

Participation fee € 150. Limited space, reservation required.

Language: English

18:00 – 20:00

Sala dei Senatori - Palazzo Isolani, 16 via Santo Stefano

A CENTURY OF EXCLUSIVE PERFUMERY

Workshop with **Mauro Valentinuzzi**.

An event in collaboration with the Antica Profumeria al Sacro Cuore (Bologna) in celebration of 10 years of friendship with SmellFestival. Starting from 1919 – the year of the launch of the famous

Mitsouko - all the way to today, the speaker will discuss the evolution of perfume over the years and will present a range of fragrances which represent the very best in high-end perfumery. *Free entry, reservation required. 30 places available.*

SATURDAY 25th MAY

10:30 – 18:00

Palazzo Isolani, 16 via Santo Stefano

PERFUME SHOWCASE

Artistic fragrance exhibition. A journey through the best on offer in independent artistic perfumery, with a section dedicated to botanical perfume. With the participation of: **Alysonoldoini, Autentica di Felsina, Fabio Lo Coco, La mia casa nel vento, La Strega del Castello, Molinard, Olorito, Soul Couture, Tonatto Profumi.**

Entry with Festival Day Ticket.

10:30 – 11:00

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

EXPERIMENTAL FRAGRANCES

With **Francesca Gurrisi, Adriana Torelli, Caterina Zerini.** Presented by **Francesca Faruolo** – Smell Atelier didactic director, and **Martino Cerizza** – Perfumer and Smell Atelier Teacher. Smell Atelier is the training centre which offers courses for those interested in refining their olfactory awareness and in acquiring abilities in the fragrance sphere (www.smellatelier.it). As always, the students who have finished the year-long perfume course will present fragrances which they designed and created, at Smell Festival. Original, free spirited, personal and above all, experimental.

Entry with Festival Day Ticket.

11:20 – 12:00

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

LA MIA CASA NEL VENTO

With **Maria Martino** – La Mia Casa nel Vento Perfumes

‘The environment in which we live in leaves an unforgettable mark on the way we are.’ Holds Maria Martino, whose fascinating perfumes are closely linked to her roots: a small area on the Ionian coast of Calabria with an abundance of jasmine and bergamot thanks to its distinctive microclimate. Unique, inimitable, never ordinary and never dull: the fragrances born from Calabria celebrate nature. These entirely ‘botanical’ perfumes are absent of synthetic ingredients. By smelling them, our minds are taken to a world of travel, art and literature.

Entry with Festival Day Ticket.

12:10 – 12:50

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

LA STREGA DEL CASTELLO

With **Caterina Roncati** – La strega del Castello (The Witch of the Castle)

Orange groves, oriental markets, cedar and oak trees. The perfume from your grandmother’s chest of drawers or the smell of your mother’s hand caressing your face. Caterina Roncati will transport you to her imaginative olfactory world, filled with family memories and evocations of the Mackenzie Castle in Genoa, where the first family laboratory was located. Amongst her most famous creations

are the perfumes inspired by Cristina Caboni's (Rizzoli) novel and the actress Elena Sofia Ricci's personal fragrance. The perfumes of *the Witch* are none other than a scented manifestation of this archetypal figure which we all have within us. *Entry with Festival Day Ticket.*

13:30 – 14:45

Sala dei Senatori - Palazzo Isolani, 16 via Santo Stefano

ENVIRONMENT, PERFUME, MOODS

Workshop with **Martino Cerizza** – Perfumer and Smell Atelier Teacher

Literature, poetry and cinema have always taken advantage of atmospheric phenomena's innate capacity to convey and give expressive qualities to human emotions. A sedated rest in the burning summer heat, a cathartic storm between the ocean's waves, a sharp breeze stimulating action and thought. Imagine being able to recreate this through perfume. Under the guidance of Martino Cerizza, participants will compose harmonies using raw materials to create aromatic representations of moods, evoked thanks to the scent of atmospheric phenomena.

Participation cost: € 40. Limited space, reservation required.

Language: Italian with English translation upon request.

15:00 – 15:45

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

SMELLY MAPS: The Digital Life of Urban Smellscapes

With **Rossano Schifanella** – Computer Science Professor at the University of Turin.

Smell has an undeniable influence on the way we perceive spaces, however it is often overlooked in the planning of a city, not least because it is difficult to record and analyse on a large scale. Rossano Schifanella will show how the creative use of data and social media allows us to capture the emotional and olfactory characteristics of places as well as creating a map to explore the olfactory atmosphere of urban spaces.

Entry with Festival Day Ticket.

15:30 – 17:00

Sala Archivio - Palazzo Isolani, 16 via Santo Stefano

ATELIER MOLINARD

Smell ... Imagine ... Create your custom-made perfume. Experience the very gestures of those who make perfume. Accompanied by a master perfumer, discover the architecture of fragrances, the ingredients that compose them and those which complement each other. In celebration of their 170th year as pioneers in fragrance creation, Molinard will guide the interpretation of your greatest perfumed dreams. Each participant will take home 50 ml of their personal fragrance in the exclusive Molinard bottle.

Participation fee € 69. Limited space, reservation required by emailing info@aquacosmetics.com

16:00 – 16:45

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

THE SCENT OF ENVIRONMENTS

With **Maurizio Benzo** – Chemist and Technical Director of Osmotech, Pavia.

Odour Field Inspection is an innovative technique used in conjunction with *Citizen Science*, the scientific research conducted with the collaboration of citizens. In this process, the human sense of smell proves itself to be the most suitable and sensitive instrument to perceive environmental odours which may be causing disturbances. Maurizio Benzo will explain how trained 'sniffers' are

able to sense and measure smells to obtain reliable, objective results; and how, using them, we can intervene to better the perception of places and their liveability.

Entry with Festival Day Ticket.

17:00 – 17:45

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

ME, MY SCENT

With **Diletta Tonatto** – Tonatto Perfumes and Artist **Michele Tiberio**.

A 1500-page book, assembling all that exists online regarding its author: photos, private messages, likes and visited pages. Data from Facebook, Instagram, Google, LinkedIn: the portrait of who Michele Tiberio is, taken from the Web. The book is displayed with a perfume composed by Diletta Tonatto (Tonatto Perfumes), thanks to an algorithm which analyses digital identities in order to obtain a univocal olfactory profile. The piece will be presented at Smell Festival and was amongst the 10 winners of the competition *Re:Humanism*, a prize dedicated to the relationship between Art and Artificial Intelligence.

Entry with Festival Day Ticket.

18:50 – 18:30

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

THE BREATH OF THE ISLAND

With **Fabio Lo Coco** – Fabio Lo Coco Fragrances.

Perfumes which capture Sicily's ancient and profound soul; its mystery, closely linked with the earth and wind. Fragrances that give these personal sensations a universal meaning. Fabio Lo Coco aims to encapsulate atmospheric influences such as volcanos, wind and sea; transforming his intimate experience of the island into archetypes and symbols, shared worldwide.

18:00 – 19:00

Sala dei Senatori - Palazzo Isolani, 16 via Santo Stefano

SABULUM SABULA

Workshop with Perfumer **Marco Ceravolo** – trainee perfumer.

Quicksand, sands of time, sands of the desert, construction sand and seaside sand. Ubiquitous and in constant movement, seemingly searching desperately for its own scent which by nature it does not possess. Thus, in a chameleonic fashion, it changes colour, grain and even the fine crinkly sound of the fragments scattered by the wind. Eventually, the sand reaches those generous natural environments that lend it a perfumed dream, ever adapting to the surroundings.

Participation cost: € 20. Limited space, reservation required.

Language: Italian with English translation upon request.

20:00 – 23:00

Cassero, 18 via Don Minzoni

BSX NIGHT

Event devised and coordinated by **Rossella Piergallini**, with students from the three-year Fashion Design course at Bologna's Academy of Fine Art. Dj set created by **Jacqueline More**. An evening pervaded by fragrance presenting clothes conceived as visual representations of the molecular notes of BSX, the heart of the event. In the Cassero, the public will be able to take part in this colourful performance where models will be wearing extrasensory clothing, bringing a new olfactory and material experience to the stage.

Free entry.

SUNDAY 26th MAY

10:30 – 18:00

Palazzo Isolani, 16 via Santo Stefano

PERFUME SHOWCASE

Artistic fragrance exhibition. A journey through the best on offer in independent artistic perfumery, with a section dedicated to botanical perfume. With the participation of: **Alysonoldoini, Autentica di Felsina, Fabio Lo Coco, La mia casa nel vento, La Strega del Castello, Molinard, Rubini, Soul Couture, Tonatto Profumi.**

Entry with Festival Day Ticket.

10:30 – 12:00

Sala dei Senatori – Palazzo Isolani, 16 via Santo Stefano

SPACES, ENVIRONMENTS, SCENARIOS

Perfumery Masterclass with **Dominique Moellhausen** – Perfumer and R&D Vice Director at Moellhausen S.p.A.

A professional demonstration of “applied atmospherology” to investigate how it is viable to modulate the environments emotional perception through a careful usage of ancient and modern materials and to the knowledge of the language of smells.

Admission reserved to Orablu members (holders of the 2019 membership card) and to independent perfumers who can document their own activities.

Language: Italian with English translation upon request.

10:30 – 11:15

Sala del Settecento - Isolani Palace, 16 via Santo Stefano

MOLINARD: 170 YEARS OF HISTORY

The long-standing perfume house based in Grasse will celebrate its 170th anniversary at Smell Festival. Molinard will recount its origins and present both historic and contemporary fragrances. The audience will embark on a journey through the world of perfume, concentrating on the *savoir faire* that allowed the area of Grasse to be recognised by UNESCO in 2018 as a World Heritage Site.

Entry with Festival Day Ticket. Language: French with Italian translation.

11.30 – 12.10

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

ALYSON OLDOINI: WHITE AND ITS ESSENCE

With **Alyson Oldoini**- Alyson Oldoini Perfumes.

Layered fragrances creating new effects. A rigorous search for Italian excellence in high-end perfumery. A taste for purity and a precision for clear shapes. Alyson Oldoini will recount her journey and the philosophy which gave birth to the perfumes that bear her name. She will reveal two unreleased fragrances to the Smell Festival public which recall the sensation of freshness and a taste for the essential. Perfect to be worn with a white shirt.

Entry with Festival Day Ticket.

12:20 – 12:50

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

NEW YORK SCENTED STORIES

With Aromatherapist **Nina Medved**.

Scent leaves a mark on our subconscious by writing stories and sparking emotions. It reveals the hidden 'I' within us and guides us through an inner journey. In this talk, we will follow Nina Medved on an imaginary venture through New York marked by the smells of the street, bars and sites. Each aspect of the path is linked to particular essences which reveal something new about Nina and perhaps even about ourselves.

Entry with Festival Day Ticket. Language: English.

13:00 – 14:15

Sala dei Senatori - Palazzo Isolani, 16 via Santo Stefano

AUSTRALIA IN PERFUME

Workshop with Perfumer **Leonardo Opali** and Pharmacist **Giulia Costa**.

Participants will create their own perfume using typical Australian essences. The choice ranges from a combination built on Sydney's winter flowers; a blend of amber and an exclusive aboriginal material from the Yerriyong State Forest or a ligneous blend with a rare Australian wood held as a symbol of eternity. *Participation cost: € 30. Limited space, reservation required.*

Language: Italian with English translation upon request.

14:30 – 15:20

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

ATMOSFERE: The Olfactory Dimension of Places

With **Tonino Griffero** – Aesthetics Professor at the University of Rome Tor Vergata.

If we pay attention to the powerful yet overlooked influence of smell in the world we live in, we realise that smell, or perfume, must be recognised for their ability to generate atmospheres, or as defined by Tonino Griffero, external sentiments which permeate certain spaces. Olfactory studies and analysis clarify the sentimental effect of emotional atmospheres as well as the inherently expressive qualities of our world. *Entry with Festival Day Ticket.*

15:30 – 16:20

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

SCENTED THEATRE: Scented Narrations on Stage

With **Barbara Pia Jenič** – Artist, Founder and Director of *Senzorium Institute*, Slovenia.

Barbara's research, spanning over 20 years, is focused on how deeply smell influences the public and their perceptions, the stimulation of automatic, involuntary memories, known as the Proust effect, and synesthesia. It promotes immersion into historical cultural heritage through events and artistic installations. Barbara's lecture will cover how we can create a story through smell, how to empower and deepen its narration in contemporary and classical theatre, opera, museums and galleries; as well as exploring the challenges and benefits of different artistic approaches, venues and experiences. *Entry with Festival Day Ticket. Language: English.*

16:30 – 17:20

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

FOOD, AROMA, ATMOSPHERE

With **Elena Mancioppi** – University of Gastronomic Sciences, Pollenzo.

More allusive than explanatory, the sense of smell evokes a complex web of memories, associations and emotions; making it the most suitable sense to guide us in understanding emotional, vague and immediate realities, or in other words: atmospheres. Elena Mancioppi will explain how emotions linked to the aroma of food contribute to giving a situation an auratic character and to triggering our imaginations by enriching the places we will live in.

Entry with Festival Day Ticket.

17:35 – 17:50

Sala del Settecento - Palazzo Isolani, 16 via Santo Stefano

WALKING ON AIR

With harpist **Rossella de Falco**.

The tenth edition of Smell Festival will come to an end with a scented and immersive musical performance.

TICKETS AND BOOKINGS

The international public can purchase their **Festival tickets**, register for **workshops** and the **masterclass** (while availability lasts) as well as book onto free events by contacting the Festival's secretary at: ticket@smellfestival.it | + 39 348 4262301.

On the 25th and 26th of May, reservations and tickets can be bought in the ticket office at the entry of Isolani Palace, depending on their availability.

In order to book the workshop **Molinard Atelier**: email info@aquacosmetics.com

LUNCH BREAK For the 25th and 26th of May, lunch boxes can be preordered for a quick, tasty and healthy meal on our website: www.smellfestival.it.

CONTACTS

info@smellfestival.it | + 39 348 4262301 | www.smellfestival.it

INFORMATION FOR THE PUBLIC

Festival tickets – of any type – **are non-refundable or exchangeable**.

The cost of **workshops** and **masterclasses** will be **partially** refunded if the secretary is made aware of the cancellation no later than **midnight on the 16th of May 2019**. The organisations maintain the right to withhold **20%** of the price as compensation for the secretarial expenses and costs incurred for banking transactions and/or Paypal. In order to receive the reimbursement, **the cancellation must be sent to info@smellfestival.it by the date above**.

SERVICES OFFERED DURING THE EVENT

The Festival's staff will be available for any queries the public may have. The following services are available in the venue:

Programmes

Official merchandise for the association's annual fundraiser

Free cloakroom

Lunchboxes (reservation required)