



## **FRAGRANZE** n. 7

Stazione Leopolda, Viale F.lli Rosselli 5 Firenze - Time 10.00 am -6.00 pm  
From friday 11 to sunday 13 September admission for members of the trade only  
Saturday 12 open also to the general public, admission € 10,00

### **CALENDAR OF THE EVENTS**

The events in bold print are sole or joint productions by Pitti Immagine

**Every day a series of encounters presented by the exhibitors that will offer visitors an opportunity to try new beauty and wellness rituals along with exclusive products.**

#### **Oriental Atmospheres and Exclusive Rituals for the Hands in the World of Annayake**

In an area inspired by Oriental philosophies ANNAYAKE presents a series of luxurious treatments that regenerate and soften the hands: new and ancient wellness rituals to try and enjoy.

#### **The Fragrance Says That...: An olfactory journey at the Calé space**

CALÉ invites Fraganze visitors to discover the soul of a scent at "Il Profumo ti dice che ...*The Fragrance Says that...*", an olfactory experience that will bring out the voice of feelings for those who want to "listen". Sniff a fragrance, close your eyes and let yourself go: colors, thoughts, sensations and free associations will take shape in words to share....

#### **AT THE DISPAR STAND: THE SECRETS OF BY TERRY MAKEUP**

DISPAR will be showcasing By Terry, the first "Haute Couleur" and "Couture" makeup line with a personalized complete or partial make-up makeup service along with lots of useful hints on how to show your best face with makeup.

#### **SPECIAL TREATMENTS FOR MEN FROM INTERTRADE EUROPE**

INTERTRADE EUROPE has a dedicated area for trying special treatments for men, applied by their makeup artists using the "Borlind for men" by Annemarie Borlind and "His Excellence" by Jane Iredale lines.

#### **MORRIS PRESENTS LE PARFUM EST MORT. VIVE LE PARFUM!**

*Le Parfum Est Mort. Vive Le Parfum! – The Perfume is Dead. Long Live the Perfume!* is an invitation to discover a world of olfactory libertinism – a meeting organized by MORRIS with Etienne de Swardt creator of Etat Libre d'Orange.

#### **CLARA, VERO, LISA: THREE FRAGRANCE CREATORS FROM PANTHEON 96**

During the three days of *Fragranze*, PANTHEON 96 invites the public to meet Clara Molloy, the driving spirit behind the *Memo* brand, Vero Kern, who created *Vero Profumo* and Lisa Simon, who developed the brand that bears her name.

#### **HAPPY BOOKS**

Selection of books on the world of fragrances

## Friday 11 September

10.00am – 3.00pm	At the stand	Humiecki&Graef presents in world premiere its new fragrance
10.30am	Restaurant Bar	<b>OPENING</b> with Dario Nardella deputy major of Florence
11.00am	PRESS OFFICE	INTERTRADE EUROPE Presents its couture perfumes
12.00pm	CONFERENCE HALL	moderated by Paolo Bagnara OLFATTORIO presents: BIOCERTIFICAZIONE 100% NATURALE ( <i>Biocertification 100% Natural</i> ). L'Artisan Parfumeur and Honoré de Pres. Speakers : Karine Vinchon-Spehner, Francis Thibaudeau, Renata de Rossi MILLE E UNA ROSA ( <i>A thousand and One Roses</i> ): Les Parfums de Rosine. Speakers: Marie Helene Rogeon, Renata de Rossi
1.30pm	PRESS OFFICE	CALE' presents <i>Approdo</i> , the new fragrance by Profumi di Pantelleria with the participation of Maurizio Cerizza
2.30pm	CONFERENCE HALL	PROFUMIMPORT presents a lecture by Mona di Orio: <i>The niche perfume phenomenon: why? for whom? a marketing trend or a new awareness?</i>
3.30pm	PRESS OFFICE	DISPAR presents <i>Nuda</i> , the new creation by the Profvmo brand, the fragrance of skin will be presented by Silvana Casoli and Paolo Crepet
4.30pm-7.00pm	ALCATRAZ AREA	Pitti Immagine and Futuretaste present Il Profumo del Futuro_ <i>The Fragrance of the Future_</i> talk shows on developing scenarios of scents and tastes 01 Historic-economic scenarios in customs and trends in fragrances 02 Natural: the myths and the truth

## Saturday 12 September

10.00am	CONFERENCE HALL	Stefano Sacconi with talks by Thorsten Biehl
11.00am-1.00pm	ALCATRAZ AREA	Pitti Immagine and Futuretaste present Il Profumo del Futuro_ <i>The Fragrance of the Future_</i> talk shows on developing scenarios of scents and tastes 03 Smelling beverages and drinking fragrances 04 Odors and fragrances around the world: globalization or glocalization?
2.30pm	PRESS OFFICE	Ornella Pastorelli presents the new four fragrances dedicated to memories by CASAROMA 'La Gioia del Ricordo' A perfumed journey through recollections and emotions with Marika of "Bergamotto and Benzoino" and Christian of "Adjiumi Niche Forum".

3.30pm	CONFERENCE HALL	Contemporary Art and Fragranze Trends and projects from New York Ulrich Lang New York Fragrances
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## And not to miss...

Until 14 september	Draws from the Louvre The Italian Renaissance in the Rothschild collection	Casa Buonarroti Via Ghibellina 70 9.30am-4.00pm, closed on tue, € 6,50
Until 18 september	Il sorriso della sfinge. l'eredità del mondo antico nell miniature riccardiane	Palazzo Medici Riccardi Via Cavour 3 Mon-fri 9am-1pm, Mon and Thu 3pm-5pm
Until 20 september	Harmony and discords of the spirit. Ginna Futurist	Palazzo Pitti Galleria d'Arte Moderna Tue-sun 8.15am-6.50pm
Until 27 september	Robert Mapplethorpe. The perfection of the shape	Galleria dell' Accademia via Ricasoli, 60 tue-sun 8.15am - 6.50pm closed on mon, € 10.00
Until 27 september	Florence between '600 and '900from the collection c Ente Cassaa di Risparmio di Firenze	Villa Bardini Costa San Giorgio 2 e 6° wed-sun 10am-6pm free admission
Until 27 september	Roberto Capucci Museum Foundation and Pietro Annigoni Museum	Villa Bardini Costa San Giorgio 2 wed-sun 10am-6pm € 6,00
Until 30 september	The science instruments Florentine antique collections	Istituto e Museo della Storia della Scienza, P.zza dei Giudici 1 9.30am-5pm, tue and sat 9.30am-1pm closed on sunday
Until 30 settembre	Il Fasto e la Ragione. Art from the '700 in Florence	Galleria degli Uffizi € 10,00 info and reservations +39 055 290383
Until 1 novembre	Ferdinando I De' Medici 1549-1609 Maestrate tantum	Museo delle Cappelle Medicee Cappella dei Principi P.za Madonna degli Aldobrandini 8.15am-5pm closed I/III/V mon and II/IV sun € 9,00 info and reservations +39 055 2654321
Until 8th novembre	A Flemish in Volterra Pieter De Witte	Palazzo dei Priori Volterra
Until 26th november	Bruno Chersicla. Virtual Museum. 60 works by the artist	Palazzo Borghese Via Ghibellina 110 n Mon- sat 9am-5pm

Until 31st december	Creativity in colour	Free admission Museo Salvatore Ferragamo Via Tornabuoni 2
From 6th september t 6th January 2010	The shape of books From the roll to the code (secc.III a.C.-XIX d.C.)	Biblioteca Medicea Laurenziana Piazza San Lorenzo 9 9.30am-1.30pm sun-fri 2/24 june closed € 6,00
All year	La Favola profumata della natura dipinta – Museo di Palazzo Vecchio	Associazione Museo dei Ragazzi Firenze Piazza Signoria 1 Per info e prenotazioni: 055 2768224