



Opening hours: 10.00 am - 6.00 pm
 From Friday 10th to Sunday 12th: entry reserved to professionals
 Saturday 11th also open to public - entrance € 10,00

TENTATIVE CALENDAR OF THE EVENTS

The bold printed events are sole or joint Pitti Immagine events

EVERYDAY

SISSSEL TOLAAS

The FEAR of SMELL VS. the SMELL of FEAR

A project and a study on how odors produced by the body can become meaningful signals of specific states of mind, such as fear. These smell molecules will create an inedited "scratch and sniff wall", an installation-wall that will emanate, by touching it, these smells put next to each other in a provocative way

ANNAYAKE /Stand B6

Waits for you to enhance the beauty of your face with Annayake make-up colours.

The Queen of Saba meets Murano /Stand B17

An artistic event that sees the collaboration of Vetriere Artistiche Gianni Seguso Murano (production), British Box (Art director) and Piero Figura (Designer). The artistic glass, as in 800, goes abck to smell in Regina di Saba cruet

INTERTRADE EUROPE /Stand A16 presens in the Capsule Project, special treatmeants executed by one of their make-up artist with Annemarie Borlind and Jane Iredale lines

TEKMIND /Stand A9

XAVIER TORRE, creator of Testa Maura, will be present.

PANTHEON 96 /Stand A17

Three days of sensory experiences thanks to thebeneficial psycho-physical aspects: this is what Campomarzio70 promises in the space dedicated to Yosh, young USA creator who will show her national preview of her Eau de Parfum collection.

HAPPY BOOKS

Selection of publications about the world of perfume

Friday 10th September

10.00 am - 5.00 pm	STAND A11	AIGEN Special guest: Stéphanie de Saint -Aigen
10.30 am -11.00 am	CONFERENCE HALL	DISPAR presents Il Profumo
11.00 am -11.30 am	PRESS OFFICE	ACQUA DI STRESA presents <i>Profumo di Stresa</i> the vertical perfume
From 11.00 am	STAND SACCANI	Meet THORSTEN BIEHL, creator of the extraordinary olfactory gallery Biehl.Parfumkunstwerke
11.30 am - 12.00 am	CONFERENCE HALL	A fragrance design: Backstage of the creation, from A to Z. JAMES HEELEY at the mirror Modera Mariangela Rossi, journalist and author of 'The book of perfume'
12.00 am -12.30 am	PRESS OFFICE	Marie Huet unmasks the new creation of Parfums d'Orsay. Marie Huet, young and enterprising owner of Parfums d'Orsay and Silvio Levi, Cale's President, reveal the background of the new fragrance by the historical Maison.
12.30 am - 1.30 pm	CONFERENCE HALL	INTERTRADE EUROPE edits the 24 carats perfume and presents the novelty of the group
1.30 pm -2.30 pm	PRESS OFFICE	LAURA TONATTO together with Vittorio Sabadin, Filippo La Mantia, Luca Bianchini and Chiara Maschio presents the various art forms that blend together to research new sensations
2.30 pm - 3.30 pm	CONFERENCE HALL	AIGEN Stéphanie de Saint-Aignan meets the press
3.30 pm - 4.30 pm	PRESS OFFICE	<i>An inedit partnership between two Italian companies.</i> Silvio Levi tells how one of the historical brands of the artistic perfumery has wanted to give to Calé a role in promoting a unique and very prestigious event. The enthusiastic creator of the project will be by his side.
4.30 pm - 5.00 pm	CONFERENCE HALL	Marika Vecchiattini presents her new book <i>The art of perfume - history, culture and secret desires of the scents.</i> Casa Editrice Castelvechi
5.00 pm - 5.30 pm	PRESS OFFICE	SDL the invisible and the perfume Simonetta Giurlani Pardini with others participate to the debate
5.30 pm - 6.00 pm	PRESS OFFICE	ULRICH LANG presents the olfactory project Revolution, created in partnership with the American artist Lisa Kirk
6.00 pm - 8.00 pm	Grace di Blanco Hair & Beauty Fashion Space Via Frà Angelico	LE FIBRAE BIJOUX sartorial by Alessandra Lepri in partnership with Daniela Corrente and Grace di Blanco invites to Cocktail, perfumes & bijoux

Saturday 11th September

From 10.00 am	STAND B14	SIMONE COSAC Sonia Constant will be present
10.00 am - 11.00 am	CONFERENCE HALL	<i>Revelations of Extrait: how a new intriguing fragrance was born</i> Simona Savelli and the owner and creative of a french Maison duet in a vivacious and sparkling meeting for ladies, to unveil how one of them has found out and the other one has created a new feminine composition.
11.00 am - 12.00 am	PRESS OFFICE	ORNELLA PASTORELLI Presentation of her new perfumes
From 11.00 am	STAND B16	Meet SEPAI, the innovative spanish brand that has revolutioned the world of high cosmesis introducing the Beauticeutical® concept
12.00 am -1.00 pm	CONFERENCE HALL	SISSEL TOLAAS presents SMELL = information A tool for communication - navigation- education
1.30 pm - 2.30 pm	CONFERENCE HALL	SIMONE COSAC presents The creative route from the idea to the perfume: conversation between passionate bloggers and a refined nose
2.30 pm - 3.30 pm	PRESS OFFICE	TEKMIND Xavier Torre will talk about eco-fragrances, the extraction, the derivation and the differences
3.30 pm - 6.00 pm	CONFERENCE HALL	PITTI IMMAGINE e FUTURETASTE presentan THE FRAGRANCE OF THE FUTURE/2010 <i>The perfume of recovery? Is there scent in the air?</i> <i>The end of the economic- financial ordeal and the climate pessimism</i> Talk show coordinated by Davide Paolini

Sunday 12th September

From 11.00 am	STAND B16	Meet SEPAI, the innovative spanish brand that has revolutioned the world of high cosmesis introducing the Beauticeutical® concept
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E inoltre da vedere...

Until September 19 th	RAGNAR KJARTANSSON Me and My	EX3 Viale Giannotti 81/83/85 Wed- Sun 2.00 pm- 10.00 pm
Until September 24 th	VESNA PAVAN Along the enchantments of Eden	Palazzo Borghese Via Ghibellina 110 n Mon-Sat 9 am- 5pm Free entrance
Until September 30 th	MADRI, FIGLI, BALIE. The correct of the church and feminine community of	Istituto degli Innocenti Piazza SS. Annunziata 12

	the Innocents	Mon-Sun 10.00 am- 7.00 pm
Until October 11 th	UNA GLORIA EUROPEA Pietro da Cortona a Firenze (1637-1647)	Casa Buonarroti Via Ghibellina 70 9.30 am-4 pm, closed Tue, € 6,50
Until October 17 th	CARAVAGGIO E CARAVAGGESCHI A FIRENZE	Villa Bardini Costa San Giorgio 2 e 6°
Until January 31 st , 2011	LA GRANDE MADRE The 'unfinished' woods by Giuseppe Gavazzi	Tue - Sun 10 am- 6 pm € 6.00
September 10 th - October 24 th	PRAISE OF THE NEGATIVE The origins of photography on paper (1846-1862)	MNAF Museo Nazionale Alinari della Fotografia Piazza S.Maria Novella Mon, Thur 3.00 pm -7.00 pm, Tue 10.00 am -3.00 pm, Fry- Sun 10.00 am -7.00 pm Closed Wednesday
Until November 1 st	VIRTU' D'AMORE Wedding painting during florentine Quattrocento	Galleria dell' Accademia via Ricasoli, 60 Tue - Sun 8.15 am - 6.50 pm chiuso il lunedì, € 10.00
Until November 2 nd	PARIGI VAL BENE UNA MESSA The Medici homage to Enrico IV King of France	Museo delle Cappelle Medicee Cappella dei Principi P.za Madonna degli Aldobrandini 8.15 am-5.00 pm Closed I/III/V Monday and II/IV Sun of the month € 9,00 info and reservations 055 2654321
Until November 14 th	PER VILLE E GIARDINI Art and archeology in Florence Palazzo Medici Riccardi, Firenze Villa Corsini a Castello, Firenze Villa della Petraia, Firenze Giardino della Villa di Castello, Firenze Tomba etrusca La Montagnola, Sesto Fiorentino Museo Richard Ginori della Manifattura Doccia, Sesto Fiorentino	Info and reservations 055 2340742
December 10 th 2010 - January 10 th 2011	I GRANDI BRONZI DEL BATTISTERO Rustici e Leonardo	Museo Nazionale del Bargello Via del Proconsolo 4 Tue-Sun , 8.15 am -5.00 pm closed 1 st , 3 rd and 5 th Monday of the month Info 055 294883
Until May 15 ^h 2011	VINUM NOSTRUM Art, science and myths about wine in the ancient Mediterranean populations	Palazzo Pitti Museo degli Argenti Lun-dom 8.15-16.30 Chiuso 1° e l'ultimo lunedì del mese