



Agenda

Day 1 – May 23, 2016

7h30 Welcoming of attendees

8h55 Opening Ceremony by Pr Monica Bordegoni & Pr Marvin Edeas

Session 1: Olfaction 2016: Recent Scientific Advances & Perspectives

9h00 Olfaction and issues 2016: introductory remarks
Marvin Edeas, Founder & Chairman of the Digital Olfaction Society Committee, France

9h30 The sense of smell in health and disease
Richard Doty, University of Pennsylvania, USA

9h45 Exploit odours in product design for eliciting positive emotional experience
Monica Bordegoni, Politecnico di Milano, Italy

10h15 Discussion

10h30 Coffee Break & Posters Session

Session 2: Olfaction & Marketing: Towards a personalized emotional perspective

11h00 How the incorporation of scents could enhance the immersive virtual experience?
Sylvain Delplanque, CISA – University of Geneva, Switzerland

11h30 How odor contexts influence the perception of facial expressions of emotions: a developmental perspective
Arnaud Leleu, Centre des Sciences du Goût et de l'Alimentation, INRA–Université Bourgogne-Franche-Comté, Dijon, France

12h00 Exploration into Olfaction and Experiential Strategy: State of Art
Djamchid Assadi, Groupe ESC Dijon-Bourgogne, Dijon, France

12h30 Lunch Break & Posters Session

14h00 Odors affect aversion to losses during decision making
Andrej Stancač, University of Liverpool, United Kingdom

14h30 Innovation for Olfactory applications: the Solid Fragrance Release Technology
Stefano Bader, Oikos Fragrances, Italy

15h00 Discussion

15h30 Lunch Break & Posters Session

16h00 Molecular determinants of olfactory habituation
Damien O'Halloran, George Washington University, USA

16h15 Odors at the coherence of the senses in artistic experiences
Laurence Claudine Fanuel, Ino-Sens, Keva, France

16h30 Studying odors in a marketing perspective: an experimental research applying neuroscientific techniques
Maurizio Mauri, IULM University of Milan, Italy

16h45 The future smells bright: the effect of fragrance on episodic future thinking
Kristopher George Lundy Magee, University of Bristol, United Kingdom

17h00 Olfactory art: scent context is the new thinking
When scent creates sciences and social involvement by context
Peter de Cupere, College University PXL, Belgium

- 17h15 **Assessment of Zeolites X and Y as Antimicrobial Fragrance Carriers**
Nurcan Bac, Yeditepe University, Istanbul, Turkey
- 17h30 **End of first day**
- 20h00 **Olfaction & Issues Dinner**
If you are interested to participate to this dinner, please register online.
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Day 2 – May 24, 2016

- 8h30 **Welcoming of attendees**
- 9h00 **Sexing up the human pheromone story: How a scientific myth was started**
Tristram Wyatt, Department of Zoology, University of Oxford, United Kingdom
- 9h30 **Imaging a smell**
Thierry Livache, CEA, France
- 9h45 **Creaspher: a new green technology developed for long-lasting release**
Adeline Callet, Creathes, France
- 10h00 **Discussion**

10h15 Coffee Break & Posters Session

Olfaction & Issues Displaying & Demonstrations in the Field of Marketing

Before the practical demonstration, each team will present orally their technology and the process of demonstration (10 minutes by team).

During Demonstrations Session, each team will have a dedicated space to show, demonstrate, explain and discuss about his project.

- 10h45 **Visual-olfactory interaction with virtual objects**
Mario Covarrubias, Politecnico di Milano, Italy
- 10h55 **Consumer product and odours to assess customers' preferences**
Marina Carulli, Politecnico di Milano, Italy
- 11h05 **The perfumed book**
Weibin Ding, Politecnico di Milano, Italy
- 11h15 **Smell objects in a virtual home**
Marina Carulli, Politecnico di Milano, Italy
- 11h25 **Olfactory stimuli in car driving**
Yuan Shi, Politecnico di Milano, Italy
- 11h35 **Wearable olfactory display**
Weibin Ding, Politecnico di Milano, Italy
- 11h45 **Sensonics international and modern olfactometry**
Kyra Milnamow, Sensonics, USA
- 11h55 **Demonstration session**

12h45 Lunch Break around the demonstrations area

- 14h00 **Demonstration session**
- 15h00 **Discussion & Concluding Remarks**
- 15h30 **Olfaction & Issues Awards 2016:**
- *Scientific Contribution Award*
 - *Demonstration Award*
- 16h00 **End of Olfaction & Issues 2016**