



A mysterious name for a delicious blend of emotions and multisensory perceptions. Forget the classic methods you know and dive wildly into the new EUROSYN seminar.

Showcase for Multi –Sensory Experiences

July 28th 2009 in Florence - ITALY

Invited guests only – 6 pm

Programme: demonstrations, meetings and exchanges around the 5 senses. An out-of-this world trip in the heart of a unique sensory experience!

EUROSYN

Is an institute specialised in sensory analysis and consumer tests: [www.eurosyn.fr]

The HOO-HA Sensorimix Festival is endorsed by The Design and Emotion Society [www.designandemotion.org]

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HOO-HA Sensorimix – Florence – July 28th 2009

show-case

28th of July 2009
Florence
Italy

The “Hoo-Ha Sensorimix Festival” is becoming established as the alternative sensory rendez-vous due to its unique and innovative programme. **EUROSYN** wishes to share its original concept with concerned professionals during an exceptional soirée in Italy.

After Paris & Barcelona, the rendez-vous is now set in the trendy heart of Florence.

EUROSYN invites you to attend a free highlight of the “**Hoo-Ha Sensorimix Festival**”, laidback and rich in emotion.

Providing the opportunity to couple new sensory applications and never-seen-before demonstrations, followed by a relaxing cocktail.





“ Showcasing a Hoo-Ha seminar is to bring together the highest number of sensory lovers !

*There’s nothing better than sharing your know-how and feedback to improve the field and to keep it indispensable. The latest success of the **Hoo-Ha Sensorimix** Festivals is living proof that the cogs are now in motion.*

This insight will be fun, unexpected and rewarding. It represents without a doubt a new sign of the sensory debate of the future.

The art of experiencing the senses differently ! “



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“are-you

HOO-HA experienced ?”

H00-HA Sensorimix – Florence – July 28th 2009

programme

28th of July 2009
Florence
Italy

EUROSYN brings a hint of curiosity and imagination to Florence. The evening is based around an original presentation format:

Each participant explores projects which reveal a sense by presenting 12 pictures, each for 30 seconds, that is 6 minutes all in all.

These speakers shake up the classic sensory methods and go all out to inject them with originality, discrepancy and innovative experience tested on many applications. They belong to a generation of researchers who are inventive and above all who want to decode these new fields of applications that have recently surfaced... They do not hesitate to try out original ways to integrate sensory aspects in product design. Each one of them has developed an innovative and personal approach.

Jump aboard at your own risk in this showcase appealing to lovers of sensations,...

emotion

product experience multi-sensor



Linas Buntinas

*Sensory Perception
Science Manager
England*



Edouard Slekierski

*EDF
Project Manager
France*



Hendrik Schifferstein

*DELFT UNIVERSITY of
Technology
Ass. professor at the
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Stan Knoops

*UNILEVER
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Nicolas Bouche

*OXYLANE Group
(DECATHLON)
Affective Sciences R&D
Laboratory Manager
France*



Dag Piper

*SYMRISE
Global Director Sensory
+ Consumer Science -
Flavor & Nutrition -
Marketing Services
Germany*

H00-HA Sensorimix – Florence – July 28th 2009

Show-case location

rendez-vous at 6pm

UNA HOTEL VITTORIA

Via Pisana 59 - 50143 FIRENZE – Italy

Located in the historical quarter of San Frediano, near the Lungarno, new emotional expression for a hotel planned to amaze guests with its extraordinary modern design.

http://www.unahotels.it/en/una_hotel_vittoria/florence_centre_hotel.htm

28th of July 2009
Florence
Italy



HOO-HA Sensorimix – Florence – July 28th 2009

HOO-HA PASS

JOIN the HOO-HA SENSORIMIX EXPERIENCE

EUROSYN invites you to enter a world of sensory innovation.

The number of invited guests admitted to the Hoo-Ha Show-case is voluntarily limited to ensure a high level of comfort. **It is therefore necessary for spectators to book as soon as possible, to confirm their participation.**

**Please mail this form signed and completed to register your participation.
A personal pass will be sent upon receipt of the information below :**

Contact / EUROSYN:

thierry.lageat@eurosyn.fr

28th of July 2009
Florence
Italy

Name: First name:

Job Title:

tel: email:

Company:

Address:

Country:

Hoo-ha showcase – Registration form

Company stamp



Explore Sensations

EUROSYN is a member of the
ESOMAR International Network



EUROSYN

**a Privileged Partner
for your
Consumer & Sensory Tests**

Relationships to products are a more and more emotional, sensory and pleasurable experience. Thus, it is necessary to promote and develop products offering a better satisfaction of the real needs and quality requirements of users.

EUROSYN offers its know-how for carrying out tailor-made product studies concerning:

- **Sensory Expertise**
- **Quantitative & Qualitative Tests**
- **Ergonomic Studies**

EUROSYN can also provide you with:

- **Staff Training**
- **On-Site Assistance**

EUROSYN works for the main multinationals of the following fields:

- *Food industry*
- *Automotive*
- *Flavour & Fragrance*
- *Cosmetics & Body care*
- *Household Goods*
- *Stationary*
- *Healthcare*
- *Energy*

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