



International Award *I profumi di Boboli* 2025 **10th Edition** ***Home fragrance***

PROPOSING ORGANIZATION: Non-profit cultural association “I Profumi di Boboli” (registered trademark), in collaboration with Municipality of Florence, Spezierie Palazzo Vecchio, Brandimarte, Libreria Gioberti – La libreria del profumo,.

The Association “I Profumi di Boboli” is pleased to announce the opening of applications for the tenth edition of the International Award “I Profumi di Boboli,” a prestigious annual competition that celebrates the desire and passion to penetrate the mystery of the olfactory universe. Participating in the International Award “I Profumi di Boboli” means immersing oneself in the tradition and innovation of an art that finds its highest expression in Florence, a city symbolizing culture and creativity, reinforcing its connection to a tradition of olfactory excellence.

OBJECTIVES

The establishment of the International Award “I Profumi di Boboli” aims to encourage rediscovery, through the olfactory universe, that creating a perfume is not only an art, born of sensitivity, culture, and genius, that can become a profession, but also an initiatory journey toward self-knowledge and understanding of the world, the discovery of a hidden but unmistakable reality, perceivable only through smell.

The International Award “I Profumi di Boboli” seeks to promote the development of new eco-sustainable and conscious processes and products, fostering greater attention to environmental issues, even among perfume creators, and encouraging the creation of products by newcomers and enthusiasts, where craftsmanship can, as much as possible, be combined with natural origins. It is an opportunity that, if seized, allows all interested individuals to challenge themselves, both in terms of fulfilling an aspiration that can lead to a professional path and in terms of realizing a consolidated competence.

2025 EDITION THEME: “HOME FRAGRANCE”

The theme chosen for this tenth edition is “home fragrance”: it invites participants to explore and translate into fragrance what evokes the concept of “home,” the warmth of a family environment, the aroma of shared recipes, the comforting scent of a garden, or the memory of a special place that evokes a sense of belonging and refuge.

WHO CAN PARTICIPATE

The competition is open to all: enthusiasts, artisans, the curious, and young people eager to challenge themselves, of all nationalities, genders, and without age restrictions.

The competition is specifically aimed at individuals with no consolidated professional experience in the perfume industry: this is a unique opportunity to express one's creativity through an original and authentic fragrance.

To ensure the integrity of the award, candidates must meet the following requirements:

1. Possess non-professional training: having gained knowledge through amateur courses, workshops, or self-taught experiences.
2. Creative independence: presenting an unpublished fragrance, the exclusive result of their creative work, without support from professionals or companies in the industry.
3. Originality: fragrances must be entirely original, created exclusively for participation in the competition, never registered or marketed.
4. No ongoing or past collaborations with companies, laboratories, or professional organizations in the perfume industry.
5. Each participant may submit only one creation.

OWNERSHIP OF THE CREATION

The creation, absolutely anonymous, "home fragrance," is intended for a unisex target audience. The creation must be completely handcrafted: all phases of production must be strictly done by hand.

The creation must be presented in a 30 ml transparent bottle, accompanied by a technical-descriptive work sheet.

Upon submission of the creations, the participants, without expecting any compensation except for the final award, authorize the Promoting Entities to use the creative proposal for promotional and communication purposes.

At the time of submission, the participants must present a declaration stating that if the creation, after participating in the International Award "I Profumi di Boboli," is registered and put on the market, the bottle and/or packaging must bear the wording "INTERNATIONAL AWARD I PROFUMI DI BOBOLI 2025 – home fragrance – finalist" or "first place winner" for five years from the registration date.

The bottles of the submitted creations remain the property of the Promoting Entities, without prejudice to the rights over intellectual property, as regulated by current legislation. The organization reserves the right to use them for promotional purposes related to the Award, with prior agreement with the authors.

HOW TO SUBMIT THE APPLICATION

The application form can be requested and/or picked up at the legal office of the Association I Profumi di Boboli (Piazza Beccaria, 2 - 50121 Florence - phone 335 5918458) or downloaded from the website www.profumidiboboli.org.

The entry fee for the Award, amounting to €45.00, including VAT, must be paid at the time of submitting the application. The completed application must be submitted to the legal office of the Association I Profumi di Boboli via email at mgstudio@mariagalassini.it or delivered in person by December 31, 2025.

The creations must be delivered by January 30, 2026, to the legal office of the Association I Profumi di Boboli, c/o Maria Galassini, Piazza Beccaria, 2 - 50121 Florence, accompanied by the technical work sheet in completely anonymous form.

The technical work sheet must contain:

1. A description of the fragrance and its inspiration related to the theme "home fragrance."
2. The olfactory pyramid of the composition.
3. A narrative illustrating the personal or emotional significance of the project.

4. The list of raw materials used.
5. A declaration of compliance with the participation criteria.

At the time of submission, a seal will be placed on the bottle, the work sheet, and the application form; the bottles and technical sheets will be delivered directly to the President of the Jury for evaluation. Only when the first-place fragrance is identified will the matching of the seal on the bottle and the technical sheet with the one on the corresponding application form be verified. The application form, from the moment of submission, remains under the exclusive control of the President of the Association I Profumi di Boboli, Dr. Maria Galassini.

EVALUATION

The evaluation of the creations, which is final and incontestable, is entrusted to a Jury chaired by Dr. Giovanni Di Massimo, owner of "Spezierie Palazzo Vecchio - I Profumi di Firenze," composed of 12 members: 7 technical experts in the field and 5 consumers of a diversified target.

The President of the Jury has voting rights only in the case of a tie.

The judgment issued by the Jury is final.

The creations are selected based on the evaluation of longevity and identifiability, alignment with the described olfactory pyramid, interpretation of the theme, evocative capacity, character and originality, preparation method, quality of raw materials, and clarity results.

The Jury, in the person of its President, has the authority to establish any sub-criteria before proceeding with the olfactory evaluation of the creations.

AWARDING

The evaluation result, the announcement of the winning fragrance for 2024 "fragrance of love," the awarding of all finalists, and the announcement of the 2025 theme will take place on Saturday, March 1, 2025, in Florence, at Palazzo Vecchio, Sala Firenze Capitale, as a testimony to the deep connection between the Award and Florence, the city that hosts it.

The "award" consists of a finely crafted silver object, created exclusively by Brandimarte for the occasion, a historic brand of Florentine artisan artistic tradition worldwide.

Special Jury Award: limited edition of the winning fragrance.

Spezierie Palazzo Vecchio produces, at its own expense, presents, and sells 60 bottles of the first-place fragrance in its flagship store in Piazza Signoria, Florence.

All finalists will receive a regular Certificate of Participation.

The present call, in both Italian and English, and the participation form are published on the official website of the Association I Profumi di Boboli, www.profumidiboboli.org, which reserves the right to disseminate it in the forms and manners it deems most appropriate.

For further information, the organization can be contacted at mgstudio@mariagalassini.it or at phone number +39 335 5918458.

Publication coincides with the Jury's selection meeting for the 2024 edition and the announcement of the new theme.

Under article 6, paragraph 1, letter a) of the Presidential Decree 430 of 26/10/2010, this Award is not to be considered a competition and, therefore, does not require ministerial authorization.

PERSONAL DATA TREATMENT

Under Article 7 of Legislative Decree 30.06.2003, n. 196, it is specified that personal data will be used solely for the purposes of this call and related matters. The interested party has the rights under the aforementioned legislation.

Association I Profumi di Boboli

President: Maria Galassini

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