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**SANGUIS JOVIS**  
ALTA SCUOLA DEL SANGIOVESE



# WINTER SCHOOL

First Edition

**Storytelling of Sangiovese in the Digital Age**

*Montalcino, 14-16 March 2018*



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## **WINTER SCHOOL** **First Edition**

**PRESIDENT:** Professor Attilio SCIENZA  
**DIRECTOR:** Professor Alberto MATTIACCI

### **ADMISSION ANNOUNCEMENT**

The Banfi Foundation, recognized by the Italian Presidential Decree of 2 May 1986, based in Montalcino, Castello di Poggio alle Mura, establishes the first edition of the Sanguis Jovis Winter School on the topic “ Storytelling of Sangiovese in the Digital Age”, in collaboration with Scuola Permanente dell’Abitare.

#### **1 - Purpose**

The *Sanguis Jovis* Winter School aims to create an original training course, seeking to innovate the mentality and culture of wine professionals and to project it into the future in the spatial coordinates of globalization. The cultural model of reference is the preparatory course organized in Berlin in the 1920s, as part of the *Bauhaus* Rationalist Movement.

*The Classroom.* Therefore, the course intends to create a joint classroom, gathering on one side young graduates and researchers, with their curiosity and their desire to experiment, and on the other professionals and managers of companies, who bring their consolidated expertise, primarily from the wine industry, but also from other areas of the production-consumption chain.

*The Lecturers.* Academics and non-academics, belonging to the worlds of culture and technology, biological sciences and liberal arts. Their challenge is to bring knowledge to the problems of production and the market, stimulating innovation, and thus creating a new scientifically robust and culturally lively understanding among wine professionals.

Joining those who already work in the wine industry and those who aspire to do so, the teaching staff from different backgrounds and scientific perspectives will stimulate an extraordinary circulation of technical and cultural information, helping the participants to understand how the world of knowledge is evolving and how this will affect production and marketing.

Last but not least, the residential formula of the course will favor the establishment of quality interpersonal bonds, destined to last over time and to increase the network of colleagues and, hopefully, friends for every participant.



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## 2 - Organization of Educational Activities

The 2018 course is held in Italian and takes place in a *residential mode* - full-time teaching and residency at the course location for the entire duration of the course.

The educational activities are composed of 25 (twenty-five) hours of educational activity.

The program also fully embraces the afternoon and evening, offering a series of activities to facilitate learning and exchange. For this purpose, support tutors will be involved.

The educational activities will take place in Montalcino at the Officina Creativa dell'Abitare (OCRA) in via Boldrini 4, and at Castello Banfi.

At the end of the course, each participant will receive a Certificate of participation.

Attendance of the educational activities of the course is mandatory and must be attested with the signatures of the participants; absences for more than 25% of the total hours of classes will not allow to obtain the Certificate.

In the event of non-attendance, low achievement or otherwise questionable behaviour, the Director may decide to suspend or exclude such participant. In such cases, the paid registration fees will not be refunded.

## 3 - Duration and Number of Places Available

Lessons will start on 14 March 2018 and will end on 16 March 2018, with a farewell dinner at Castello Banfi.

The number of participants is limited.

The maximum number of participants is **20**, while the minimum number, necessary to launch the course, is **15**.

The study places are divided into a variable number:

- 50% -75% equal to a total number of participants ranging from 10 to 15 students;
- 25% -50% equal to a total number of participants ranging from 5 to 10 professionals.

*Students.* Participation is open to individuals holding a three-year university degree, four-year university degree (former system), or a Specialist/ Master's degree, without age or citizenship limitations. To qualify for the Student category, the degree must have been obtained no more than three years before the date of this announcement. Candidates are preferably graduates in scientific disciplines related to viticulture and enology, or graduates in economics or communications, from an Italian university or another equivalent higher education institute, or must hold another equivalent qualification obtained at another University, provided it is legally recognized in Italy.

The holders of degrees obtained in Italy can also access the course on the basis of the system previously in force before the university reform by Ministerial Decree 509/99, which is equivalent to one of the above classes, as shown in the ministerial chart ([https://www.cun.it/uploads/3852/par\\_2009\\_04\\_23.pdf?v](https://www.cun.it/uploads/3852/par_2009_04_23.pdf?v)).

*Professionals.* The course is also open to those working in production-consumption and wine communication, in Italy or abroad, without age or citizenship limitations.



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#### 4 - Admission of Auditory Students

On the indication of the Board, auditory students may be admitted to specific days or events, up to a maximum of one (1) day per person. The candidate admitted to the Sanguis Jovis Winter School as an auditory student must pay a registration fee of € 100.00 (one hundred Euros) in a single instalment within a week from the confirmation of admission.

Bank transfer to:

Banfi Foundation IBAN IT 97 Z 01030 25500 000000419052

The maximum number of auditory students per day will be three (3).

At the end of their attendance, auditory students can require attendance certificates signed by the Director.

#### 5 - Incompatibilities

Participation in the Sanguis Jovis Winter School is not incompatible with any other training and/or professional activity.

#### 6 - Admission Procedure

To take part in the admission contest, candidates must adhere to the following procedures:

##### **Step 1 - Registration**

The candidate must register on the page:

<https://fondazionebanfi.it/it/summer-school-sanguis-jovis/>

##### **Step 2 - Preparation and submission of the admission application**

Candidates shall prepare their admission applications, on plain paper using **Attachment 1** of this Announcement (or downloading it from the site), completing and signing the form.

The following documents must be enclosed with the application, on pain of exclusion:

- Photocopy of a valid identity document (Identity Card - Driving License - Passport);
- Curriculum vitae;
- Declaration of consent for the processing of personal data (**Attachment 2**);
- Recent photo.

The admission application, accompanied by the aforementioned attachments, must be received **by 16 February 2018**, by e-mail at the following address:

[info@fondazionebanfi.it](mailto:info@fondazionebanfi.it)

Applications submitted in a manner other than indicated herein will not be considered.

Applications submitted after the deadline set by this Announcement will not be accepted.

##### **Step 3 - Admission test**

To be admitted to the course, the candidate will be assessed according to the profile presented in the application.



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In addition to the evaluation of qualifications, the candidate can be invited to a technical-motivational telephone interview with the Director, via *Skype*.

#### **Step 4 - Publication of the list of admitted students**

At the end of Step 3, as of 20 February 2018, a list of admitted candidates will be compiled and published on the *Sanguis Jovis* Winter School 2018 webpage.

Candidates are *admitted* to the course if their name appears on the aforementioned list.

*Eligible* candidates are admitted to the course only following the renunciation of one of the previously admitted participants.

If one of the admitted participants fails to pay the admission fee on time, this will be considered a *withdrawal* and therefore, he/she will lose their right to participate.

The publication of the aforementioned list is valid as the official communication to the interested parties. Personal communications will still be sent to the email address indicated on the application form.

#### **7 - Registration Fee Payment.**

The candidates admitted to the *Sanguis Jovis* Winter School must pay the registration fee of € 450.00.

The fee must be paid in a single instalment within a week from the date of admission.

The payment can be made as follows:

- Bank Transfer:

Banfi Foundation IBAN IT 97 Z 01030 25500 000000419052

#### **8 - Loans and/or Scholarships**

For the 2018 edition of the *Sanguis Jovis* Winter School, ten (10) scholarships will be provided to cover the total enrollment fee, for participants entering in the *Student* category.

The scholarships are awarded in accordance with the ranking of the admitted students, possibly following the criteria indicated by the donors.

The *Winter School* scholarships will be provided by companies from the wine industry and other related industries, from production to marketing, including those involved in the assistance and supply of technical materials. These companies will also be promoted during the course.

#### **9 - Participation Fee**

The fee represents a partial contribution to the costs of the *Sanguis Jovis* Winter School incurred by the Banfi Foundation, and therefore confers the right to:



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- participate in all the *educational activities* planned for the course;
- receive specific *teaching materials* in digital form and, where appropriate or necessary, on paper;
- receive the *student kit*;
- insurance coverage;
- access the *wi-fi connection* in the School spaces;
- enter the *Alumni community* giving the right to participate in future activities of *Sanguis Jovis* on preferential terms;
- participate in the official social events of the program;
- full board at OCRA;
- accommodation in OCRA spaces, in rooms with 4-6 beds.

Consequently, the fee does not include a choice of accommodation other than the accommodation provided by OCRA, any meals not included in the official program, transport and travel expenses, and any other item not expressly indicated in the previous list.

#### 10 - Withdrawal

The admitted participants who intend to withdraw from the course must give written notice to the Director, to the email address: [info@fondazionebanfi.it](mailto:info@fondazionebanfi.it)

The already paid registration fees are not refundable.

#### 11 - Information

*Reference Professors:*

Prof. Attilio Scienza, President

Prof. Alberto Mattiacci, Director

*Course Secretary:*

Dott.ssa Chiara Naso

Address:

Castello di Poggio alle Mura, 53024 Montalcino

Contact telephone numbers:

Mobile: +39 333 655 3999

Landline: +39 0577 840 422

E-mail: [info@fondazionebanfi.it](mailto:info@fondazionebanfi.it)



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Attachment 1

*APPLICATION FORM*

**SANGUIS JOVIS**  
**Alta Scuola del Sangiovese**  
***Storytelling of Sangiovese in the Digital Age***  
14-16 March 2018

**The Undersigned**  
**mobile phone number ...**  
**email address ...**  
**Skype ...**

**asks to be admitted to the**

Sanguis Jovis Winter School established at the Banfi Foundation for 2018.

For this purpose, please see attached herewith:

- Photocopy of a valid identity document (Identity Card - Driving License - Passport);
- Curriculum vitae;
- Declaration of consent for the processing of personal data (**Attachment 2**);
- Recent photo.

The undersigned declares to have read and to approve the admission announcement in all its points, to be in possession of all the requisites provided therein, and to be aware that, pursuant to Legislative Decree no. 445/2000, the issuing of false or incomplete declarations constitutes a criminal offense.

**Place and date**

**Signature of the candidate**



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## Attachment 2

### Information pursuant to Legislative Decree 196/2003 - Personal Data Code

**SANGUIS JOVIS**  
**Alta Scuola del Sangiovese**  
*Storytelling of Sangiovese in the Digital Age*  
14-16 March 2018

#### **Purpose of processing**

Pursuant to Article 13 of Legislative Decree n.196 / 2003 the data you supplied will be processed in the indispensable measure and for the purposes connected to the registration and attendance of the course.

#### **Methods of processing and interested parties**

Data will be processed manually and electronically.

The data may be communicated to institutions or public and private entities if strictly necessary for the purposes of carrying out the educational activities of the course.

#### **Nature of the provision of data and consequence of any refusal**

The provision of data is mandatory, and any refusal to provide such data makes it impossible to complete enrollment in the course and to manage any related procedures, as well as the educational activities.

#### **Data title holder and data manager**

The data title holder is Fondazione Banfi, in the person of its legal representative and President, Rodolfo Maralli, domiciled for the office at its headquarters.

The data manager is the Director of the education/advanced education/Master's course.

Rights pursuant to art. 7 of Legislative Decree no. 196/2003

#### **Right to access personal data and other rights**

The interested party has the right to obtain confirmation of the existence or non-existence of personal data concerning his/her person, even if not yet registered, and the related communication in an intelligible form.

The interested party has the right to obtain information with regard to:

- a) the source of the personal data;
- b) the purpose and processing methods;
- c) the logic applied in case of processing performed with the aid of electronic tools;
- d) the identity details of the title holder, employees, and the representative designated pursuant to Article 5, paragraph 2;



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e) the entities, or categories of entities, to whom the personal data may be communicated, or to whom the data may be communicated in their capacity as designated representatives of the State, of managers, or employees.

The interested party has the right to obtain:

f) the updating, rectification or, when relevant, integration of data;

g) the cancellation, transformation into anonymous form or blocking of data processed unlawfully, including data not needed to be stored for the purposes for which the data were collected or subsequently processed;

h) certification that the operations as per letters a) and b) were made known, including their contents, to those to whom the data were communicated or disclosed, except where this is impossible or involves a commitment of resources clearly disproportionate to the protected right.

The interested party has the right to oppose, in whole or in part:

i) for legitimate reasons, to the processing of personal data concerning his/her person, even though they are relevant to the purpose of the collection;

j) to the processing of personal data concerning his/her person for the purpose of sending advertisement or direct sales material or for carrying out market research or commercial communication.

**Place and date**

**Signature of the candidate**



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### Attachment 3

## Summary Program

**SANGUIS JOVIS**  
**Alta Scuola del Sangiovese**  
**Storytelling of Sangiovese in the Digital Age**  
14-16 March 2018

### SUMMARY PROGRAM

#### Program

Classes are held every day from 9 AM to 6 PM.  
Every evening, after classes and before dinner, there will be a guided discussion on the daily topics

#### Wednesday, 14 March

Making Market for Sangiovese – in vineyards, winery and narrative

#### Thursday, 15 March

Social Media Storytelling

#### Friday, 16 March

Communicating Sangiovese with Digital Technology

### DETAILED PROGRAM

#### Wednesday, 14 March

**Making Market for Sangiovese - in vineyards, winery and narrative**

**Lecturers: Attilio Scienza, Alberto Mattiacci, Costanza Nosi, Paolo Palmarocchi**

#### **Morning (9 AM – 12:30 PM)**

Course introduction

Sangiovese and its narrative potential: history and protagonists

The factory of the immaterial

#### **Afternoon (2 PM - 6 PM)**

Is “Sangiovese” a Brand?

In the mind: territory of existence of the brand



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In the story: basis of the editorial content

### **Evening**

In search of the *storytelling* of wine  
A journey through stories in movies

**Thursday, 15 March**

### **Social Media Storytelling**

Lecturers: Attilio Scienza, Alberto Mattiacci, Silvia Leonzi, Giovanni Ciofalo

### **Morning**

*Storytelling:*

The Narrative Turn and the Principles of Transmedia Storytelling

Brand Storytelling

*Case Histories*

### **Afternoon**

*At work:* planning the narration of a Sangiovese brand

### **Evening**

*Sangiovese: What is It?*

Guided tasting to discover the narrative plots of Sangiovese

**Friday, 16 March**

### **Communicating Sangiovese with Digital Technology**

Lecturers: Giovanni Ciofalo, Valerio di Paola, Alessandro Militi

### **Morning**

History, evolution and functioning logic of the SNS (Social Network Sites)

The axioms of communication 2.0

Social planning tools and strategies

*Case Histories:* epic win and epic fail

### **Afternoon**

*At work:* planning the narration of a Sangiovese brand

Content Branding: the experience of *Fox International Channels Italy*

### **Evening**

Farewell dinner at Castello Banfi