

TERROIRS OF SANGIOVESE IN TUSCANY

Knowledge, Storytelling, Market

OCRA- Officine Creative dell'Abitare
Montalcino, July 15-19, 2019



President of Sanguis Jovis Alta Scuola del Sangiovese: Prof. Attilio Scienza

Director of Sanguis Jovis Alta Scuola del Sangiovese : Prof. Alberto Mattiacci

Course secretary: Chiara Naso

Morning lectures: from 9 am to 12.30 pm

Afternoon lectures: from 2 pm to 6 pm

SUNDAY, JULY 14

Welcome at O.C.R.A.
Jazz & Wine concert in the Fortezza

MONDAY, JULY 15

**The cultural
contents of the
terroirs of
Sangiovese in
Tuscany**

MORNING

9.00 am Welcome from Fondazione Banfi - Rodolfo Maralli
09.15 - 10.30 am Attilio Scienza - LECTIO MAGISTRALIS - Terroir: myth or reality?
10.30 - 11.30 am Alberto Mattiacci - The territory between wine and market
11.30 - 12.30 am Luca Toninato - From classic zonation to the precision zonation

AFTERNOON

2.30 - 3.30 pm Diego Tomasi - The soil-root relation as a strategic factor
3.30 - 4.30 pm Stefano Poni - Innovative aspects of cultivation methods
4.30 - 5.30 pm Lucio Brancadoro - The genetic improvement of rootstocks.

EVENING

Taste & Talk. Discussion of daily topics

TUESDAY, JULY 16

**Analysis of the
interaction of the
Sangiovese grapes
with the pedo
climates of VAL
D'ORCIA and
MONTALCINO**

MORNING

Podere Forte Estate

Excursion and tour at Podere Forte to analyze the response of Sangiovese grapes to the *terroir* of the Val d'Orcia, according to the different climatic genetic-agronomic aspects.

AFTERNOON

Banfi Estate

Excursion and tour at Banfi to analyze the response of Sangiovese grapes to the *terroir* of Montalcino, according to the different climatic genetic-agronomic aspects.

Participants: Prof. Attilio Scienza, Dr. Edoardo Costantini, Dr. Paolo Storchi, Prof. Luigi Mariani.

EVENING

Taste & Talk. Discussion of daily topics

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WEDNESDAY, JULY 17

Analysis of the interaction of the Sangiovese grapes with the pedo climates of CHIANTI CLASSICO

MORNING

San Felice Estate

Excursion and tour at San Felice to analyze the response of the Sangiovese grapes to the *terroir* of Chianti Classico, according to the different climatic genetic-agronomic aspects

AFTERNOON

Famiglia Cecchi Estate

Excursion and visit at Famiglia Cecchi to analyze the response of the Sangiovese grapes to the *terroir* of Chianti Classico, according to the different climatic genetic-agronomic aspects

Participants: *Prof. Attilio Scienza, Dr. Edoardo Costantini, Dr. Paolo Storchi, Prof. Luigi Mariani.*

EVENING

Taste & Talk. Discussion of daily topics

THURSDAY, JULY 18

Analysis of the interaction of the Sangiovese grapes with the pedo climates of NOBILE DI MONTEPULCIANO

MORNING

Tre Rose Estate

Excursion and tour at Tre Rose to analyze the response of the Sangiovese grapes to the *terroir* of Nobile di Montepulciano, according to the different climatic genetic-agronomic aspects

AFTERNOON

Vallocaia Estate

Excursion and tour at Vallocaia to analyze the response of the Sangiovese grapes to the *terroir* of Nobile di Montepulciano, according to the different climatic genetic-agronomic aspects.

Participants: *Prof. Attilio Scienza, Dr. Edoardo Costantini, Dr. Paolo Storchi, Prof. Luigi Mariani.*

EVENING

Taste & Talk. Discussion of daily topics

FRIDAY JULY 19

Terroirs as a marketing asset

MORNING

09.30 - 11.00 am Alberto Mattiacci –Storytelling about wine
11.00 - 12.00 am Sebastiano Grandi – Omnichannel challenge
12.00 – 01.00 pm Lorenzo Zanni – The economy and wine business

AFTERNOON

3.00 – 4.00 pm Andrea Guiso - History or tradition? The invention of the territory
4.00 - 5.00 pm Bruno Caprioli – Communicating the value of the land
5.00 – 6.00 pm Angelo Riccaboni - The sustainability challenge

EVENING

Conferring of diplomas and farewell dinner at Castello Banfi