

II Edition

Montalcino, 4-6 March 2020

SANGUIS JOVIS WINTER SCHOOL

BETWEEN PRODUCT AND MARKET: THE VALUES OF THE BRAND IN SANGIOVESE

OCRA- Officina Creativa dell'Abitare



RESIDENTIAL COURSE

5 days of training, seminars, tours, debates, tastings
20 participants, 10 scholarships

MULTIDISCIPLINARY COURSE

ADMISSION ANNOUNCEMENT & FULL PROGRAM

www.fondazionebanfi.it

ADMISSION APPLICATION DEADLINE

31st January 2020

INFO

info@fondazionebanfi.it

PROGRAM

Wednesday, 4 March

Brand Building: the profession of the architect

Thursday, 5 March

Brand Communication: the challenge of a general

Friday, 6 March

Brand Value: the dream of the entrepreneur

Sanguis Jovis President
Attilio Scienza

Full Professor of Viticulture and Enology - University of Milan

Sanguis Jovis Director
Alberto Mattiacci

Full Professor of Economics and Business Management - Sapienza, University of Rome



fondazione banfi

SANGUIS JOVIS
ALTA SCUOLA DEL SANGIOVESE

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