

II Edition
SANGUIS JOVIS
WINTER SCHOOL
OCRA - Officine Creative dell'Abitare
Montalcino, 4-6 March 2020

**“BETWEEN PRODUCT AND MARKET:
the values of the brand in Sangiovese”**



fondazione banfi

SANGUIS JOVIS
ALTA SCUOLA DEL SANGIOVESE

fondazionebanfi.it

SANGUIS JOVIS is

Sanguis Jovis – Alta Scuola del Sangiovese, promoted by Fondazione Banfi, is the first Study Center on Sangiovese, the most widely cultivated varietal in Italy. The project originates from the desire to enhance and disseminate the culture of Sangiovese in Italy and worldwide, with scientific research, communication of knowledge and higher education..

1 TRAINING

With the Summer and Winter Schools, Sanguis Jovis aims at educating the professionals of Sangiovese for the second Millennium. Individuals who have a solid preparation, are open to everything new, are rich in the cultures of reference. For us, culture is not an objective, but the only possible way of seeing things

2 COMMUNICATION

Sanguis Jovis is set on disseminating the new knowledge that produces within the entire community of Sangiovese. We use the traditional channels of scientific communication enhanced by the general-interest outreach tools. We bring the world to Montalcino and Montalcino to the world.

3

SCIENTIFIC RESEARCH

Scientific research is the heartbeat of Sanguis Jovis. It is based on original projects, conceived internally and executed with the support of Italian and international scholars. Merit, solidity and relevance are the three keywords of our projects.

President Attilio Scienza **University of Milan**

Director Alberto Mattiacci **Sapienza, University of Rome**



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THE WINTER SCHOOL

One of the main features of the contemporary wine markets is the elevated contribution of value which the perception of the brand in the collective imagination is recognized for. The course intends to bring to the participants' attention to which variables the management of the wine brand is based on and convey to the necessary skills to assess the company impact on the product, with particular reference to the production of Sangiovese.

SEDE E PROGRAMMA

The Winter School will take place at OCRA – Officina Creativa dell'Abitare, via Boldrini 4, Montalcino. The classes will take place daily from 9 AM to 6 PM. Every evening, at the end of the sessions and before dinner, there will be a guided discussion on the topics of the day.

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

AVAILABLE PLACES AND SCHOLARSHIPS

The cost of the Winter School, including room and board, is 450 Euro. The maximum number of participants is equal to 20, divided in the following categories: **10 Students** (graduated less than 3 years prior), whose participation fees will be entirely covered by scholarships, and **10 Professionals**.

The last deadline to submit the admission application is **7 February 2020**.

Further information on how to participate and the detailed program can be consulted on the fondazionebanfi.it website.



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