

I Edition
SANGUIS JOVIS
WINTER SCHOOL

Montalcino, 14-16 March 2018

Storytelling of Sangiovese in the Digital Age



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.

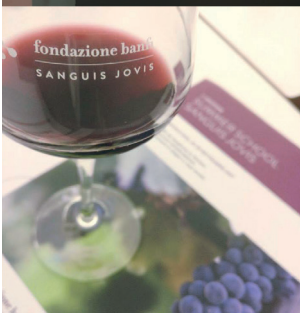
3 SCIENTIFIC RESEARCH

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.

Presidente Attilio Scienza **Università di Milano**
Direttore Alberto Mattiacci **Sapienza, Università di Roma**



All teaching materials from the previous Summer and Winter Schools are available on fondazionebanfi.it website .



THE WINTER SCHOOL SANGUIS JOVIS 2018

One of the main characteristics of the contemporary wine markets is the high contribution of recognized value to the intangible component of the bottle.

The course intends to let the participants know about which variables business management impacts it and equip them with the skills necessary for his generation, in particular in the digital social environment and with reference to the production of Sangiovese

LOCATION AND PROGRAM

The Winter School will take place at OCRA – Officina Creativa dell'Abitare, Montalcino and at partners' wineries. 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, 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

AVAILABLE PLACES AND SCHOLARSHIPS

The cost of the Summer School, including room and board, is 450 euros. The maximum number of participants is 20, divided into the following categories: 10 Students (graduates no more than 18 months), whose participation costs are fully covered by scholarships, and 10 Professionals.

Full program and the information for submitting the admission application until the 10th August 2018 are available on the fondazionebanfi.it website.

The deadline for submitting the application is 16 february 2018.

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