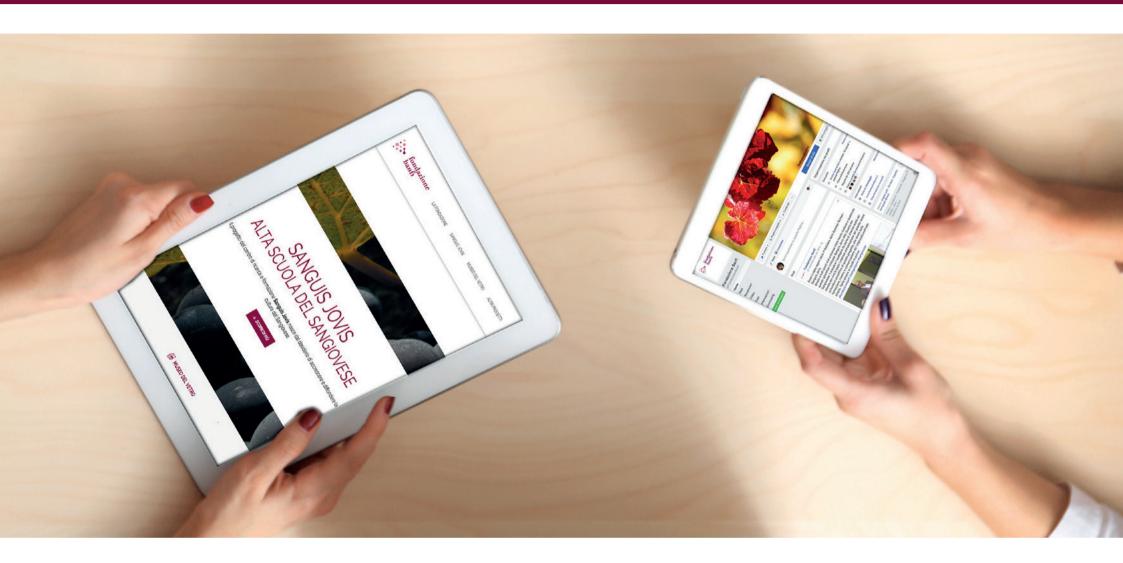
SANGUIS JOVIS WINTER SCHOOL

"Storytelling of Sangiovese in the Digital Age"

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

PROGRAMMA

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

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

