

I Edition

Montalcino, 14-16 march 2018

# 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](http://www.fondazionebanfi.it)

### ADMISSION APPLICATION DEADLINE

31st January 2020

### INFO

[info@fondazionebanfi.it](mailto: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



**fondazione banfi**

**SANGUIS JOVIS**  
ALTA SCUOLA DEL SANGIOVESE

[fondazionebanfi.it](http://fondazionebanfi.it)

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