

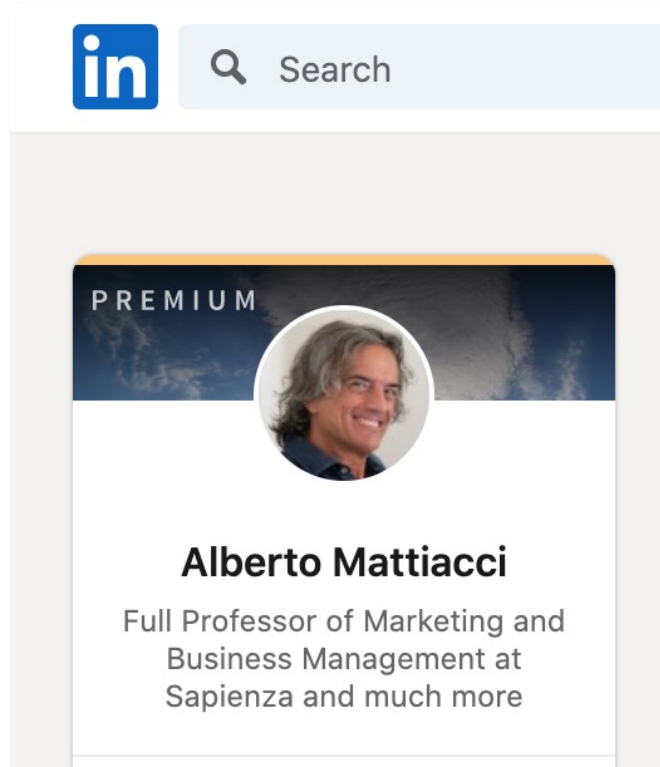


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SANGUIS JOVIS
ALTA SCUOLA DEL SANGIOVESE

VII Edizione
SUMMER SCHOOL SANGUIS JOVIS

ANNATA 2034: COSA BERREMO?
Scenari reali per futuri possibili



ALBERTOMATTIACCI.it

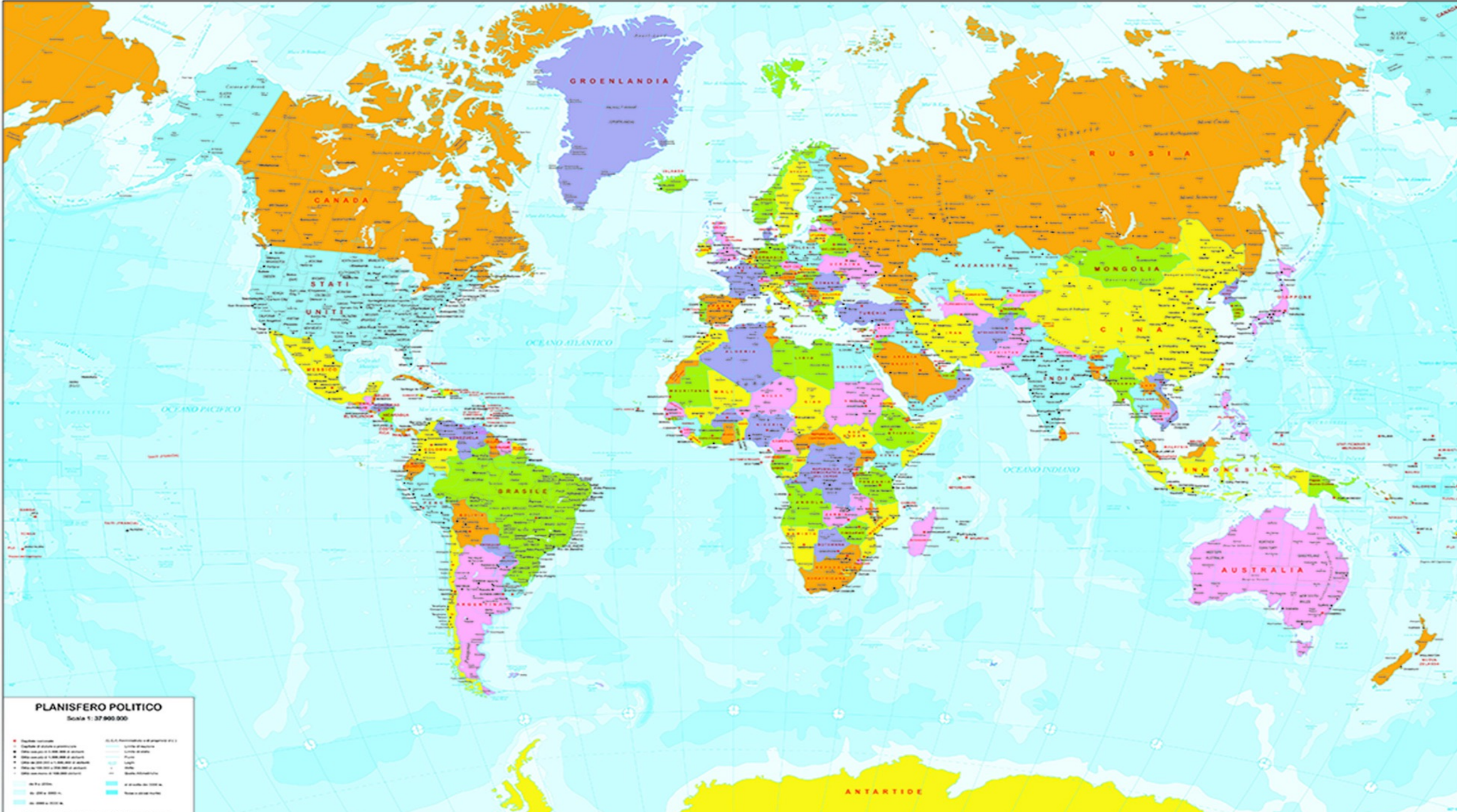
MATTIACCI & partners
marketing advisory



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Preludio



PLANISFERO POLITICO
Scala 1: 37.900.000

- | | |
|--|---|
| <ul style="list-style-type: none"> ● Capitale nazionale ● Spazio di sovranità in acque territoriali ● 1000 km² o più ● 5000 km² o più ● 10000 km² o più ● 50000 km² o più ● 100000 km² o più | <ul style="list-style-type: none"> ● U.S.A. Associazioni e dipendenze ● Linee di confine ● Linee di stato ● Fiumi ● Lagoi ● Mare ● Mare Mediterraneo ● Canale di Suez ● Canale di Panama |
|--|---|



Upside down World Map

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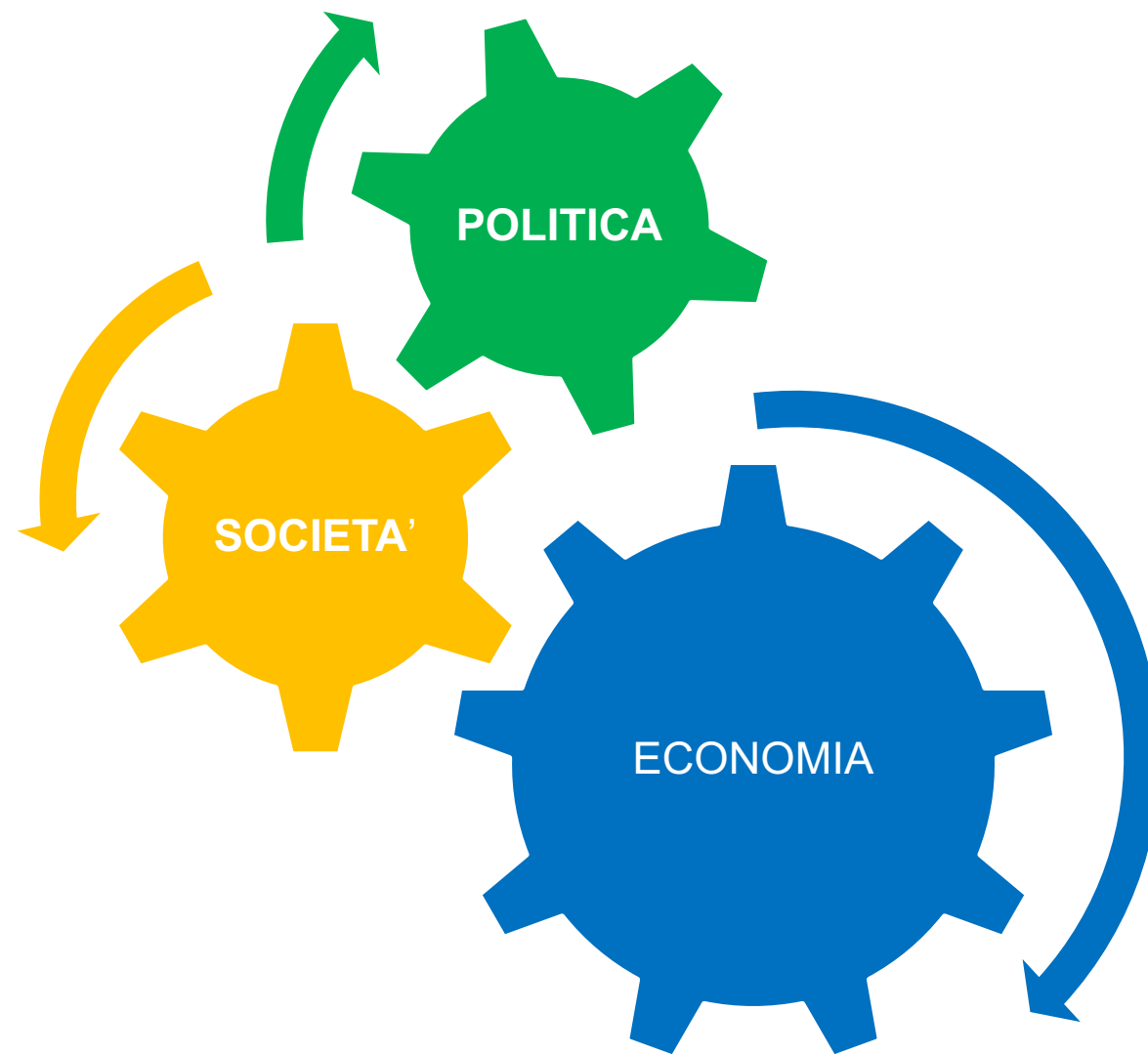
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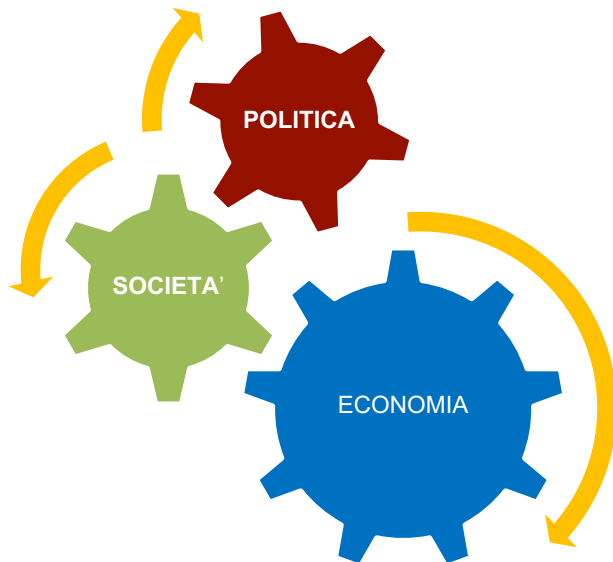


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Parte I Il film che viviamo

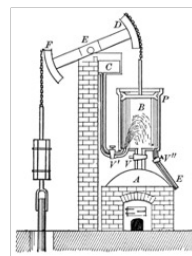




10.000



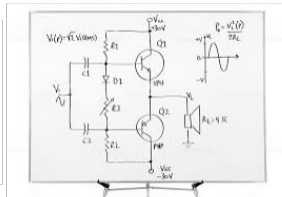
1769



1863



1944



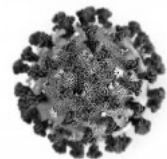
1989



2001



2020



2023



2022



2020



2019



2010-11



2007-08



2015-16



2010-11



2001



MORAL

shocks appear to be

(partially) **unpredictable**
closer and closer
systemic
asymmetrical







*if I'm a man with hair and I remove a hair,
I remain a man with hair
if I remove a thousand hairs I remain a man with hair
if I remove all my hair I become a bald man*



a **clear** and **irreversible** change of state,
which creates an **existential plan**
different from all the previous ones
and traceable to no one, except by **analogy**.



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Parte II Breve storia tecnologica dell'economia

10.000



tempo

Società Pre-Industriale

Società Industriale

Società Post-Industriale

Società Digitale

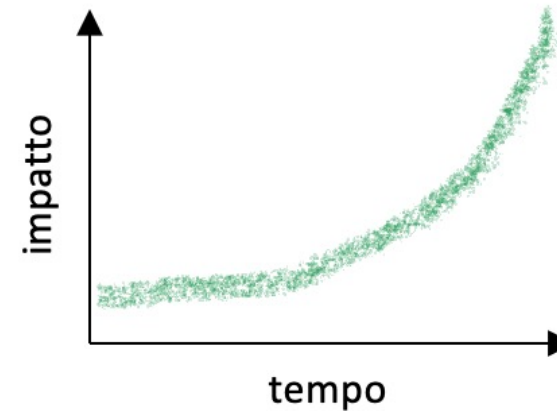
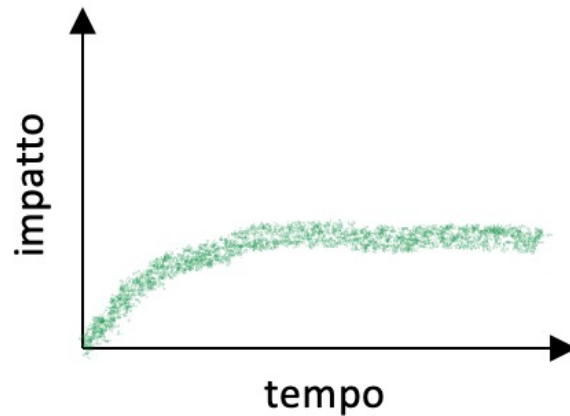
Tecnologia Empirica *experience-based*

Tecnologia Scientifica *science-based*

10.000



tempo



10.000



tempo

Società Pre-Industriale

Società Industriale

Società Post-Industriale

Società Digitale

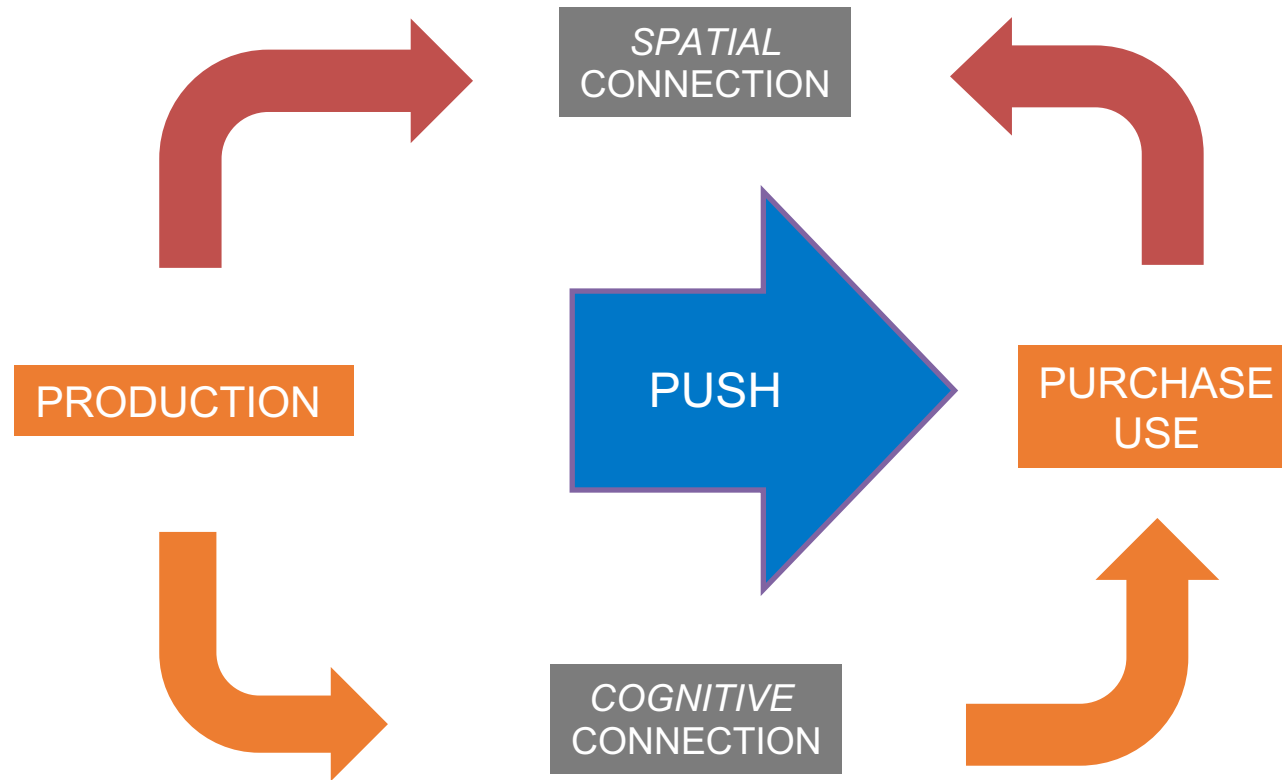
**VALUE
PROPOSITION**

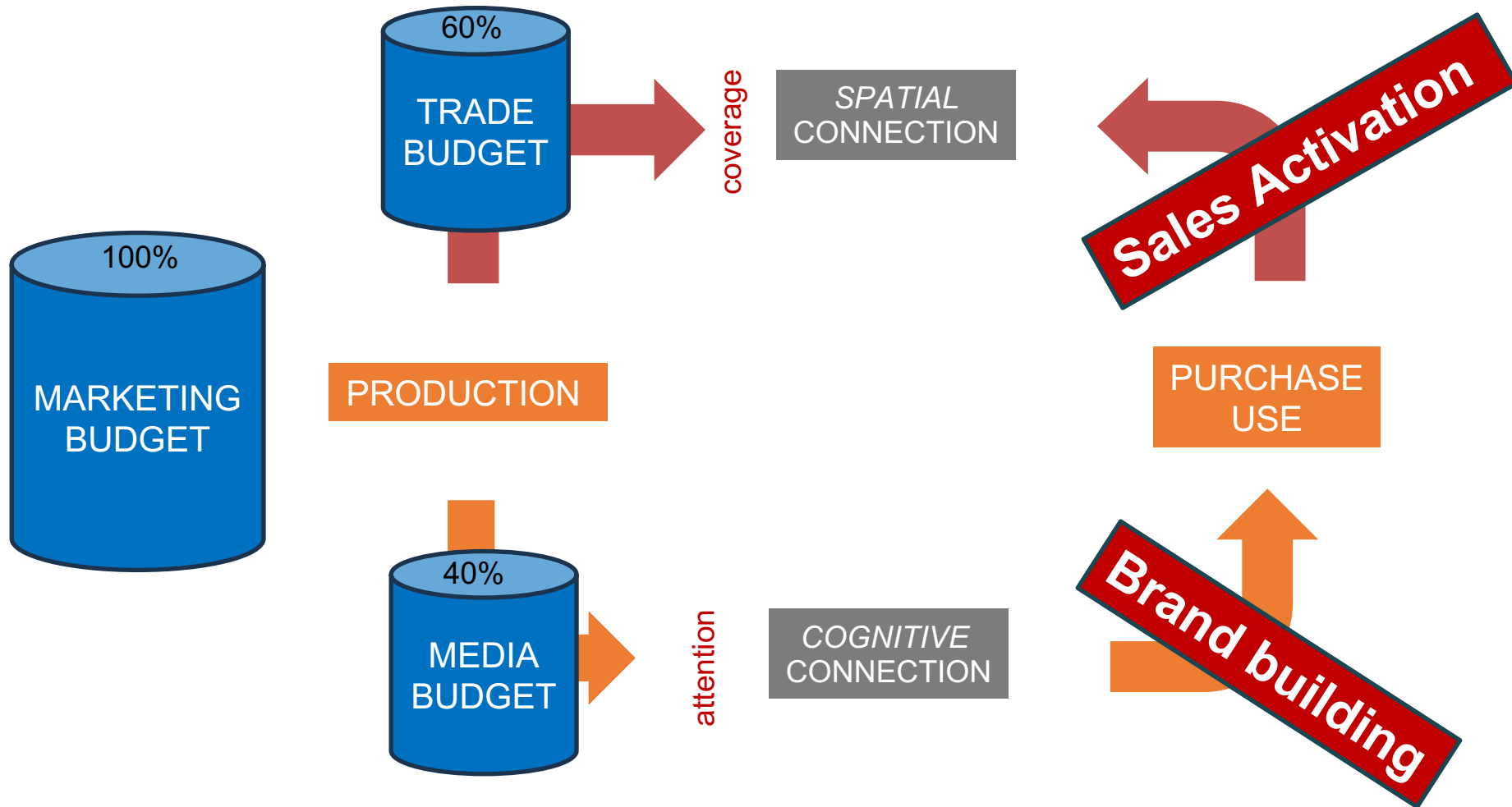
FUNCTIONAL

**FUNCTIONAL
SYMBOLIC**

**SYMBOLIC
FUNCTIONAL**

**SYMBOLIC
EMOTIONAL
FUNCTIONAL**







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PRODOTTO

Decodifica complessa
Piramide denominazioni e
qualità
Varianza = f (natura)

PREZZO

Varietà entro la
denominazione

FONTI DEL VALORE

Spazio (territorio; denom)
Tempo (vintage)
Marca
Enologo

MARCA

Eccesso di elementi
Nessuna identità di scaffale

MERCATO

Mercati Multipli:
Aste
Collezionismo
Letteratura
Filmografia
Turismo

CONSUMATORE

Infedeltà = f (competenza)

PRESCRIZIONE

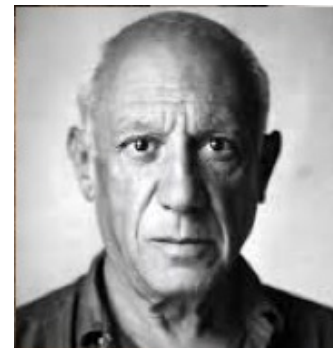
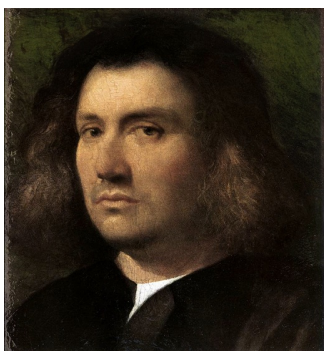
Sommelier
Blogger
Riviste



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Parte III Cosa imparare per il futuro?





GIORGIONE (O TIZIANO) *Concerto agreste*, 1508



Eduard Manet *Le déjeuner sur l'herbe*, 1862



Pablo Picasso *Le déjeuner sur l'herbe*, 1960-1970

SPIRITO DEI TEMPI

STRUMENTI

SENSO DEL MESTIERE





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