

POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO

Education

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WINE CULTURE AND DESIGN

AN IMMERSIVE EDUCATIONAL
EXPERIENCE

THE 3-DAY ALL-INCLUSIVE PROGRAM

A 3-day Educational Experience to deepen the understanding of Italian wine culture, while surrounded by the scenic beauty of Chianti Classico vineyards. An opportunity to find out more about the industry's design approach and explore the heritage of Tuscany.



DESIGN AND THE WINE CULTURE

Italy stands out as one of the world's major players in the wine scene, consistently producing nearly 50,000 hectolitres on average over the past decade. The supply chain undergoes constant evolution, spanning from technical advancements in viticulture to immersive tasting experiences. In this context, the designing stage plays a pivotal role. Thanks to WINE CULTURE and DESIGN 3-day experience, you will embark on a sensory exploration, you will learn more about terroir and heritage of oenology sector. Guided by wine tasters, field professionals, and international entrepreneurs, you will attend lectures and visit two wineries: Castello di Meleto and Premiata Fattoria di Castelvechi. The program provides a holistic approach, intertwining in-depth technical and scientific studies with the scenic beauty and cultural richness of the region. KKM Group promotes the experience, which is conducted under the esteemed Patronage of AGIVI (Associazione Italiana Giovani Imprenditori Vinicoli), Donne del Vino, and ONAV (Organizzazione Nazionale Assaggiatori di Vino).

TRAINING AREAS



SENSORIAL WINE JOURNEY: Experience Through Your Senses

- Understanding sensorial exploration
- Enhancing authenticity and cultural heritage
- The history of wine: from ancient times to today
- Aroma exploration, tactile elements, color and visual presentation
- Identifying the concept of multi-sensory wine tastings
- Exploring olfactive design
- Exploring the role of sound and music in wine experiences



TERROIR AND CULTURE: Discovering wine, from vine to bottle

- An introduction to wine: elements of viticulture and oenology
- Understanding the concept of terroir and its significance in wine production
- Examining the impact of geographical factors on wine characteristics

PROGRAMM

DAY 1

LECTURE: "UNDERSTANDING SENSORIAL WINE JOURNEY"

LECTURE: "THE HISTORY OF WINE: FROM ANCIENT TIMES TO TODAY"

LECTURE: "AUTHENTICITY AND CULTURAL HERITAGE"

LUNCH EXPERIENCE AT CASTELLO DI MELETO

LECTURE: "AROMA EXPLORATION, TACTILE ELEMENTS, COLOR AND VISUAL PRESENTATION"

GUIDED VISIT AT CASTELLO DI MELETO

DAY 2

LECTURE: "AN INTRODUCTION TO OLFACTIVE DESIGN"

ACTIVITY: "DEVELOP YOUR OLFACTORY MEMORY THROUGH SPECIALIZED TRAINING TECHNIQUES"

LECTURE: "THE OLFACTORY EXPERIENCE: PERCEPTION AND IMMERSION THROUGH YOUR SENSE OF SMELL"

LUNCH EXPERIENCE AT CASTELLO DI MELETO

LECTURE: "EXPLORING THE ROLE OF SOUND AND MUSIC IN WINE EXPERIENCES"

VISIT TO THE PREMIATA FATTORIA CASTELVECCHI

DAY 3

LECTURE: "ELEMENTS OF VITICULTURE AND OENOLOGY"

LECTURE: "THE TERROIR: EXAMINING THE IMPACT OF GEOGRAPHICAL FACTOR ON WINE CHARACTERISTICS"

LUNCH EXPERIENCE AT CASTELLO DI MELETO

LECTURE: "THE IMPORTANCE OF ITALIAN CERTIFICATIONS"

LECTURE: "THE GREEN PRODUCTION: THE ORGANIC, BIODYNAMIC, IGT, DOC, DOG CERTIFICATIONS"

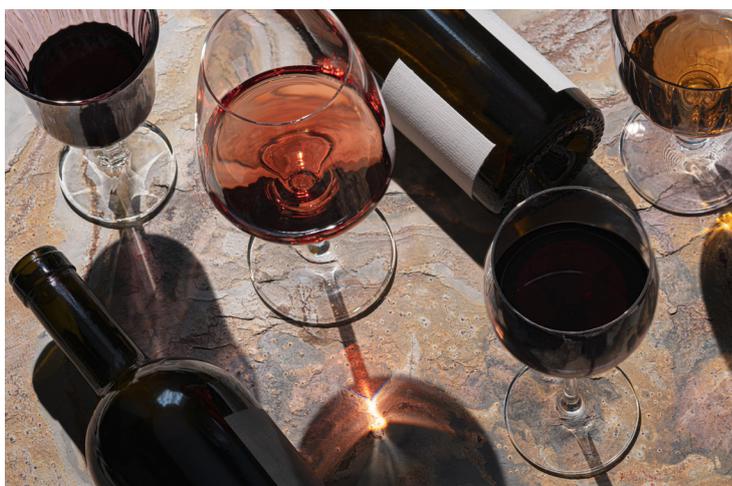
CLOSING CEREMONY AND FINAL APERITIVO

FACULTY

Scientific Director: Silvia Baratta

Graduated in Agricultural Sciences with a major in viticulture, **Silvia Baratta** has been working in wine communication and promotion around the world for 23 years. She is CEO of the communication agency Gheusis and holds courses in public speaking and wine communication for associations and Consorzi di Tutela throughout Italy. She is a Professor of **Food and Wine Event Management** at Ca' Foscari University in Venice and a lecturer in **Creative Writing and Communication for the Food Media Management** course at the Italian Food Academy in Milan. Prof Baratta is the creator and editor of the podcast "Wine Speaking".

Lecturers: Valentino Ciarla, Aldo Fiordelli, Costantino Gabardi, Romina Salvi, Paolo Scarpellini.





CONTACT

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