

POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO

Education

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WINE CULTURE AND DESIGN

AN IMMERSIVE EDUCATIONAL
EXPERIENCE

THE 5-DAY ALL-INCLUSIVE PROGRAM

A 5-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 the WINE CULTURE and DESIGN 5-day experience, you will embark on a sensory exploration, you will learn more about the terroir, heritage, and the industry's sustainability.

Guided by wine tasters, field professionals, and international entrepreneurs, you will attend lectures and visit three wineries: Castello di Meleto, Premiata Fattoria di Castelvecchi, and Perano - Frescobaldi. 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
- Discussing the trend of personalized and customized wine experiences
- Aroma exploration, tactile elements, color and visual presentation
- Identifying the concept of multi-sensory wine tastings
- Exploring the role of sound and music in wine experiences



TERROIR AND CULTURE: Discovering wine, from vine to bottle

- The history of wine: from ancient times to today
- Understanding the concept of terroir and its significance in wine production
- Preserving the best traditions of Italian wine growing and boosting its social and environmental role in rural areas
- Analyzing the impact of Italian wine certifications (OGT, IGT, DOP, DOC) on wine quality, consumer perception, and market
- An introduction to wine: elements of viticulture and oenology
- Examining the impact of geographical factors on wine characteristics
- Organic, biodynamic and other product certifications. What are they, and why are they useful



SUSTAINABLE EVOLUTION: Between Tradition and Innovation

- Exploring a new concept of sustainability and new sustainable growing techniques
- Learning from traditional, innovative and future business models in order to design new formulas for social and financial sustainability
- Highlighting the importance of sustainable and ethical practices in wine experience design
- Exploring case studies of wineries that successfully combine cultural preservation and environmental sustainability

PROGRAMM

DAY 1

LECTURE: "UNDERSTANDING SENSORIAL WINE JOURNEY"

LECTURE: "AUTHENTICITY AND CULTURAL HERITAGE"

LUNCH EXPERIENCE AT CASTELLO DI MELETO

LECTURE: "CUSTOMIZED WINE EXPERIENCES: TREND AND METHODOLOGY"

GUIDED VISIT AT TENUTA PERANO – FRESCOBALDI

DAY 2

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

LECTURE: "IDENTIFYING THE CONCEPT OF MULTI-SENSORY WINE TASTINGS"

LUNCH EXPERIENCE AT CASTELLO DI MELETO

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

DAY 3

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

LUNCH EXPERIENCE AT CASTELLO DI MELETO

LECTURE: "THE IMPORTANCE OF ITALIAN CERTIFICATIONS"

VISIT TO THE PREMIATA FATTORIA CASTELVECCHI

DAY 4

LECTURE: "ELEMENTS OF VITICULTURE AND OENOLOGY"

LUNCH EXPERIENCE AT CASTELLO DI MELETO

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

LECTURE: "THE GREEN PRODUCTION: THE ORGANIC, BIODYNAMIC, SQNPI CERTIFICATIONS"

GUIDED VISIT AT CASTELLO DI MELETO

DAY 5

LECTURE: "A NEW CONCEPT OF SUSTAINABILITY"

LECTURE: "BETWEEN TRADITION AND INNOVATION: SOCIAL AND FINANCIAL SUSTAINABILITY"

LUNCH EXPERIENCE AT CASTELLO DI MELETO

LECTURE: "ETHICS AND SUSTAINABILITY IN WINE EXPERIENCE"

LECTURE: "CULTURAL PRESERVATION AND ENVIRONMENTAL SUSTAINABILITY"

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: Filippo Bartolotta, Mattia Calesso, Valentino Ciarla, Aldo Fiordelli, Lavinia Furlani, Costantino Gabardi, Fabio Piccoli, Paolo Scarpellini.





CONTACT

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