



Chiara Certomà, *Chianti Experiences. Turning a post-rural region into a listening territory*, ETS, Pisa, 2014

Chianti Experiences investigates the transforming identity of Chianti from a rural to a post-rural region by taking into account the voices of stable and transient presences mediated by web-based ICTs. In doing this it prefigures the possibility for upgrading current territorial marketing approaches – most notably experiential marketing – by endorsing crowdsourcing processes and tools. Crowdsourcing makes it possible to investigate the material and semiotic constitution of place identity as the encounter of heterogeneous actors, imaginaries, technicalities and global fluxes. The design, realisation and experimental adoption of a dedicated multi-users geo-blog has been made possible thanks to the contribute of the Great Wine Capitals (International Research Grant 2012-2013) and the support of the Florence Chamber of Commerce and its Special Agency Metropoli, as the main Italian partners of the network.

Full-text is available for free download at:

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