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Research · May 2017

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Unconventional notes on people's encounter with wine and place



WINE AT LAST!

About, around, beyond Chianti: where have you had a most unforgettable wine experience?



CHIANTI LIFE IS...

Have you experienced something behind the scenes (the sight of the maturation, a whispered word...) that brought about your understanding of real Chianti life?



THIS IS CHIANTI

"Here I found the authentic identity of Chianti!" Perhaps it is something you didn't expect, but you feel it to be the real face of Chianti...



THIS INSPIRED MY SENSES!

Have your senses been stimulated from something memorable? Was it something you smelled or tasted? Or perhaps something you saw or heard?



THIS WAS REALLY MOVING / ENGAGING!

Sometimes, sometimes you might have felt at home, in your dreams or away from them, something might have provoked your reaction or interest ... what was that?

What is Chianti for you?

This is a collective notebook documenting the experiences of travelers in the Chianti wine producing area in Tuscany. Or, to be more precise, this is a multiuser geoblog where you can leave your notes, sketches, photos, and videos, or whatever you want to share about your encounter with places, wine and people in the Chianti.

Would you like to **SHARE YOUR INSIGHTS** with us?

Would you like to **SHARE YOUR EXPERIENCES** with us?

Your contributions will help us learn more about Chianti 'beyond the scene', to develop a transient geography of Chianti and an innovative view of its 'authenticity'! **WANT TO LEARN MORE?**

Go to the Chianti Experiences Google Map.



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Unconventional notes on people's encounter with wine and place



Chianti Experiences Map

Have you a Chianti experience to share? Join the mapping of the unconventional notes on people's encounter with wine and place on the **Google Map** (you need a Gmail) or send an email to **chiantiexperiences@gmail.com** indicating place, comments and photos (optional).

How can I share my experience on the Map?

1. click on the red button **MODIFY**
2. search the address and place of your experiences in the Google's top bar
3. click on the **BLUE DOT** over the map (next to the hand)
4. put the blue dot on the spot you have chosen where your experience is
5. write **TITLE AND DESCRIPTION**
7. please change the blue dot with a click on it and choose a new tag (you will find: **WINE AT LAST!;** **CHIANTI LIFE IS...;** **THIS IS CHIANTI!;** **THIS INSPIRED MY SENSES;** **THIS WAS REALLY MOVING**)
8. you end with a click on the **SAVE** button on the left side of the Map
9. thank you for sharing your Chianti experience!!!

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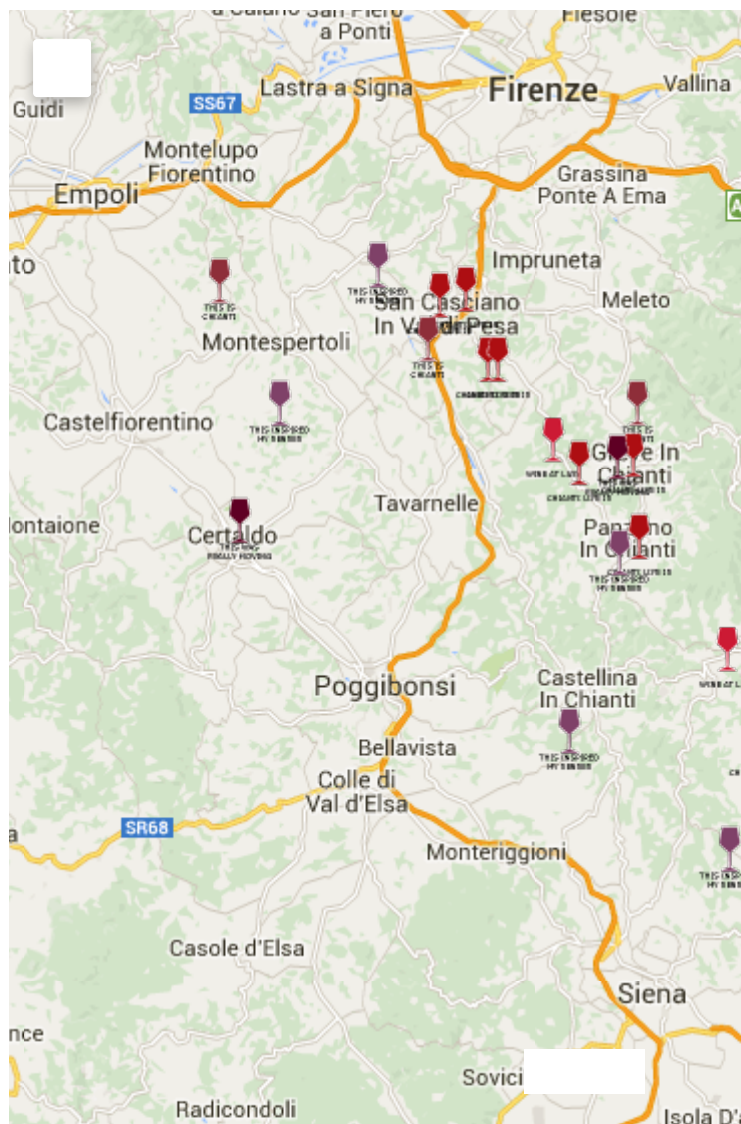
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Out of the map:

Add your notes, sketches, photos, and videos, or whatever you want to share about your encounter with places, wine and people in the Chianti on **Share your experience**.



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What inspired your travels to Chianti (a movie, tales, romance, music, wine tasting, friend suggestion, etc.)?

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How did you see yourself while visiting in Chianti (as a guest, a local, a tourist, a friend, a stranger...)?

Do you want to add anything?

Upload photos/sketches

Sfoggia...

Nessun file selezionato.

Video link

Where are you from?

Have you organised your travel by yourself/with friends or have you contacted an agency/tour operator?

Where have you been (itinerary or major towns)?

When have you visited Chianti and how long have you been there?

Privacy disclaimer: We are committed to the protection of personal privacy and have adopted a policy to protect information about individuals.



Send

Thank you so much! Your collaboration is invaluable!



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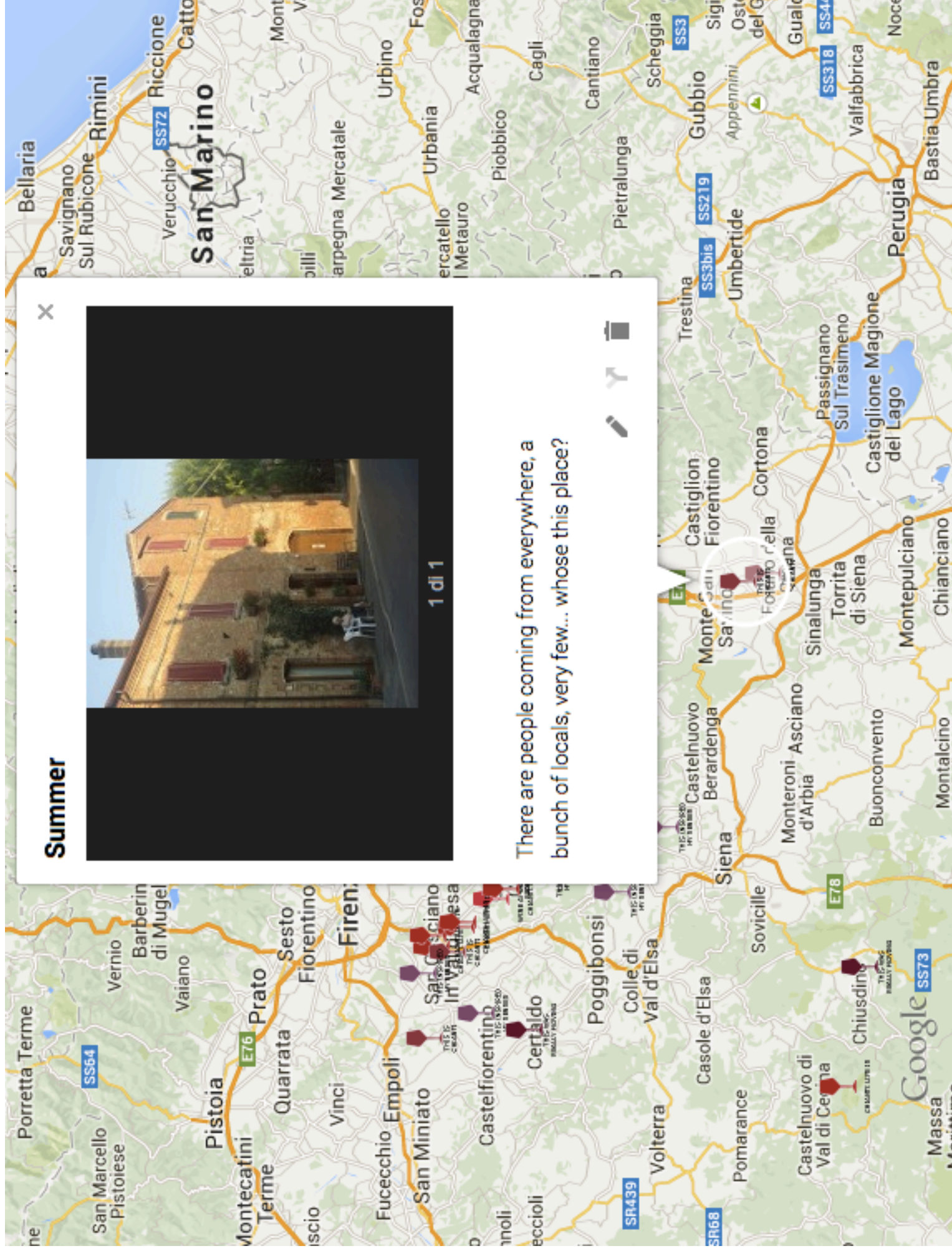


Summer



1 di 1

There are people coming from everywhere, a bunch of locals, very few... whose this place?



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Tutte le modifiche sono state salvate in Drive

Aggiungi livello + Condividi

wedding in Barbischio

empowering Chianti!

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fattoria Montalbino!

Perfumed roses

Eroica!

Greve In Chianti

Pieve di Coeli Aula

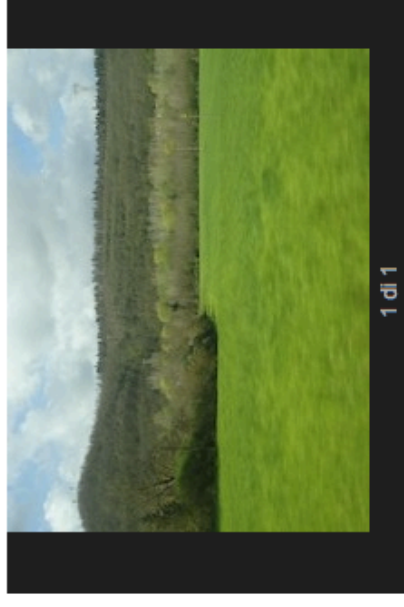
Mercatale / Farmers' market

Il Pagliaio

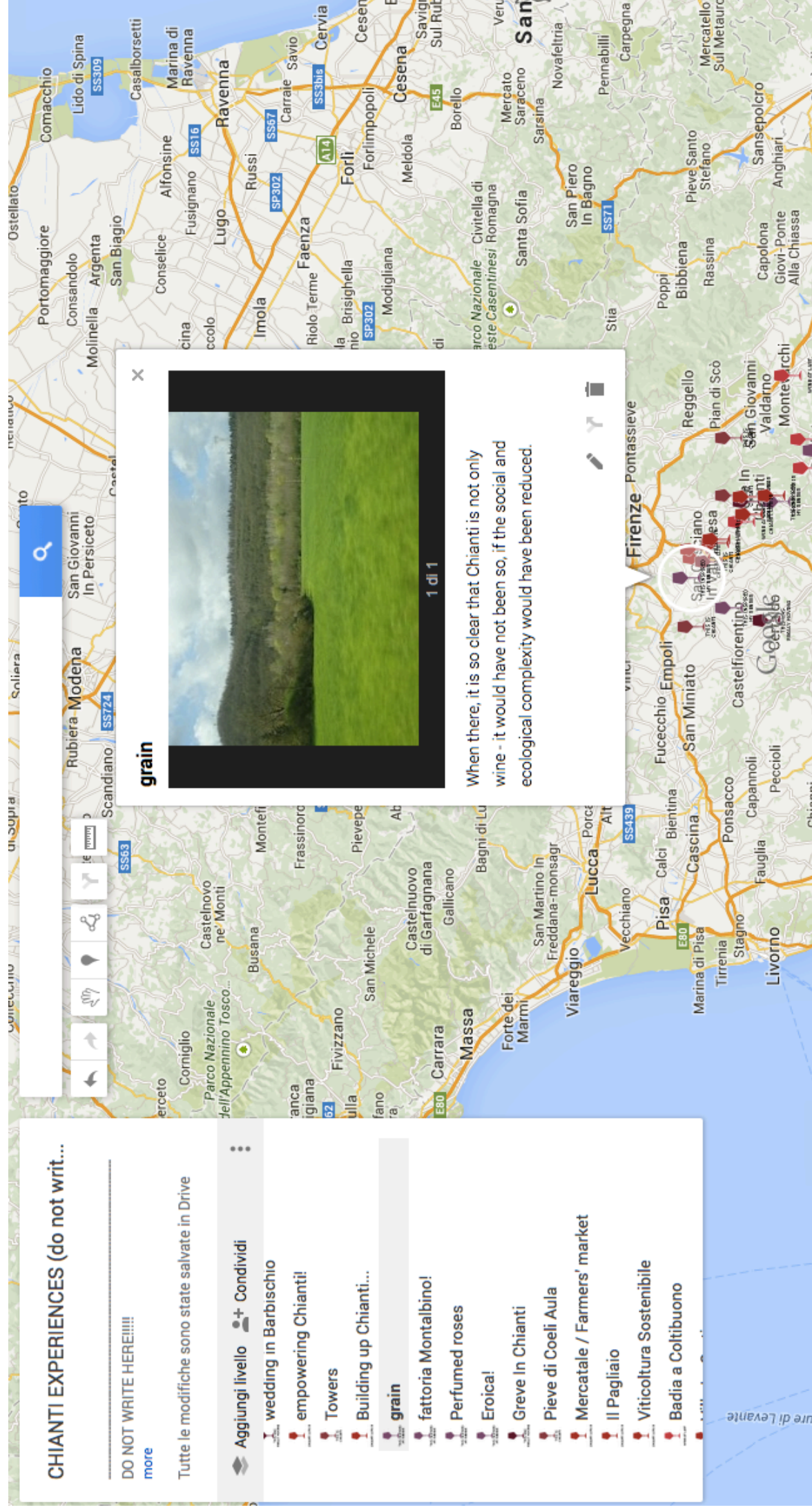
Viticoltura Sostenibile

Badia a Coltibuono

grain



When there, it is so clear that Chianti is not only wine - it would have not been so, if the social and ecological complexity would have been reduced.



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Chianti Experiences

Unconventional notes on people's encounter with wine and place



A note regarding the research [1]

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This blog is part of a research project by Chiara Certomà, Post-doc Research Fellow at Sant'Anna School in Pisa, Italy, entitled "Wine Experiences. Social mapping wine tourism". The project has been made possible thanks to the International Research Grant 2013 offered by the Great Wine Capitals Network, and this blog has been designed by the StudioUAP in Rome.

For years I have travelled the Tuscan countryside, through its villages and towns, attracted by the same romantic images that continue to attract thousands of travellers to the region every year. At last, I decided to settle here myself. Wine was a crucial part of my discoveries. Suddenly, I felt that there must be something else that made this fresco-kind landscape possible, with its unforgettable wine.

I'm still not able to exactly define it, but it probably derives from the distinctive combination of geography, economies and practices that stratified in what we see today as a coherent and rather homogenous place. An incredible number of invisible maps (telling stories, displaying relations, drawing geographies) describe the material and

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the semiotic essence of this complex and heterogeneous territory, where both the forces of localisation and globalisation operate at the same time. This gives rise to a contrasting perception of the Chianti area. On the one hand, “local” Chianti appears as a dream-land, tucked away from the busy reality of the rest of the world; and on the other, “global” Chianti is clearly part of the post-modern, interconnected world.

... (read more)



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A note regarding the research [2]

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A wine producing region, like Chianti, is a geographical aggregate regulated by norms, administrative rules, crossed by infrastructures, production plants and selling facilities, traditions, a political consensus-producing mechanism, wine-loving people, and so forth. Therefore, something more than a mere analysis of the regional marketing strategies is necessary to explore its subterraneous geography and to get a dynamic, worldly and nonfictional understanding of it. I wondered how to provide an account of all these overlapping processes.

For this project, "Wine Experiences. Social mapping wine tourism", I decided to use what in common imagery is most distant from tradition, land, authentic values, and hard hand-work: the web 2.0. And here we are! This project's core initiative consists of the elaboration of a participatory tool for drawing upon alternative meaning of wine land authenticity.

This social mapping blog is aimed at realising an interactive e-map which provides a multi-stratified representation of visitor and traveller's multilayered experiences, expectations and memories about Chianti as

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a wine-producing area. People's encounters with wine are much more complex than a mere 'touring and buying' occasion; it needs to be interpreted in a rich context where narratives, imaginaries, literary memories, facilities, opportunities, and products overlap to create 'wine experiences'.

The act of discovering Chianti involves a number of sensory experiences, including seeing, smelling, discovering, walking, imagining and travelling.

Please feel free to contribute by letting us know about encounters, feelings, discoveries, expectations and difficulties you experienced while visiting Chianti!

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People Chianti experiences

I believe a place cannot be frozen in its (supposed) authenticity, I believe it is not detached from time and space in which we currently live, I believe it belongs to everybody who dwells in it, if even only for a few short minutes. Chianti is a common heritage of the world, a collective place whose management is the privilege and responsibility of those who happen to live, visit, pass-by, or work there.

So, should you be a tourist, a guest, an old friend coming to visit, a transient presence, or a stable resident in Chianti, you are nonetheless part of the game. Enjoy!

Send an email to chiantiexperiences@gmail.com or go to on the **Google Map**.

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Living in Chianti : Can you tell me the first three words you instinctively a ...

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- Eroica

New answer from a biker fancy the Eroica! Can you tell me the first three words ...

4 May 2013

- Apr 2013
- Vines, vines, vines

Answers again from Chianti taster! Can you tell me the first three words you instinctiv ...

18 Apr 2013

- Chinese sculptures

Thanks to the first wine passionate travellers who answered our questionnaire! Here some ...

18 Apr 2013

- Chianti Experiences blog is out!

Chianti Experiences research blog is now out! See the Great Wine Capitals web site and the ...

18 Apr 2013

- È TRA LE 10 PAROLE PIÙ CONOSCIUTE AL MONDO, E SE A PROMUOVER ...

È TRA LE 10 PAROLE PIÙ CONOSCIUTE AL MONDO, E SE A PROMUOVERE IL TERRITORIO DEL CHIANTI FO ...

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Il suo studio dimostra che il Chianti può diventare un mito e trasformarsi in una strategi ...

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About us



Chiara Certomà:

I am a Post-doc Research Fellow working at the Sant'Anna School of Advanced Studies in Pisa. My research principally focus on rural development, area marketing, environmental politics. If you want to know more about me, please visit my **web page**.



The Great Wine Capitals is a Network of nine major global cities in both the northern and southern hemispheres, which share a key

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economic and cultural asset: their internationally renowned wine regions.



studioUAP is an architecture office in Rome.

Co-founders Silvia Cioli (Siena, 1966), Luca D'Eusebio (Roma, 1966) and Andrea Mangoni (Roma, 1963) work mostly on the design of public space and participatory

planning. Recent research field investigates the city, urban

shared public space and landscape through **Zappata**

Romana.



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Chianti Experiences – cluster maps

By chiaracertoma On June 6, 2013 · Add Comment

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Googling Chianti wine

By chiaracertoma On May 22, 2013 · Add Comment

Interest for 'Chianti wine' in time Interest for 'Chianti wine' by region

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By chiaracertoma On May 22, 2013 · Add Comment

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vegetale

By chiaracertoma On May 14, 2013 · Add Comment

Comments and suggestions by Lorenzo De Luca: Per molti anni come agronomo ho gestito parchi storici specializzandomi in questa materia. Adesso sono fortemente motivato ad approfondire la lettura delle componenti vegetali del paesaggio agrario. Come meglio di me saprai, abbiamo visto importanti cambiamenti del paesaggio, anche contemporanei, che hanno comunque conservato l'identità culturale nonostante il [...]

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Turismo Chianti: il marketing è “emozionale”

By chiaracertoma On May 13, 2013 · Add Comment

Alla Sant'Anna si studiano le sensazioni dei turisti per elaborare strategie innovative di promozione Il Chianti? Non è soltanto la denominazione di un vino o un luogo da favola dove trascorrere le vacanze, ma è un'idea – qualcuno potrebbe arrivare a definirla un “mito” – che vive nell'immaginario di numerosi turisti. La maggiore definizione, assegnandole [...]

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More news on national newspapers

By chiaracertoma On May 9, 2013 · Add Comment

Read the following pdf files with the news reported by national newspapers about Chianti Experiences...they get me to discover aspects of the research I actually did not considered before! rassegna_chianti_blog

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By chiaracertoma On May 8, 2013 · Add Comment

Prosegue il progetto di Chiara Certomà, borsista post-dottorato dell'Istituto Dirpolis della Scuola Superiore Sant'Anna, settore di Filosofia Politica e Diritto Agro-Ambientale, alla quale è stato assegnato nel novembre 2012 il premio "International Research Grant 2013" dalla Great Wine Capitals Global Network (GWC), la rete mondiale delle capitali del vino che riunisce le più importanti regioni [...]

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Living in Chianti

By chiaracertoma On May 7, 2013 · Add Comment

Living in Chianti : Can you tell me the first three words you instinctively associate with 'Chianti'? fuga, pace, sensi Do you want to add anything? La mia non è una

testimonianza “classica”, perchè io nel Chianti ci vivo.
Tutto è nato circa 18 anni fa, quando i miei genitori
hanno deciso di trasferirsi in [...]

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Eroica

By chiaracertoma On May 4, 2013 · Add Comment

New answer from a biker fancy the Eroica! Can you tell me the first three words you instinctively associate with 'Chianti'? wine, Tuscany, country-side. What expectations, desires, meetings, surprises, or disappointments characterised your discovery of Chianti; what made your travels and experiences unforgettable? I really appreciated the landscape. Moreover, I heard about the 'Eroica', the [...]

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Vines, vines, vines

By chiaracertoma On April 18, 2013 · Add Comment

Answers again from Chianti taster! Can you tell me the first three words you instinctively associate with 'Chianti'? red, black, tuscany What inspired your travels to Chianti (a movie, tales, romance, music, wine tasting, friend suggestion, etc.)? What expectations, desires, meetings, surprises, or disappointments characterised your discovery of Chianti; what made your travels and experiences [...]

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Chianti Experiences: unconventional notes on people's encounter with wine and place

 Chianti, Italy

 chiantiexperiences.com

 Iscritto a febbraio 2013

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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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