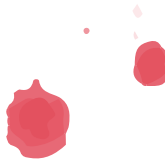




Writing has never tasted so good



MAY 21ST–30TH, 2016

Wine & Words is an intensive ten-day program at Scuola Holden and Fontanafredda.

Discover the writer's life in Italy with award-winning author **Stephen Amidon** and buckle up for a rich sensory journey through the hills of Northern Italy.

A scenic view of the Mole Antonelliana in Turin at dusk. The dome and spire of the church are prominent on the right side of the frame. In the background, the snow-capped peaks of the Alps are visible under a soft, pinkish-purple sky. The city of Turin is visible in the foreground and middle ground, with various buildings and a small church spire on the left.

Following Your Senses in Turin

MAY 21ST – 25TH

WELCOME AT SCUOLA HOLDEN

Scuola Holden was founded in 1994 by **Alessandro Baricco** and is a school of **Storytelling & Performing Arts**. It's a place where if you have a story to tell, you can learn how to do it. On the day of your arrival, **Stephen Amidon** will head you for an exploration tour of Scuola Holden, which is located in one of the liveliest area of the city, close to the historical centre.



Caserma Cavalli courtyard: the heart of Scuola Holden

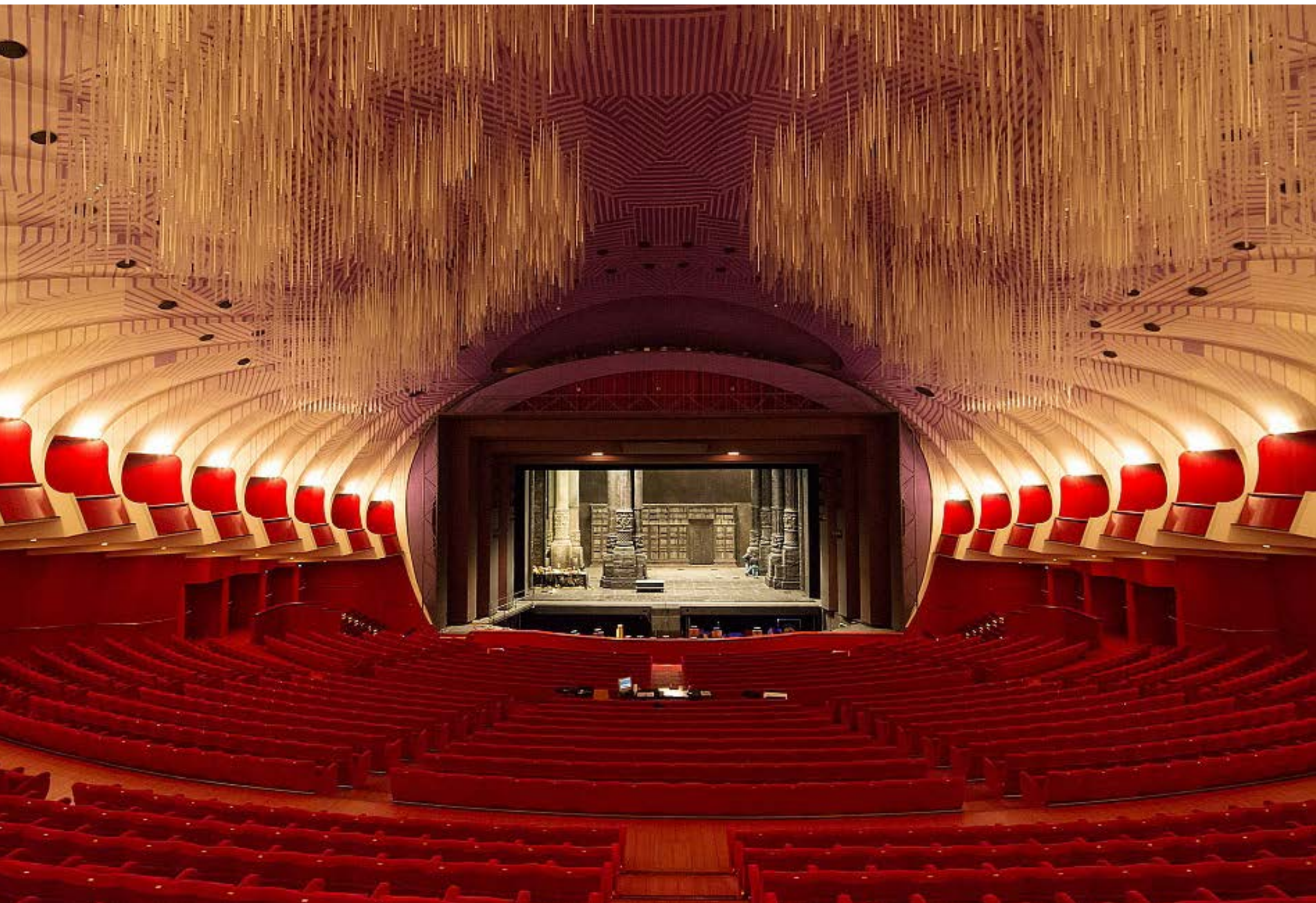


Scuola Holden, General Store

From May 21st to 25th, morning lessons will focus on the **discovery of the five senses** in the most fascinating places of the city: the **Mole Antonelliana**, which hosts the Museo Nazionale del Cinema, where **Michel Reilhac** will make you rediscover the sense of Sight; the **Teatro Regio**, Torino's main opera house and opera company which is located in Piazza Castello, the central baroque square of the city: here you'll be able to attend **Nicola Tescari**'s lesson on Hearing and music.



Turin, Mole Antonelliana



Turin, Teatro Regio



At Scuola Holden, **Alessandro Avataneo** will invite you to explore the sense of Smell; at the **Jack Emerson fashion house**, which has meant class, elegance and style for more than 50 years in Turin, **Glauco Della Sciucca** will teach you to experience the sense of Touch in a creative way.



Turin, Palazzo Reale and an example of Italian style

Eventually, you'll end this journey through the five senses with **Luca Scarlini** by visiting the first location of **Eataly**, which since 2007 has been spreading Italian wine and food quality around the world. We couldn't find a better place for a lesson on Taste!



Turin, inside Eataly Lingotto



Afternoon lessons will take place at **Scuola Holden** with **Stephen Amidon**, the award-winning author of *Human Capital*.

In the classrooms of the former Caserma Cavalli, which has been completely restored, you'll find the right atmosphere to write and start your own story.

There will be lunches and dinners in the most typical restaurants and bars of the city and you'll be able to spend your free time going shopping and visiting museums and exhibitions.





Discovering the Langhe Region

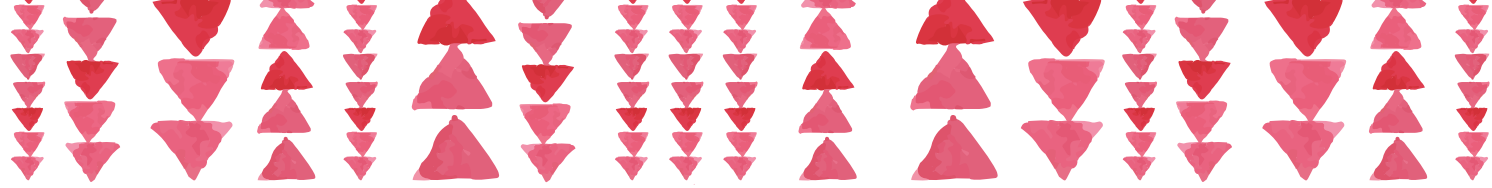
MAY 26TH – 30TH



THE LAND OF WINE AT THE FONTANAFREDDA ESTATE

Our journey goes on towards the heart of Piedmont, in the **Langhe Region**, which has been inscribed on **UNESCO World Heritage** list in 2014. Before arriving, you'll visit – a nearly inevitable stop for wine lovers – the **Martini & Rossi museum and factory**, which has been producing the most famous vermouth in the world since 1863.





Daily workshops on writing with **Stephen Amidon** will continue in the **Fontanafredda Estate**, which once belonged to the royal family and which keeps on conserving the traces of its noble past – the hunting lodge, the village, the great cellars, the vineyards.

You'll stay at the **Foresteria delle Vigne** at the **Villa Contessa Rosa**, within the Estate; you'll be able to stroll in the Bosco dei Pensieri (*Wood of Thoughts*), to rest by the lake, to taste the simple and informal food of the **Osteria Disguido**, as well as the traditional, seasonal cuisine of the **gourmet restaurant Guido**.

Visits will go ahead in the surrounding villages and museums, and there will be wine tastings, cellar visiting, cooking classes and hill hiking.



Fontanafredda Estate, wine shop



Guido restaurant

You'll spend an entire day visiting **Barolo**, birthplace of one of the most prestigious wines in the world. You'll walk through the vineyards on the hills, you'll stop by the Wine Museum in the **Falletti di Barolo Castle** and you'll end your visit with a wine tasting at the **Cantina Borgogno**.



Vineyards and Barolo Castle



Barolo winehouse

It'll be lovely to walk around **Alba** and its historical centre during the guided tour of the city: together with an archaeologist you'll admire the roman and medieval ruins which were unexplored till recently and which lay in the underground, just a few meters under your feet. At the farmer market you'll be able to buy typical products of the area, such as the refined white truffles of Alba, and you'll be able to enjoy some typical dishes of the regional cuisine in the city restaurants.



White truffles and Alba



Tajarin with truffle

You'll have a bicycle trip in **La Morra**, a village full of history, where you'll admire the church and buildings of the XVII century as well as the medieval walls and roman ruins. You'll reach the **Agriturismo La Morra Brandini** for a cookery lesson in which you'll come to know the secrets of some treats of Piedmont, such as the *agnolotti*.



La Morra Castle



Handmade *agnolotti* at Agriturismo La Morra Brandini



You'll love two characters who have marked the artistic and literary history of the Langhe in the '50s and '60s: the writer and partisan **Beppe Fenoglio** and the painter Pinot Gallizio. On the paths of Fenoglio's beloved hills, near the town of **Mango**, you'll listen to the writer's words, in which he recalls the partisan Resistance of which he has been protagonist in World War II. He has been able to talk about his motherland and of his passion for his land better than any other.

At the end of the journey you'll have finished to write your story, but you'll have other pages to add. Now that you'll have learnt how a writer works, we are sure that the stories you'll have met along the road and the souvenir of your days in Turin and in the Langhe will give you the right inspiration to keep on writing.





Work on your story with *Il Maestro*

STEPHEN AMIDON

Stephen Amidon was born in Chicago. He is the author of a book of short stories and seven novels, including *The New City* and *Human Capital*, which was selected by Jonathan Yardley of The Washington Post as one of the five best novels of 2004. Paolo Virzì's Italian film version of *Human Capital*, **Il capitale umano**, won best film at the 2014 David di Donatello, Nastro d'Argento, and Globi d'Oro Awards and was selected to represent Italy as best foreign language film at the 2015 Oscars.

Amidon has also written two non-fiction books, reviewed films for The Sunday Times and The Financial Times, and contributed to various newspapers and magazines in the United States and Great Britain. His books have been published in sixteen countries.

His serial drama *6Bianca* debuted at Teatro Stabile di Torino in February 2015, and in September 2015 *The Real Justine*, his seventh novel, will be released in the USA.



TEACHING STATEMENT

Finishing your story. It is the tantalizing goal of every writer, the maddeningly obscure objects of literary desire. Easy to dream about, hard to accomplish.

Wine & Words, an intensive ten-day writing English-language workshop held in the beautiful wine country of Northern Italy, is a crash course in fiction writing that will empower the writer to achieve this most elusive of ambitions. Conducted by the award-winning American novelist and screenwriter Stephen Amidon, it will provide participants with the tools and inspiration necessary to realize their literary aspirations.

Just about anybody can start a story. We all know the feeling. You have an undeniable idea that you just know is going to make great fiction; you imagine a unique and compelling character who simply must be brought to life. And so you set to work, and the thing almost writes itself. Words flow in the first rush of inspiration. The images inside your head start to take shape on the page.

But then you hit the wall. The words stop flowing. Unforeseen plot entanglements trip you up. Characters refuse to behave the way you want. What started out as an eight-lane super-highway with no speed limit has turned into a blind alley with a big brick wall at the end. You start to become distracted, discouraged. The temptation to put down the pen becomes stronger and stronger.

Or maybe you do make it to the story's end. But when you go back over what you have written, or entrust it to your most trusted reader, there is a problem. It is not the story you originally conceived. Something was lost in translation from mind to page. The question is: how do you fix it?

Wine & Words will provide proven strategies to answer this challenging question. Using established workshop techniques, we will help the writer break through that brick wall. Each participant will be expected to arrive with a first draft – or just the opening paragraphs – of a piece of work they want to bring to completion. This will be closely read and discussed by your instructor and peers in an effort to locate problem areas and map out solutions. Discussion will be rigorous but supportive. Writing will take place during the course of the workshop, enabling participants to test out new ideas and make tough choices. Each writer will leave with a completed story – or, at the very least, a clear path to that objective.

The workshop will focus on three main areas: character, voice, and plot.

With character, we will consider whether your creation has three dimensions. Do her actions ring true? Is she sufficiently nuanced? What does she learn during the course of the story? How does she change? We will also examine your narrative voice, asking if it is consistent, unique and appropriate to the story's action. Finally, we will focus on perhaps the most challenging of issues – plot. Does your story move at a consistent pace? Do early moments 'pay off' in the latter stages of the story? Do you have a compelling climax, an 'epiphany,' in which your main character's view of the world changes?

If these three areas are addressed with honesty, hard work and a little help from your friends, you will be amazed how much progress can be made. Who knows – you might even wind up with a finished story that you can raise a glass of fine Italian wine to toast.



Your Guides Through the Senses: Five Workshops



MICHEL REILHAC

Michel Reilhac is an independent interactive story architect. He is a pioneer in Virtual Reality filming. He is also a thought-leader for hybrid forms of storytelling, and immersive, participatory, and interactive experiences. He is also Head of Studies for the Venice Biennale College, and Head of the Digital College at Scuola Holden, Torino, Italy. He has been invited as Group Leader and speaker at the Power to the Pixel Conference and the Pixel Lab. He is frequently invited to teach and speak at international events (Cannes International Film Festival, Sunny Side of the Doc, Dixit, FEMIS, CPH: DOX...).

From 2002-2012, Michel was Head of Film Acquisitions at Arte France and executive director of Arte France Cinema. In 2012, in recognition for his work, Michel was named Man of the Year in film by the French trade magazine *Le Film Français*.

Michel's past includes his work as a contemporary dancer and producer of international tours for major dance companies; a stint as designer and director of the Forum des Images, Paris; the design and production of innovative events and shows based on his original concepts; and the direction of documentary and feature films (*All Alike*, *The Good Old Naughty Days*). He holds an MBA in International Marketing.



SIGHT

The best way to appreciate something we take for granted is to be deprived of it.

Therefore, not being able to use our eyes for a while is a very radical way of becoming aware of how much we rely on Sight to function in every aspect of our lives.

I invented the concept of events in full darkness with blind people as guides in the early '90s with the exhibition Amazing Arts (Les Arts Etonnants) in Paris in 1992, Dark/Noir at the Avignon Festival in 1993, and the first restaurants in full darkness in Paris from 1994 on. And I have always been fascinated by how deep the impact of such an experience was on everyone who participated.

In this workshop, every participant will be asked to wear an eye mask from the very beginning as we gather in a dark space. They will not see me during the whole experience, only at the end once it's over. Deprived of our prime sense, we will do tasks and we will interact with each other in a completely different way. Writing in a blind state will also be involved. We will remain without sight for about three hours. We will recover our sight in a ritualized fashion. And we will end by sharing and discussing what the experience felt like over food and wine.



NICOLA TESCARI

Nicola Tescari studied classical piano in Milan, at Civica Scuola di Musica, and composition and orchestral conducting at New England Conservatory, in Boston. Among his teachers are some of the greatest composers of our time (Luciano Berio, Gyorgi Ligeti, Toru Takemitsu, Franco Donatoni, Elliott Carter, Lee Hyla).

Since 1995 he composed music for theatre. Meanwhile, Nicola began the pathway that would lead him to write the score for some feature films (*Vertical City*, *Il primo estratto*, *The Eyes of the Other*) and for TV series. In 2006 he had a Ciak d'Oro nomination for the score of Fausto Paravidino's *Texas*, produced by Fandango, screened at 62nd Mostra Internazionale d'Arte Cinematografica di Venezia and won the critic awards, Premio Pasinetti. In 2007 he composed for *Waiting for the Sun*, by Ago Panini (nominated for 2008 Ciak d'Oro). In 2009 he conducted and re-orchestrated Mozart's music for Carlos Saura's new feature film *Io, Don Giovanni* with the images of Vittorio Storaro (opening Toronto Film Festival and special event at Festival Internazionale del Cinema di Roma), and he wrote the score for Francesca Comencini's *Lo spazio bianco*, in competition at Venice Film Festival.

Nicola arranged for Sting (with Chicago Symphony Orchestra and for Katia Labèque's *Shape of My Heart*) and is currently a member of Katia and Marielle Labèque's foundation's artistic committee (Fondazione KML).



HEARING

Which is more musical, a truck passing by a factory or a truck passing by a music school?

John Cage, *Silence*, 1958

The Hearing is the first sense which a foetus develops. A child feels the pounding world within the amniotic fluid while he still floats in the placenta: does he hear it or listen to it? What is the difference between hearing and listening to? Is it the same difference which lays between existing and being? Noise is to sound, what chaos is to balance, what ingenuity is to consciousness, that is to say, what hearing is to listening to. And when does a sound become harmony? In the instant in which the acoustic vibration

acquires a meaning, when the physical event is associated to an intention. Producing harmony means creating a noise which contains a meaning, or concerting a sound which embraces an intention. Our journey throughout the Hearing will be a path which will start in silence, then will go through noise in order to reach harmony; and will also be a journey back, *à rebours*, from harmony to silence, in order to verify how it is possible to feel and appreciate melody and the content of silence.



GLAUCO DELLA SCIUCCA

Glauco Della Sciucca is a professional reporter, industrial designer, editorial illustrator and satiric writer. He lives between Italy, New York City and London. He started very young with an illustration on the legendary New Yorker column «Talk of the Town», for many years he drawned for Columbia Journalism Review, the Columbia University Magazine, then for The New York Review of Books, The Jewish Week, The Brooklyn Rail.

He is author of satiric cartoons, slogans and sleeves for the historic Italian magazine Linus. In 2005 he published for Baldini Castoldi Dalai (an Italian publishing house) the book *Central Park West Stories*. Lately he began collaborating with Swatch and he designed the «Black and White Special» watch, introduced in Shangai and distributed all over the world. Next projects: a novel, currently in translation in France, and a theatrical text that will be brought on stage in London.



TOUCH

In the age of virtual reality and of the “applications that make life easier”, the five senses are still the best way to live life, the feelings and the perception of surroundings, the best way to communicating with the other human beings and the nature. And it’s using the five senses that we realize that, after all, the touch-screen by definition is not a fifteen inches LCD, but the whole world in front of us, inside and outside - the whole world out and in of us. In this sense the lesson on the Touch aims precisely to this purpose: living in harmony as much as possible the tactile part of our senses.

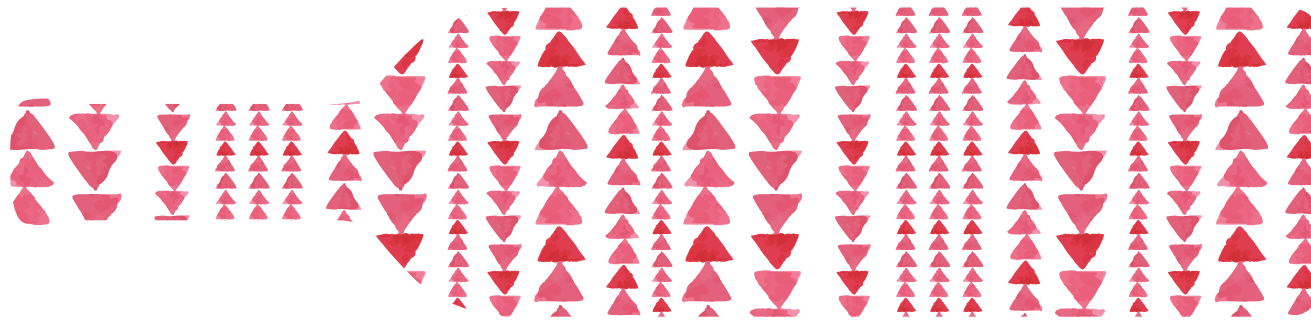
The participants will be invited to develop the tactile sensitivity through the practice of drawing: one of the primal tactile activities of the

human being on the planet. An “handmade experience” that participants will live using the most important tools to feel and express the Touch in a creative way: skin, hands, fingers and fingertips. Two hours full of perceptions and sensations. Two hours where it’ll be possible to draw with the own hands on paper, using pencils or pens or - why not - the soil around us; drawing what we see around us: from the crystal clear glass of a glass of red, passing through the drawing of a hill, or the sketch of the face of our neighbour, or the scribble of an intimate sensation. A way in order to get closer to the true meaning of the fifth - last but no least - sense. The Touch.



ALESSANDRO AVATANEO

Working in more than 30 countries between Europe, North America and Japan, Turin-based Italian author and filmmaker Alessandro Avataneo directs “almost anything that can be directed, from a flea circus to a Biennale of Architecture”, including documentary features, animated shorts, art installations, theatre, TV and musical shows. He has worked for the Dutch Government for Maastricht European Capital of Europe, published the novel *A Tale of the Hills* and made films on food and wine culture around the world. His surrealist *Poema Circular* film follows the love stories of a group of spirits who like to dance the tango around Turin, while his last feature documentary *House of Oz* focuses on the parallel stories of five kids affected by serious diseases, filmed over five years of their life. Together with Italian wine critic Vittorio Manganelli he has written the *Atlas of Italian Wine*, published in 2015.



SMELL

What is that puzzled expression which appears on your face whenever you approach a wine at a blind tasting, where its label can't influence your judgment and you diligently keep your nose in the glass, hoping that someone else will try to say something about it so you can nod profusely or mildly disagree? Although more powerful, Smell is perhaps the most neglected sense in storytelling. This is mainly due to the difficulty of putting anything that concerns the invisible world of aromas, scents, perfumes, stink or effluvia into words, or any audiovisual form of representation.

During this lecture you will use your nose and memory intensively and extensively. You will be presented with some good examples of smell in narratives, then you will learn and memorize the fundamental aromas of wine in the best possible way, which means smelling and comparing them, and finally you will train your ability to describe a wonderful cultural object such as wine in the most empirical way: tasting and trying to describe its aromas beyond hackneyed expression like little red fruit, learning how to master tricky descriptors like mineral or goudron.



LUCA SCARLINI

Luca Scarlini (Florence, 1966) is a playwright, essayist, translator, art administrator, exhibition curator and editorial consultant for many publishing houses. He writes and he teaches in many universities in Italy and abroad about XXth Century Playwriting, relationships between literature and music, writing regularly for publications of opera houses.

He's a performing arts teacher, in Italy and abroad, and acts as a storyteller in museums, historical buildings, archaeological sites, or in the context of music events. He is the voice of *Museo Nazionale* programme on Radio3 Rome and he tells stories of art and music in exhibitions and for private and public collections. Between his recent books: *Sacre sfilate* (Guanda), *Il Caravaggio rubato* (Sellerio), *Siviero contro Hitler* (Skira), *Ermafroditi* (Carocci).



TASTE

“Sui gusti non si discute” (“About tastes nothing to say”), as goes an ancient Italian proverb. Tastes are both natural and cultural: but they may obviously be changed, fashioned, manipulated by the global and local markets. They may respond to cultural and political issues: they may quickly change their role in our habits. To understand what Taste means in nowadays society, is to understand a very important feature of our culture. Foods, wines, spices have today, as always, to be fashionable and then often disappear: in many cases politics are involved in the process. Tea became the trademark of American revolution, after Kiwi had to become a New Zealand glory, because American market couldn't accept in the '60s its Chinese origins. Cato the Censor advocated in the Roman Senate for Carthage destruction showing around figures just arrived from the too near enemy town. Today food and

wine culture is widely developed: what was before common production in the peasant economy in Italy, now is a precious item in the best shops in New York and Hong Kong. Wine in European culture until the '70s was a symbol of popular pleasures and the fuel of poetic and politic revolutions: now is a precious stone in the building of status symbol. Taste lecture will be a general introduction to the idea of Taste today, according to the aesthetics of Digital Age and a trip between poetry, music, pop world, art and cinema, exploring symbolic and metaphoric realities of wine, food and ways of living (and the environments where these things were created and are produced), from the Holy Bible to the world market, and understanding the role of those items in today's life.

Your passions. Explored.

MAY 21ST – 30TH

Registration opens on October 26th, 2015
15 explorers only. Including you.

For questions and reservations please contact
Raggiungere Tour Operator

Corso Fiume, 10 Turin – Italy

+39 011 6604261 | info@raggiungere.eu | www.raggiungere.eu

www.wineandwords.it

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