WORLD COGNITIVE MUSEUM OF ANCIENT WINEMAKING

1. Board
- Recruitment and forming the Board of Advisors with diverse professionals: CEOs of Wine Companies, Deputies of Ministries, Businessmen, Religious Organization Representatives, Arts Administrators, Financial Experts, Lawyers, Tourism Experts, Millionaires, Media Experts, Journalists, Scientists, Engineers, Marketers, Education Experts and Private Collectors.

2. Planning
- Developing museum concepts and features, developing a fundraising and marketing plan, along with a tourism strategy.

3. Fundraising
- Corporate donations from businesses, salary percentage deductions from governmental organizations to transfer money for museum funding, social fundraising for private donations, money raised from gift shop sales and grants.

4. Community
- Research local communities to determine views and attitudes towards wine culture and concepts they think should be brought out and emphasized and maintain active communication with them via media.

5. Marketing
- Develop/execute marketing strategy integrated with tourism, develop sales plan, create branding, and develop/execute media promotion and advocacy.

6. Artists Management
- Recruit Artists, Sculptors, Architects, Engineers, Contemporary Artists, Kinetic Engineers, Sound Engineers, Wine Technologists, Geologists, Wine Experts, Curators and Museum Experts to work together for museum artifacts and installations.

7. Forming Museum
- Transforming museum concepts into reality: moving museum artifacts and installing them into the museum, hiring and training staff, managing logistics and administrative start-ups.

8. Opening Museum
- Organizing the media campaign for opening events, managing and inviting guests, celebration and reception.

Examples from Museum Concepts
- Every donor name is inscribed on floor to praise the donors.
- An exhibit room with a panoramic window or balcony view of the valley of vineyards.
- Sensible processes of ancient clay kneading, clay pot making, clay pot burning, clay pot washing and experiencing the internal environment of the winemaking process within the clay pot.
- Excavating experience for visitors to discover ancient clay pots within the museum and tasting various Georgian wines.