

# GIACOMO CALLING

## The European Summer Sale is back!

An International High-End Event for People and Horses  
in Italy's Tuscany Region

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You can just rely on Giacomo Capacci. On June 28, 2022, the European Summer Sale was back. It was not for the first time that he rewarded fans of Arabian horses from all over the world for their coming, staging an inspiring festival in his famous Training Center in the rolling hills of Cortana, in Southern Tuscany.

After what felt like almost two years of lock down, it was high time for an event that was real, and for Giacomo's analogous world of Arabian horse breeding and training to re-open its gates. An estimated 500 to 600 visitors from all across the globe had traveled in to the "European Summer Sale", looking forward to finally being able to make plans together with friends and acquaintances, or to move things forward in their breeding or their joint businesses.

The title of the event referred to the origin of the horses, as lots of the guests, often together with their bodyguards, had come in from the Arabian Gulf Region to acknowledge and appreciate the European Marketplace and the effort put in by Giacomo and his team. The atmosphere was lively and hearty, as for long months, communication between breeders had been reduced to their home offices. Mailing, blogging, chatting, posting, googling – smartphone or laptop almost occupied the most important place in most people's lives, and every second, Facebook, Instagram, or WhatsApp messages came in and went out in the virtual world of Arabian horses. For a long time, even the streamed Arabian horse shows were not enough to cheer up people, as







ultimately, it's the entertainment that's in the foreground. On an interim basis, media feedback and lots of "likes" served to compensate for the fact that the real horses were so far away.

When finally, however, the fine scent of Neapolitan pizza was joined by the pleasant smell and snorting sounds of the horses, a feeling of relief kind of emerged. At last, a real-life meeting with people and horses! An Open House event such as this one makes it possible to experience communication and passion in company with each other, to discuss things on an equal footing, as with these events that do not actually feature a competition, there are neither winners nor disappointed people, hierarchies are flat, and there is a lot of common ground.



For a long time now, numerous breeders have been discussing real life alternatives to digital presentations and to the commercial shows that are hardly being attended by European studs anymore; just a few of these initiatives, however, actually left some tracks.

So Giacomo's call to join his Summer Event arrived at just the right time. Traditionally, the training center team will experiment with different ways of staging their event and of providing the audience with meals. This time, the auction was held on the hill adjacent to the stallion barn. Catering for the guests was taken care of by Donato Prisco's stud and his team. They had brought in a genuine stone baking oven and presented original Neapolitan pizzas that tasted outstandingly good, living up to their name and their origin with nothing left to be desired. They were introduced by buffalo mozzarella and other delicacies, with noble desserts and after rounding off the evening as far as culinary delights were concerned.

The floodlit auction proper was held late in the evening. Basically, it was merciless in bringing to light the current situation on the Arabian horse markets: Outstanding top-quality horses will always find a buyer, while in times of crisis, good horses have markedly less of a chance to attract interest at a fair price.

Giacomo Capacci had orchestrated the professional live presentations of mares, stallions, and foals just perfectly. The showings were great experiences which were also well organized didactically. The mares were partly showcased with their foals, and wherever possible, the stallion that had served the mare







was presented as well, enabling all interested people to see for themselves the breeding quality of the respective horses.

Every horse has his or her own charisma, enabling them to enchant the spectators in their individual ways. Simultaneous live stream videos in the background served to point out how very much less impressive horses are when just depicted on a monitor. Even their type appears more flat, less lively – for in order to perceive type with all senses, you need to be able to look into a horse's face and to hear him, so as to be able to experience his charisma and personality. So, the result is: horses need to be seen and heard live, so as to be able to judge them fully. The guests had gone without that for more than two years, and were finally able to enjoy this experience again during this gripping, well-made evening. Rounding off the European Summer Sale, there was also an auction somewhat fallen out of time, featuring four different embryos. The audience's opinion on that matter was quite clear. For a long time now, many breeders as well as trainers out of the horse industry have been asking why there are still some (few) studs that use embryo transfer not just in individual cases, but as a large-scale commercial breeding method. There is another aspect: Those outstanding foals who also reap high commercial value correspond to the particular individual characters of the mares raising them in real life, as the receiving mare during pregnancy and baby phase, she stamps the foal with her personality.

Over the evening, the audience of breeders, owners, trainers, judges, DCs etc discussed a lot and cooked up ideas for improving the





show circus. Together with his wife, Koenraad Detailleur, an ECAHO judge, reported on their plan to conduct shows in a way that will European breeders make to want and to be able to take part in them again. Their suggestion was an event in Belgium, featuring show classes, but not championships; instead offering a character test of horses in-hand, and other creative classes. Emilio Manzi from Naples commented: "The main point is to have events like this one here again, as otherwise, everybody will be on his or her own and isolated." We appear to have quite some things in common with horses, as we flourish in groups, we love to eat together and communicate with others, to share and perfect some passions in groups – reaching far beyond



one's own culture and language. Thank you, once more, to Giacomo Capacci and his team for this well-made and successful event. ■