

CONTEXT DESIGN

Kick-off program

DESIGNING THE CULTURAL
HERITAGE OF **FOOD**.

THE CULTURAL AND NATURAL
HERITAGE OF HUMANITY – UNESCO.

PARMA

3 JUNE 2026



UNIVERSITÀ
DI PARMA



03 JUNE - AULA MULAS:

9.00-9.15:

Welcome and institutional Greetings

Roberto Menozzi

Director of the Department of Engineering and Architecture, University of Parma.

Alessandro Bernazzoli

Head of International Relations and EU GREEN Division.

9.15-9.45:

Shop windows as narrative infrastructure of the city. The strategies of the Municipality of Parma for enhancing the urban role of neighborhood retail.

Chiara Vernizzi

Councillor for Urban Regeneration, Municipality of Parma

9.45-10.00:

Greetings from the supporting Scientific Societies SID and UID.

Lorenzo Imbesi

President of the Italian Society of Design (SID)

Ornella Zerlenga

President of the Italian Union for Drawing (UID)

10.00-10.30:

Innovating food tourism: design, architecture, and new urban narratives in Emilia-Romagna

Michele Colavito

Manager of the Emilia-Romagna tourism Clust-ER

10.30-11.00:

Neighborhood retail and urban regeneration: Confcommercio Parma's vision

Cristina Mazza

Director of Confcommercio Parma

Break

11.10-11.30:

Presentation of the Programme – Introduction on Cultural Heritage and Food Systems.

Eleonora Fiore, Eva Coïsson, Paolo Tamborrini
University of Parma

12.00-12.30:

Experiences from the EU GREEN BIP Mérida Edition

Cayetano José Cruz García and Alonso Sánchez Ríos
University of Extremadura

Célia Figueiredo and Elder Monteiro
University of Évora

12.30-13.00:

Learning through Prototyping in the EU GREEN BIP Mérida Edition

Leonardo Moiso
University of Parma

16.00-18.00:

Local design. Tourism and heritage: shop windows and urban walk “Food Windows of Parma”

Cristina Marino
University of Parma