

# ONLINE

## 25 MAY MONDAY:

**10.00-11.00:**

Welcome session and introduction to EU GREEN BIP objectives.

*Eleonora Fiore*

**11.00-12.30:**

Team building and intercultural communication exercises.

*Eleonora Fiore*

**14.30-15.30:**

Collaborative prototyping and project development in blended design education.

*Leonardo Moiso*

## 26-27-28 MAY:

**Team working**

## 29 MAY FRIDAY:

**10.00-12.00:**

Desk research on “Cultural Heritage and Urban Windows” (each team selects a case study from partner cities).

Team formation for in-presence activities.

# ON-SITE

## 03 JUNE WEDNESDAY:

**Kickoff program:**

**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 Coisson, 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*

## 4 JUNE THURSDAY:

**Rural Architecture for Parmigiano Reggiano Production**

*Eva Coisson, Sandra Mikolajewska, Lia Ferrari – University of Parma*

**8.15:** Meeting point

**8.30:** Departure from Parma (25 min)

**9.00-10.15:** Casello of Calerno (*Sant’Ilario d’Enza*)

Transfer (10 min)

**10.45-12.30:** Casello of Aiola (*Montecchio Emilia*) + museum

Return to Parma at 13:00

**Afternoon:** Shop window site visits and context analysis (activities previously arranged with the retail spaces, to be carried out independently)

## 5 JUNE FRIDAY:

### Visit to ALMA (Ducal Palace of Colorno) – sensory storytelling and cooking experience

8.30: Meeting point

9.00: Lesson led by an ALMA chef instructor, focusing on presentation and composition of dishes (3-4 recipes)

12.00: Guided tour of the Royal Palace of Colorno

13.00: Lunch at the ALMA restaurant

14.00: Greetings and departure

14.30: Stop at Parma Station

### The Architecture of Taste: Food Museums Between Representation and Identity

Eva Coïsson, Sandra Mikolajewska, Lia Ferrari – University of Parma

15.15-16.15: Pasta Museum

16.30-17.30: Tomato Museum

**WEEKEND:** free exploration, independent team working

## 08 JUNE MONDAY:

### Aula Disegno 2 – Ingegneria Didattica

9.00-10.00:

Methods for Territorial Design: Concept and Development.

Eleonora Fiore, Cristina Marino – University of Parma

10.00-11.00:

3D Scanning and Modelling for the Application of a Biomimetic Design Methodology

Alonso Sánchez Rios & Cayetano J. Cruz García – University of Extremadura

11.00-12.00:

Design & AI: from innovating practices to opening up to alternative imaginations.

Maria Luce Lupetti, Alessandro Iannello – Politecnico di Torino

14.30-15.30:

The shop window acts at the right moment (Bruno Munari, 1961)

Alli Filippini – Politecnico di Torino

15.30-16.30:

Introduction to working with digital elements for window display, focusing on how modern retail environments use motion, light, and interactive media.

Leon Butler – Atlantic Technological University

## 09 JUNE TUESDAY:

9.30-10.30:

Typographic and Editorial Narratives for Food and Cultural Heritage

Célia Figueiredo – University of Évora

10.30-11.30:

Ice-Screams: ice-cream waffle design revisited by several authors

Elder Monteiro – University of Évora

11.30-12.30:

Digital and Artificial Tools for Food Product Communication

Eva Coïsson, Sandra Mikolajewska, Lia Ferrari – University of Parma

**Afternoon:** Design sprint & team mentoring

## 10 JUNE WEDNESDAY:

9.30-10.30:

Digital Prototyping. Concept and development.

Leon Butler – Atlantic Technological University

10.30-11.00:

Designing Food Systems: Projects from the Master in Design for Food.

Stefano Maffei e Francesco Bombardi – Politecnico di Milano

11.00-13.00:

Students' presentations and closing session

Project promoted by:

**Uexi**  
Universidade de Extremadura

UNIVERSIDADE DE ÉVORA

Officod Teconolochica an'Aldemago  
Atlantic Technological University

Under the patronage of:

**SID** Società Italiana di Design  
Italian Design Society

Identità culturale e scientifica del design italiano  
scientific and cultural identity of Italian design.

Unione italiana disegno

In collaboration with:

**ESN**  
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# CONTEXT DESIGN

## Program

### DESIGNING THE CULTURAL HERITAGE OF FOOD.

THE CULTURAL AND NATURAL HERITAGE OF HUMANITY – UNESCO.

### PARMA

3-10 JUNE 2026

