

DECODHER

DESIGN FOR COMMUNITY DRIVEN BY HERITAGE

15 – 20.06.2026

REGGIO CALABRIA

ERASMUS+ BIP
2025 - 2026



DECODHER aims at exploring **Design strategies** to enhance **material and immaterial heritage** and support local value chains, leveraging on Mediterranean cultures, traditions and environments.

Objectives/activities:

- **Engaging stakeholders:** gaining knowledge about target agri-food products with their own history, techniques and tradition, learning from farmers and producers.
- **Enhancing cultural heritage:** investigating meanings behind material and immaterial heritage and identifying Design strategies to empower local communities, support value chains actors and improve micro-economies.
- **Performing co-design:** releasing Design solutions through the practice of communication Design, product Design and strategic Design, building convincing story telling and addressing specific target groups and markets.
- Presenting results to stakeholders through emotional, sensitive, compelling communication.

Expected co-design outputs:

- **Communication pack**, including a promotional digital and printing kit;
- **New packaging**, referring to a coherent story telling;
- **Product** to improve the user experience;
- **Device or space** to showcase brands and bring costumers closer.

Co-design issues may concern raw or processed food products e.g. raw materials, juice, sauce, essence, perfume, cream or a cocktail.



People



Mediterranea University of Reggio Calabria

Riccardo Pulselli
Nino Sulfaro
Francesca Giglio
Paola Raffa

Tutors Miriam Carlier
Roberta Errigo
Martina La Mela
Domenico Rubino

University of Sevilla

Manuel Viggo Castilla Roldán
Francisco Manuel López González

University of Split

Jelena Zanchi
Nikola Krizanac

Dokuz Eylun University of Izmir

Sevda Kacti

Escola de Arte e Superior de Deseno Ramon Falcon – Lugo

Maria Vázquez Lopez
Andrea Fernández Fernandez
Marcos Sanchez Lopez



Program



Monday 8th | Online Seminar

2:30 p.m.

BIP DECODHER Kick-off

Thematic Seminars

Riccardo Pulselli (UNIRC) | Design for Community driven by Heritage

Federica Calabrese, Malek Oueslati, Molka Oueslati (UNIRC) | Divergent Calabria

Cristina Agrillo (Slow Food International) with Mariella Crucitti and Francesco Biacca (Slow Food Calabria) | The Slow Food mission

Sunday 14th | Student House Via Roma

6:00 p.m.

Welcome to the Mediterranea University

Monday 15th | Student house Via Roma

9:00 a.m.

Departure by bus to the Ugo Sergi Farm of Bergamotto

2:00 p.m.

Tasting of Slow Food products

3:30 p.m.

F. Saccà, D. Perrone, M. Dotro, M. Manti, D. Luci | Presentations of Slow Food products

5:30 p.m.

Thematic seminar

Francesco Alati (ADI Calabria)

7:00 p.m.

Networking event in town

Program



Tuesday 16th | Mediterranea University

9:00 a.m. Welcome and Introduction to the workshop tasks

9:30 a.m. **Thematic seminars**

Gabriele Morabito (Living Camera srl) | Video Storytelling for Agri-Food

Manuel Viggo Castilla (University of Sevilla) | Lessons learnt from the Erasmus BIP REFACT

10:30 a.m. Groups and Kick-off

11 a.m. Workshop co-working session

Lunch break

2:00 p.m. Workshop co-working session

5:00 p.m. Joint review

Wednesday 17th | Mediterranea University

9 a.m. Communications

9:30 a.m. **Thematic seminars**

Jelena Zanchi (University of Split) | Map Design, a slightly different approach

María Vázquez (EASD Ramón Falcón) | Colours in Publishing Design

10:30 a.m. Workshop co-working session

Lunch break

2:00 p.m. Workshop co-working session

5:00 p.m. Joint review



Program



Thursday 18th | Mediterranea University

- 9:00 a.m. Communications
9:30 a.m. Workshop co-working session
10:00 a.m. Thematic seminars
- Lunch break Nicola Krizanac (University of Split) | Design out of necessity
2:00 p.m. Workshop co-working session
5:00 p.m. Joint review

Friday 19th at Mediterranea University

- 9:00 a.m. Communications
9:30 a.m. Workshop co-working session / Trials
Lunch break
3 p.m. Departure by bus to Tropea
4:30 p.m. Free walk | Tropea
6:00 p.m. Final presentations at Slow Food Anteprima Terra Madre Tropea
8:00 p.m. Tasting Slow Food products
10:00 p.m. Departure by bus to Reggio Calabria

Saturday 20th | Mediterranea University

- 9:00 a.m. BIP DECODHER final remarks and follow-up

Tuesday 30th | Online Seminar

- 2:30 p.m. BIP DECODHER wrap-up and conclusion

Map

