



Kick-off Meeting

Project Planning Materials

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food . living heritage . conviviality

Kick-●ff Meeting

PRO●GRAMME

21

23

JAN 2025

●● Tuesday, 21

Meeting the team and the location

Venue: Faculty of Arts and Humanities - UC | ANF. III

09:00: Welcoming session

UC Vice-Rector for Heritage, Facilities and Tourism
Director of the Faculty of Arts and Humanities - UC
CONVIVIUUM PI

09:30: European Commission Officer

10:00: Partners presentation

13:00: Lunch (CECH lobby) ❶

Venue: Rectorship Hall ❷

14:30: General Assembly meeting

Venue: University Courtyard ❸

15:30: Guided Visit to the UNESCO World

Heritage Site “University of Coimbra,
Alta and Sofia” – part I: the Alta area
(Coimbra Uptown)

Venue: CECH lobby

17:30: Coffee & Tea time

Planning the Closure Session



●● Wednesday, 22

Working together – day 1

Venue: Faculty of Arts and Humanities - UC | ANF. III

09:00: Transversal management, scientific guidance, and communication WPs

WP1 (10min.)

University of Coimbra

WP2 (1h20)

LYFE Institute

WP9 (30min.)

University of Gdańsk

11:00: Break (CECH lobby)

11:20: Problem-solving WPs (general presentation)

WP3&WP4: Promoting more resilient, diverse, and adaptable cultural food landscapes

University of Paris I

WP5&6: Promoting human creativity and awareness of human-nature connections through food

University of Utrecht

WP7&8: Promoting food heritage through new methodological and technological approaches

Museum Nord & Oslo Metropolitan University

13:00: Lunch (CECH lobby)

14:00: Departure from Coimbra -

14:20: Souselas wine cooperative

15:30: Bairrada Wine Museum (Anadia)

Architecture and design prototype solutions & Cultural events and solution exhibitions
(Workshops)

●● Reframing (Viti)cultural Landscapes

University of Paris I & Sérgio Rebelo Atelier

●● Intercropping Revisited

University of Paris I & Campo Adentro Association

●● The Convivial Table

LYFE Institute & Campo Adentro Association

●● Convivial Foodscapes Exhibition

Campo Adentro Association & LYFE Institute

19:00: Return to Coimbra

●● Thursday, 23

Working together – day 2

Venue: Coimbra Municipal Market

09:00: The Coimbra Municipal Market

(visit and shopping for food supplies)

10:00: Intercultural organisational model solutions for local communities (Workshops)

Surplus Table

Circular Ways & Oslo Metropolitan University

Food Heritage Dialogues

Nord Universitet & Oslo Metropolitan University

11:30: Guided Visit to the UNESCO World Heritage Site “University of Coimbra, Alta and Sofia” – part II: the Sofia area (Coimbra Downtown)

13:00: Lunch (Rua Ferreira Borges, 17)

Venue: Rua Ferreira Borges, 17

14:30: Digital Solutions (Workshops)

Reconfiguring UNESCO Heritage Buildings through Food Heritage

University of Coimbra & WePlan

AR Food Heritage Trails

Museum NORD

Family Food Heritage: Where the Future Begins

University of Coimbra

16:00: Project overview: interconnections between WPs, deliverables and milestones

Venue: School of Hospitality and Tourism of Coimbra

17:00: Closing session: CONVIVIUM Team cooking & eating together (team-building activity)

Coordination:



Beneficiary Partners:



Associated Partners:



CÂMARA MUNICIPAL
COIMBRA



Coimbra
mais futuro



lofoten



Local Stakeholders:



FACULDADE DE LETRAS
UNIVERSIDADE D
COIMBRA

TURISMO DE
PORTUGAL



escola de
Coimbra



A&S
Adega cooperativa
de Souselas



Rota
da Bairrada



About the project:

●●convivium

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Work Package Presentations



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WORK PACKAGE 1

Management and Project Cohesion



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SUMMARY

01 General
Presentation

02 Structure

03 Deliverables
& Milestones

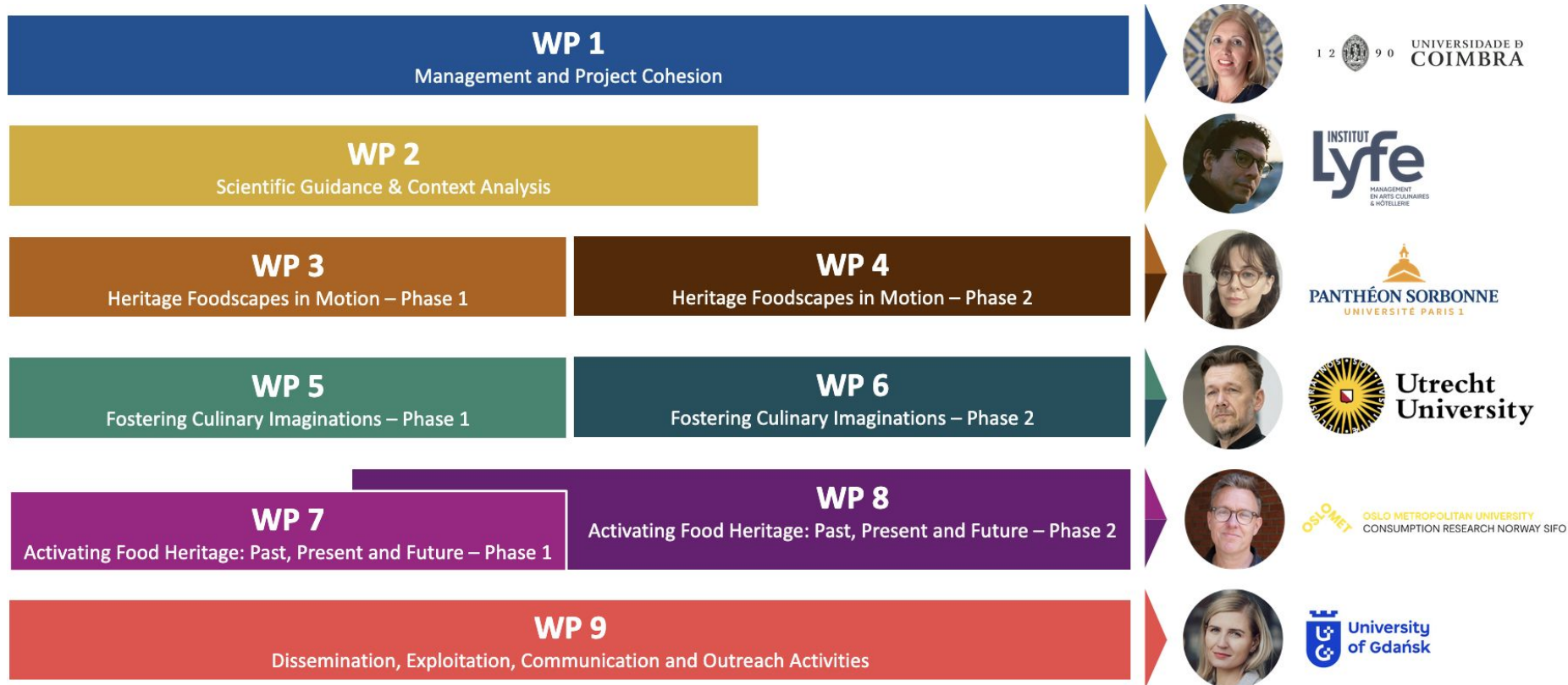
1. GENERAL PRESENTATION

MEMBERS: Coordinator + Work Package Leaders Group

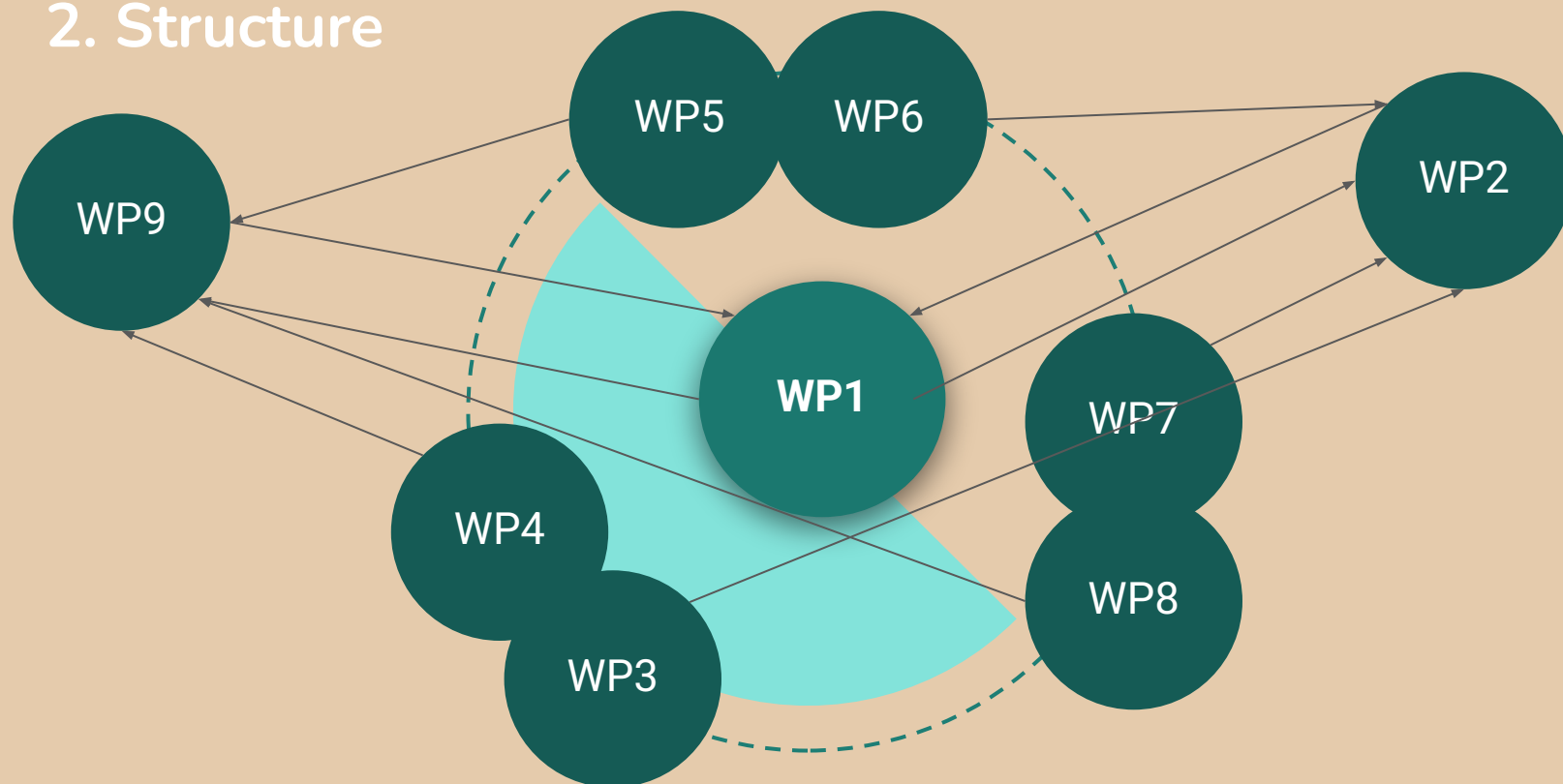
RESPONSIBILITIES



- 1. Provide day-to-day management directed to achieve the milestones and a high quality of deliverables, outputs and outcomes.**
- 2. Monitor the work plan, within timeline and budget constraints, by implementing an efficient flow of communication among partners and supervising the scientific and technical tasks.**
- 3. Ensure all tasks are performed within the rules and regulations established in the Grant Agreement and ensure the provision of timely reporting to the funder**



2. Structure



3. Deliverables & Milestones

1. **D1.1 – Ethical handbook (M3)**
2. **D1.2 – Data Management Plan (DMP) (M6)**
3. **D1.3 – Handbook of Rules and Procedures (M6)**
4. **D1.4 – Design study (M36)**
5. **D1.5 – Global financial activity and management report (M36)**
6. **D1.6 – Revised DMP (M36)**

M1 – Consortium kick-off meeting (M3) - - Mean of verification: agenda of the meeting



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WORK PACKAGE 2

WP2 (Scientific Guidance & Thematic Assurance) establishes a conceptual scaffolding which ensures that the solutions remain within the scope and spirit of our definition of food heritage, the NEB principles, and the concept of convivial foodscapes.

WP2 identifies the challenges affecting the food cultures in the project locations in terms of sustainability, identity construction, and community engagement; grasps the needs of communities; and establishes paths for their involvement in the proposed solutions.



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To support the transformative impact of food heritage by pursuing a deep and long-lasting collaboration with local communities

We will be asking for:

Indicators: edible biodiversity loss; food knowledge loss; global warming indicators; etc.

Basic data: population; migration; age structure; spatial distribution

Short narrative accounts for each location, stressing the **challenges, needs, and opportunities**.

List of people and stakeholders to reach out

The goal is to show:

- a) How food cultures are affected by socio-environmental issues (from degradation and deterioration to inertia and rigidity)
- b) How food cultures are among the most apt for operating the re-bonding between different human groups and between humans and their environment.

Deliverable 2.1: Desk study report exploring ecological, cultural, and policy challenges affecting food cultures (M12)

Commotion, Collaboration, Conviviality: Mediterranean Survey and the Interpretation of Landscape (M. Given, 2013)

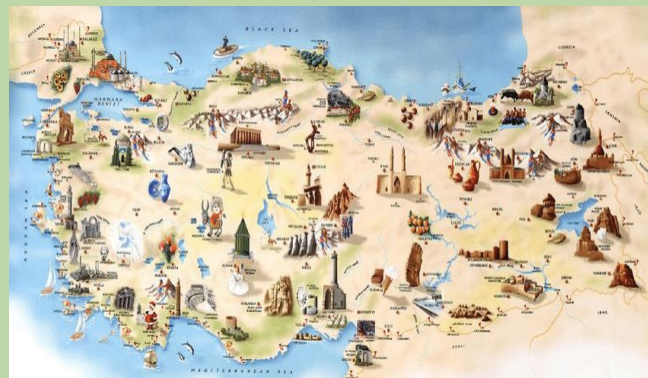
A call for engaging with theories, approaches and methods that connect humans and non-humans

How these concepts relates to CONVIVIUM's view on:

(Food) Heritage

Foodscares

Our consortium (our coalition)



Landscapes and « Commotion » (from representational to more-than-representational)

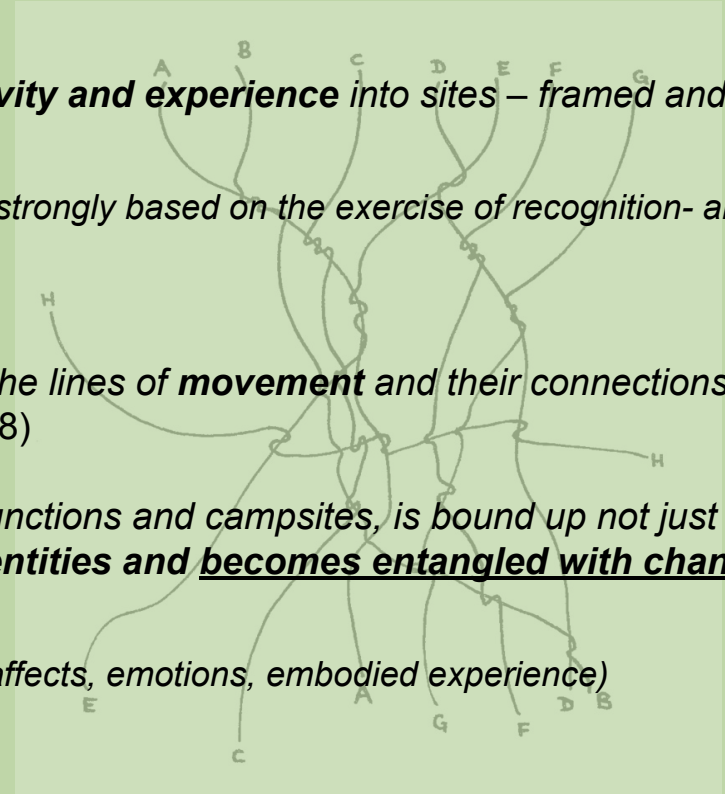
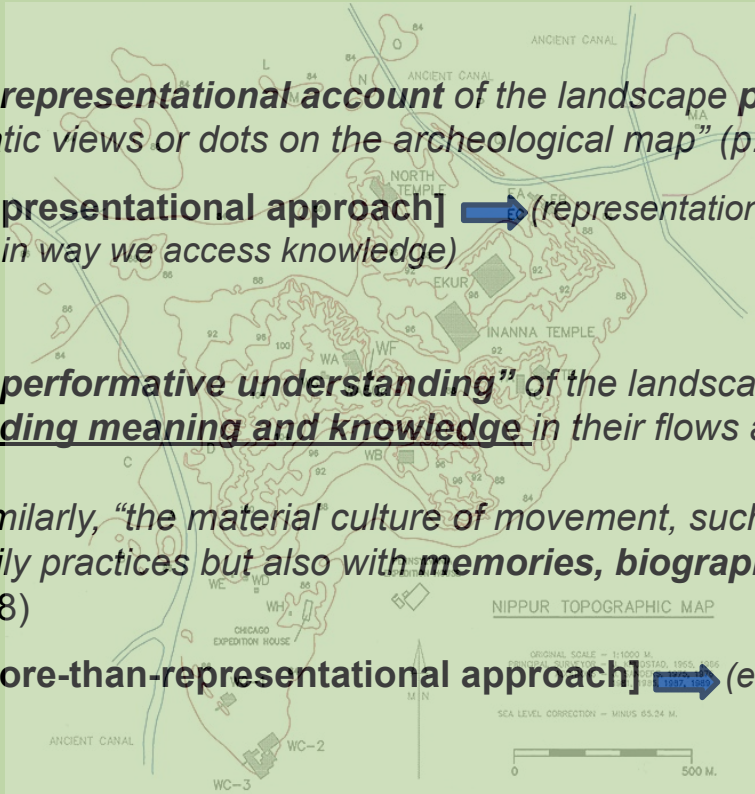
*“A **representational account** of the landscape **petrifies activity and experience** into sites – framed and static views or dots on the archeological map” (p. 8)*

[representational approach] → (representations -which are strongly based on the exercise of recognition- are the main way we access knowledge)

*“A **performative understanding**” of the landscape “follows the lines of **movement** and their connections, **finding meaning and knowledge** in their flows and links” (p.8)*

*Similarly, “the material culture of movement, such as paths, junctions and campsites, is bound up not just with daily practices but also with **memories, biographies and identities** and **becomes entangled with change**” (p.8)*

[more-than-representational approach] → (engages with affects, emotions, embodied experience)



Collaboration: adopting an extended view of agency which accounts for more-than-human encounters

Key term: Co-labor

*“if we allow, as we must, unconscious human activity and the unintended consequences of human action, then **objects and material can have real social consequences** just in the same way” (p. 13)*

*“**meaningful action** is not something generated by humans but rather comes out in the continually shifting encounters and entanglements between people and things”. (p. 13)*

*“things, materials and humans are **completely interlaced** in interdependence and co-constitution” (p. 13)*

Results can be positive or negative as all agencies cannot be fully controlled nor predicted

to see: Feral Atlas (website) & Bliss Point (movie by G. Castellvi)

Conviviality: an engagement with the liveliness of a world that embraces both human and non-human beings

Think of it as an invitation:

- « *to follow [the] multiple traits of meaning and becoming [...] to explore the transformations and connections across all players* »
- to question what we take for granted, to be open to learning from the lived experiences of others, and considering cultural, symbolic, and scientific modes of thought as complementary rather than exclusionary
- to acknowledge that human, natural, and more-than-human worlds communicate and influence themselves and one another reciprocally,
and that there is a possibility (e.g. with our “solutions”) to suggest alignments and mutual respect to thrive together beyond differences and inescapable challenges and turbulences.

How this paper has fed the CONVIVIUM project:

On heritage:

We engage with heritage not as management, but as care, and its factors of emotional attachment. (**Conviviality** – *engagement with the liveliness of the world*)

Heritage should not only serve to commemorate the human excellence in mastering nature but even more as a transformative achievement related to today's crises. (**Commotion** - *heritage is lively, against petrification and inertia*)

We recognize that different knowledges and beings bring about different realities which, by being mutually recognized, can work together (not without difficulties) to assemble desired futures (**Collaboration** - *“meaningful action (...) comes out in the continually shifting encounters and entanglements between people and things”*)

Our focus is on the ways people make use of the material, symbolic, and sensorial dimensions of food and foodways to weave together memory, belonging, stewardship, anxieties of loss, and hopes for the future. (**Commotion and Collaboration**)

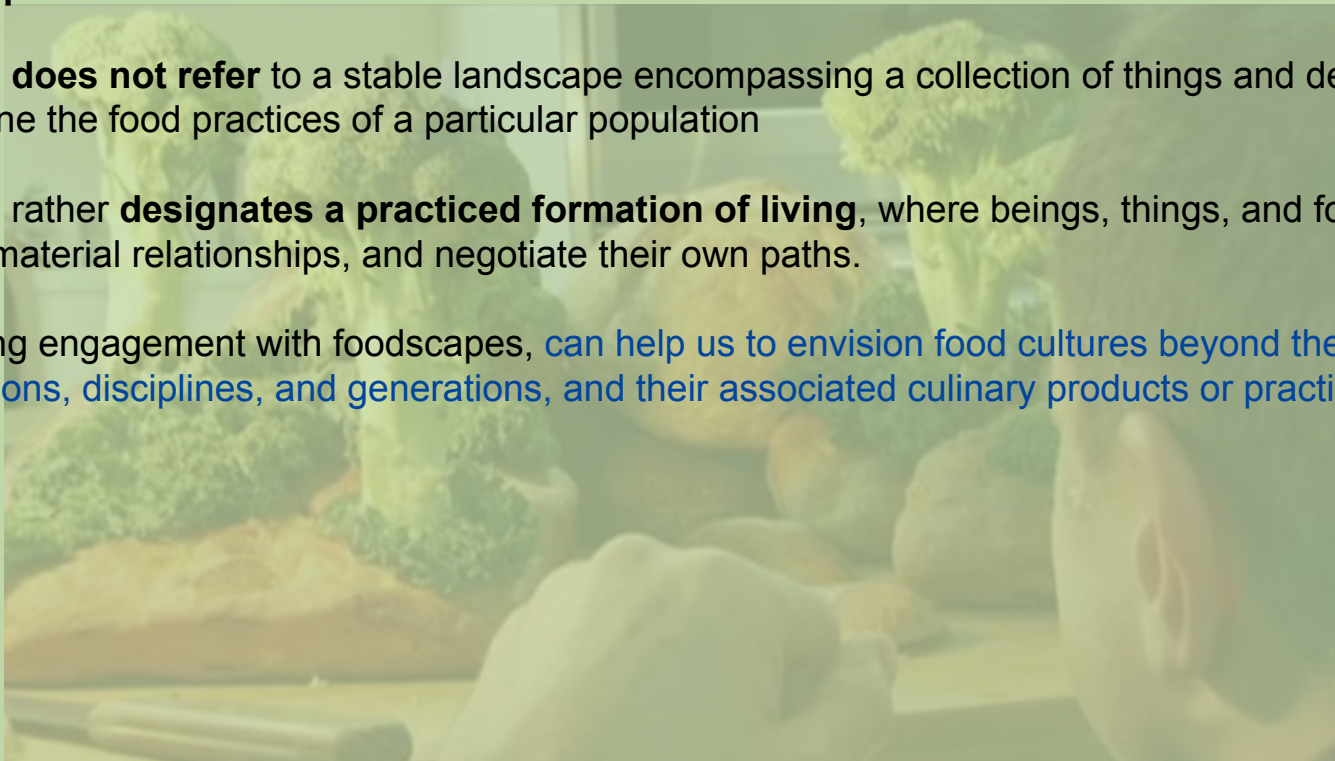
How this paper has fed the CONVIVIUM project:

On foodscapes:

Foodscapes **does not refer** to a stable landscape encompassing a collection of things and designed spaces that determine the food practices of a particular population

Foodscapes rather **designates a practiced formation of living**, where beings, things, and foods encounter in intimate, material relationships, and negotiate their own paths.

Such a strong engagement with foodscapes, **can help us to envision food cultures beyond the borders of nations, regions, disciplines, and generations, and their associated culinary products or practices.**



How this paper has fed the CONVIVIUM project:

On us, as a coalition:

We are a diverse group (cultural & disciplinary backgrounds, diverse experiences & skills)

We move together (to meetings, to do fieldwork, etc.); and we learn from each other

CONVIVIUM should be the product of *« co-learning and conversation across the many disciplines that made up the project; of walking together in the fields (...) of enthusiastic and intense engagement with the landscape (foodscape) and with each other »*.

« we have had the privilege of becoming embroiled in the commotion, collaboration and conviviality » of the CONVIVIUM project



WP3 & WP4

Promoting more resilient, diverse, and adaptable cultural food landscapes

University of Paris I, Panthéon-Sorbonne

Heritage Foodscapes in Motion

Members: UP1, UC, Lyfe, UU, UG, ASR, Inland, Weplan, NI

Fosters the blending of innovation and tradition in agricultural and heritage sites through knowledge sharing methodologies, with the participation of the civil society and industry sectors. Actions will take place in diverse communities, climates, and foodscapes across Europe: The French and Spanish Basque regions, Flanders, Coimbra, Gdansk, and Rotterdam, fostering fruitful exchange, collaboration and first prototyping.

SOLUTIONS WP 3/4

3.1 Reframing (Viti)Cultural Landscapes

Bairrada(Coimbra region), Flanders, French and Spanish Basque, Gdansk.

3.3 The Open Garden

Rotterdam, Coimbra, Flanders, Gdansk

3.2 Intercropping Revisited

Bairrada(Coimbra region), Flanders, French and Spanish Basque, Gdansk.

3.4 Reconfiguring UNESCO Heritage Buildings through Food Heritage Coimbra

Reframing (Viti)Cultural Landscapes

This solution will design and implement sustainable vineyard structures and cultivation/production processes in open dialogue across stakeholders to push for policy reform on wine labeling and regulation, opening paths for social and ecological revitalization of wine-producing heritage.

Intercropping Revisited

The solution blends ecological and aesthetic ideas of intercropping in cultural landscapes to build biodiversity for agro-ecological futures. Bringing together growers, artists, storytellers, policy-makers and locals., we will explore intercropping thorough art-and-cultural based interventions,stimulating reciprocity and multispecies companionship.

The Open Garden

Through design and field-research, The Open Garden addresses the challenges faced by contemporary community gardens and contributes to re-imagining them as places of care and ecological regeneration for multicultural and multi-species communities by producing a scalable Open Garden prototype.

Reconfiguring UNESCO Heritage Buildings through Food Heritage

This solution develops and tests prototypes of Virtual Reality (VR) and Augmented Reality (AR) immersive experiences within UNESCO heritage buildings, with the aim to transport users into virtual environments in which they can interact with objects, foods, and narratives which can enhance their knowledge, value, and connection to specific sites.

COLLABORATION & COHESION



Population Data	Food Heritage/ Tourism	Geographical/ Geological Data	Best Practices
Regional population in numbers, and % working in wine	Regional AOPs/GIs and their regulations	Soil type, rain/sun/elevation	Heritage valorization
Migration statistics, harvest worker stats	Historical/heritage sites	Principal grape varieties/styles	Vineyard/winery design
GDP per region	Existing initiatives	Biodiversity challenges	Social/sustainable winemaking

Equipe interdisciplinaire de recherches sur le tourisme

WP 3/ 4 Leader



Thank you!



Maria Gravari-Barbas
Director of the EIREST



Jenny L. Herman
Post-doctoral researcher



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WORK PACKAGE 5

The Convivial Table is an art&culture-based event in multispecies gastronomy, conviviality, and heritage, which offers a welcoming to diverse “others”.

Its **objective is to sensitize public and decision makers** about microbial foods, insects, and algae whose production and consumption, despite being healthier for humans and the environment, still faces skepticism.

It has **economic and societal impact** as it facilitates the consolidation of emergent markets for these novel foods.

- “A table” is where power is enacted and distributed. Therefore, it is also where we can **propose and negotiate** the terms of the conversation.
- “A table” that **prioritizes affective dimensions**, structures of solidarity or alternative forms of collectivity.
- “A table” that helps to **visualize and recognize** other –little– beings (microbes, insects and algae) as actors that co-shape our bodies and our living environments.
- Explore possibilities to democratize scientific and technical language

Installations

Performances



Jenny's artwork of a composting table

Some ideas for regionally-specific thematic ‘tables

Coimbra: Between the Vines (previous example)

French/Spanish Basque:
transhumance/transnational
Highlight the transhumance practices
(and associated AOPs) of this region.
Explore transnational heritage/history.
Climate change impacting shepherding
practices.

Flanders: History and Heritage
Futures(?)

Lofoten: aquaculture-
Cod fish heritage, algae,
sea soundscapes (cf. U.
Biemann)

Gdansk: Where land and
water meet (?)



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WORK PACKAGE 7

7.1. FAMILY FOOD HERITAGE

Where the Future Begins

Phase 1: M2-18



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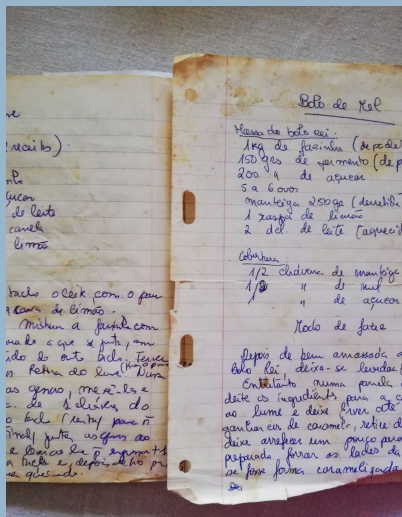
02 Methodologies

03 Structure

04 Deliverables
& Milestones

1. GENERAL PRESENTATION

MAIN GOAL



To plan and develop a **prototype tool and dataset** for **lay people** to:

safeguard and communicate

their own **Family Food Heritage (FFH)**

PARTNERS



UNIVERSIDADE DE
COIMBRA



CÂMARA MUNICIPAL
DE
COIMBRA



OSLO METROPOLITAN UNIVERSITY
CONSUMPTION RESEARCH NORWAY SIFO

CITIZENS ENGAGED



TESTING the FFH Idea



FoodHerit4ALL (Call 2020)



European
Commission

FoodHerit4ALL
HORIZON-CL2-2021-
HERITAGE-01-04
(Preserving and
enhancing cultural
heritage with
advanced digital
technologies)



FH FAMILY TREE (Call 2022)

TESTING Citizen Engagement



Semistructured
Interviews -
Adults (2023)

Collection of
recipes by middle
school students
(2023)

Family Food Heritage
Students from Schools in the Municipality
of Alcobaça



Carmen Soares (Coord.)
Alcobaça Municipal Library System

2. METHODOLOGIES



Inclusive, bottom-up sharing process, supported by **Citizen Science**.

Researchers & IT team promote:

- Workshops (political/social stakeholders & lay people)
- Focus groups (lay people)

Lay people from different age groups, genders and sociological profiles

3. STRUCTURE

7.1.1 Definition of citizens' engagement strategies in collaboration with stakeholders (M2)



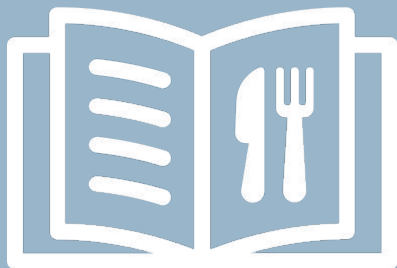
Presentation of the **scientific definition of FFH** to **stakeholders** and organization of **workshop** **A** to **discuss the best strategies to engage citizens** during the project.

3. STRUCTURE

7.1.2 Co-creation of FFH conceptual framework with citizens (M3-9)

Co-design of a **handbook** for the use of a digital tool for storing, curating and safeguarding of their FFH (focus group w/ citizens) - 2 rounds:

- **Workshop B** (M3-4): present the FH concept and generate insights from citizens; development of **semi-structured interviews** to understand how lay people perceive their own FFH;
- **Workshop C** (M5-9): discuss, co-design and co-write of a proposal **draft of a handbook** to facilitate and potentiate the use of the digital tool.



3. STRUCTURE

7.1.3 FFH Digital Tool Prototype Co-designing (M10-18)



Design of a **prototype of the digital tool** through a collaborative work between designers, IT technicians and researchers.

Digital tool's prototype **hosted on the project's website.**

4. One DELIVERABLE & two MILESTONES

D. 7.1 Activating the FFH (M13 - Nov. 2025)

M. 9 Design of FFH Prototype tool and dataset (M12 - Oct. 2025) - Mean of verification: Prototype on website

M. 27 Design FFH prototype (M18 - Apr. 2026) - Mean of verification: Prototype on website

T7/8.2 Food Heritage Dialogues – Phase 1/2, Lead OsloMet

T7.2 aims to foster dialogue within local communities, using food heritage (stockfish and dairy products) to stimulate discussions on historical, contemporary, and future regional issues. This involves a deliberative strategy implemented in community houses, where shared meals and open discourse explore sustainability, aesthetics, and inclusiveness, as well as rethink challenges and create solutions.

Key outcomes include hybrid forum, workshops, exhibitions, book, and a handbook, with the project's success potentially serving as a model for other regions.

T7.2.1 Activation of People and places:

Info. Brochure, Lead OsloMet, w/ Memoar, M3-9 OsloMet creates brochures outlining project goals and methods to foster participation and assess impact across food, tourism, and creative industries through responses and feedback. The initiative also involves community village halls for seminars and meetings, complementing task 5.3.1.

T7.2.2 Activation of the Past:

Oral History, Lead: Slæsh, w/ OsloMet, M5-18 Memoar gathers 50 diverse narratives on Lofoten's food heritage, focusing on community engagement and training locals in skills to interview and collect narratives. Success is gauged by narrative variety and participation, aiming to build an extensive oral history archive.

T7.2.3 Activation of the Present:

Hybrid Forum, Lead OsloMet, w/ FMN, M4-18. OsloMet hosts hybrid forums to explore food heritage, focusing on engaging diverse voices and revealing local interests.

T7.2.4 Activation of the Future:

Utopia Workshop, Lead UN, w/ OsloMet, M6-18 UN leads workshops to envisioning sustainable food heritage futures. Participants engage in a process transforming personal experiences into common, actionable values. Impact on food and tourism industries is assessed through the generation of ideas, participant feedback, and scalability.

T7.2.5 (Re)-Activating The Lofoten Food Manifesto

Lead FMN, w/ LoVe, M6-18 FMN subcontracts LoVe Utvikling AS The Lofoten Food Manifesto is further developed to enhance the region's food heritage, integrating insights from tasks 7.2.2 to 7.2.4.

T7.2.6 Activating Stockfish heritage protection for future generations to enjoy.

Lead: OsloMet, w/FMN and a local organization as subcontractor for specific expertise, M7-18 Complements Slow Food Bergen's initial application to UNESCO, focusing on the unique cultural heritage of Lofoten's stockfish tradition. It will highlight specific know-how of selecting locations, traditional fishing techniques, drying fish on racks, and the lye rehydration process (luting).



AR FOOD HERITAGE TRAILS

7.3 + 8.3

DIGITAL CULTURAL HERITAGE

DEVELOPMENT SINCE 2017



CINE PROJECT – VÁGAR MODELL, UIT – GUNNAR LIESTØL



GAIA VESTERÅLEN MODEL

LOFOTR VIKINGMUSEUM



BORG MODEL



COLLABORATION POTENTIAL 7.3+8.3 AND 3.4+4.4

2 DIGITAL MODELS IN THIS PROJECT, DEVELOPED BY

- COIMBRA UNIVERSITY – «DIGITAL MODEL DEVELOPMENT»
- WE PLAN – «DIGITAL TOOLS TO TELL STORIES»
- MUSEUM NORD - »SITUATED SIMULATION«

EVALUATION AND TESTING

- COIMBRA UNIVERSITY
- WE PLAN
- MUSEUM NORD

STORYTELLING/DIGITAL STORYTELLING – A WIDER DIALOGUE?

- COIMBRA UNIVERSITY
 - WE PLAN
 - MUSEUM NORD
-
- PARIS – PANTHEON-SORBONNE? – ICH
 - SLÆSH – STORYTELLING WORKSHOP
 - CENTER FOR AGRARIAN HISTORY – «PARTICIPATORY HERITAGE»

Technology
exchange

Comparable
methods

Use, challenges,
benefits of immersive
environments



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WORK PACKAGE 8

8.1. FAMILY FOOD HERITAGE

Where the Future Begins

Phase 2: M19-34



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SUMMARY

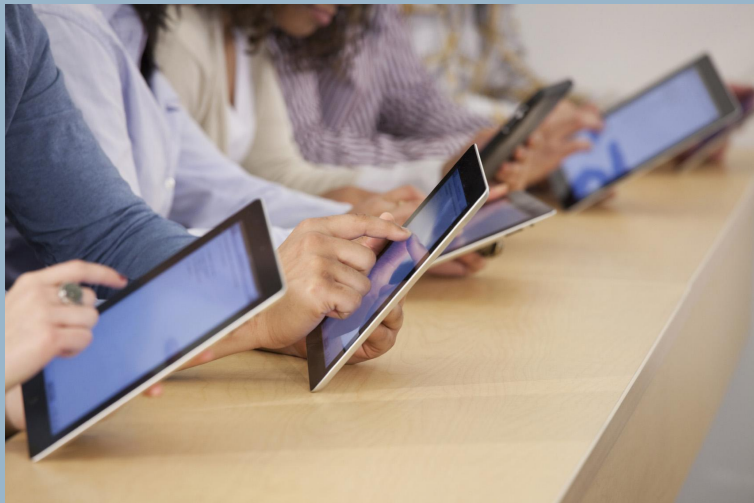
01 General
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& Milestones

1. GENERAL PRESENTATION

MAIN GOAL



Test and implement the FFH **prototype tool and dataset** planned in Task 7.1.

Official languages for users to deposit and consult the platform will be **Portuguese, Norwegian, and English.**

Prepared for long term all ERA languages can be covered.

3. STRUCTURE

8.1.1 FFH Digital Tool Prototype Testing (M19-24)

Prototype simultaneously tested by: (i) a sample of **Portuguese citizens** (participants from T7.1.2. Workshops B and C); (ii) new recruited **citizens from Lofoten** (test and evaluate the replicability of the tool).

Assessment surveys will be carried out with users of the test version of the tool.

Any **necessary adjustments** will be made once surveys have been processed and analysed.

8.1.2 FFH Digital Tool and dataset final version launching (M25-34)

Final adjustments from the inputs in WP8.1.1 and preparation for tool **sustainability after project ending**.

The platform for the tool and dataset will be **aggregated to UC digital systems** so its sustainability, continuous maintenance and availability to all ERA community be assured.

3. One DELIVERABLE & two MILESTONES

D. 8.1 Digital tool - prototype (M36 - Oct. 2027)

M.33 Refine FFH prototype (M24 - Oct. 2026) - Mean of verification: Testing completed

M. 10 FFH tool aggregated (M34 - Aug. 2027) - Mean of verification: Adjustments and aggregation complete



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WORK PACKAGE 9

Communication, Dissemination, Exploitation



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SUMMARY

01 Definitions

02 Communication
and Dissemination
Plan

03 Target audiences

04 Communication
strategies

1. Definitions

- Communication
- Dissemination
- Exploitation



by Sylwia Folgert

COMMUNICATION

Measures should promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens.



by Sylwia Folgert

DISSEMINATION

The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.



by Sylwia Folgert

EXPLOITATION

The use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, marketing, manufacturing and creating, a product or process, creating and providing a service, or in standardisation activities.

2. Communication and Dissemination Plan

A. Goals and target groups

- Goals
- Values
- Target groups & profiled strategies
- Communication activities

Goals

1. To inform our target audiences about the project's activities.

The main strategies to achieve this are:

- Collect sustainable food practices, tools, from the project's activities, as well as from other relevant sources and experiences.
- Produce policy briefs based on the experience of the project's activities.
- Disseminate methods, practices, tools, cases, articles, policy briefs and stories using a comprehensive online and offline communication strategy.
- Co-operate with other similar EU-supported programmes, projects and actions in order to create synergies between them and increase their visibility, and the visibility of CONVIVIUM.

Goals

2. Encourage the project's target groups to actively participate in and adopt the project's activities and to adopt the methods and tools promoted by the NEB.

The main strategies to achieve this are:

- Encourage key audiences to participate in the project's public activities.
- Build a community of practice around the outputs of the project.
- Advise local, national and European policy makers and other decision-makers about the project's findings and how to integrate them into their work.

Values

CONVIVIUM embraces the driving values the New European Bauhaus (described in the NEB website):

- Sustainability, from climate goals to circularity, zero pollution, and biodiversity.
- Aesthetics, quality of experience and style beyond functionality.
- Inclusion, from valuing diversity to securing accessibility and affordability.
- Diversity.
- Inclusion.

Communication and Dissemination Plan

B. Design elements

- Visual identity
- Logo
- Colours
- Font

Visual identity

The visual identity of the CONVIVIUM project is **simple** and **clean**. Its clarity is intended to help maintain order and **transparency** in such a **complex** project, which consists of many different teams conducting activities in various, sometimes very different fields such as culture, art and sociology. At the same time, the visual form of project materials is **uniform** and **harmonious**, making navigating through them **easy** and **intuitive**. The graphics emphasize the coherence of all elements contributing to a common goal.

Logo
Full







●●convivium

food . living heritage . conviviality

Logo
Short

●●convivium

Colours

-  WORK PACKAGE 1
-  WORK PACKAGE 2
-  WORK PACKAGE 3+4
-  WORK PACKAGE 5+6
-  WORK PACKAGE 7+8
-  WORK PACKAGE 9

Font

Rouna

A B C D E F G H I J K L M
N O P R S T U V W X Y Z
a b c d e f g h i j k l m
n o p r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Communication and Dissemination Plan

C. Social media



3. Target audiences

- Food communities
- Heritage communities
- Academic communities

Three main personas, which will serve as a general guideline for the design of the communication strategy and promotional materials:

- Professionals
- Local communities
- Empowering communities

Target Audience	Main idea to convey	
Professionals		
What we want them to feel?	What we want them to know?	What we want them to do?
Why should they care?	Added value?	Channels?
Measurement of impact.		

Target Audience	Main idea to convey	
Local communities		
What we want them to feel?	What we want them to know?	What we want them to do?
Why should they care?	Added value?	Channels?
Measurement of impact.		

Target Audience	Main idea to convey	
Empowering communities		
What we want them to feel?	What we want them to know?	What we want them to do?
Why should they care?	Added value?	Channels?
Measurement of impact.		

4. Communication strategies

Storytelling campaigns

Creating and sharing compelling narratives on various social media platforms.

Benefits of social media storytelling:

- builds emotional connections,
- makes your brand memorable,
- inspires the audience to act.

Storytelling campaign main actions

Solution	The name of the campaign
Reframing (Viti)Cultural Landscapes	
Intercropping Revisited	
The Open Garden	
Reconfiguring UNESCO Heritage Buildings through Food Heritage	

Storytelling campaign main actions

Solution	The name of the campaign
The Convivial Table	An invitation to the multispecies table
The Open Kitchen (TOK)	
Surplus Tables (STs)	
Convivial Foodscapes Exhibition	

Storytelling campaign main actions

Solution	The name of the campaign
Family Food Heritage: Where the Future Begins (FFH)	
Food Heritage Dialogues (FHD)	
AR Food Heritage Trails	



Solutions & Tasks



Funded by
the European Union



New European
Bauhaus

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101178921. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither European nor the granting authority can be held responsible for them.



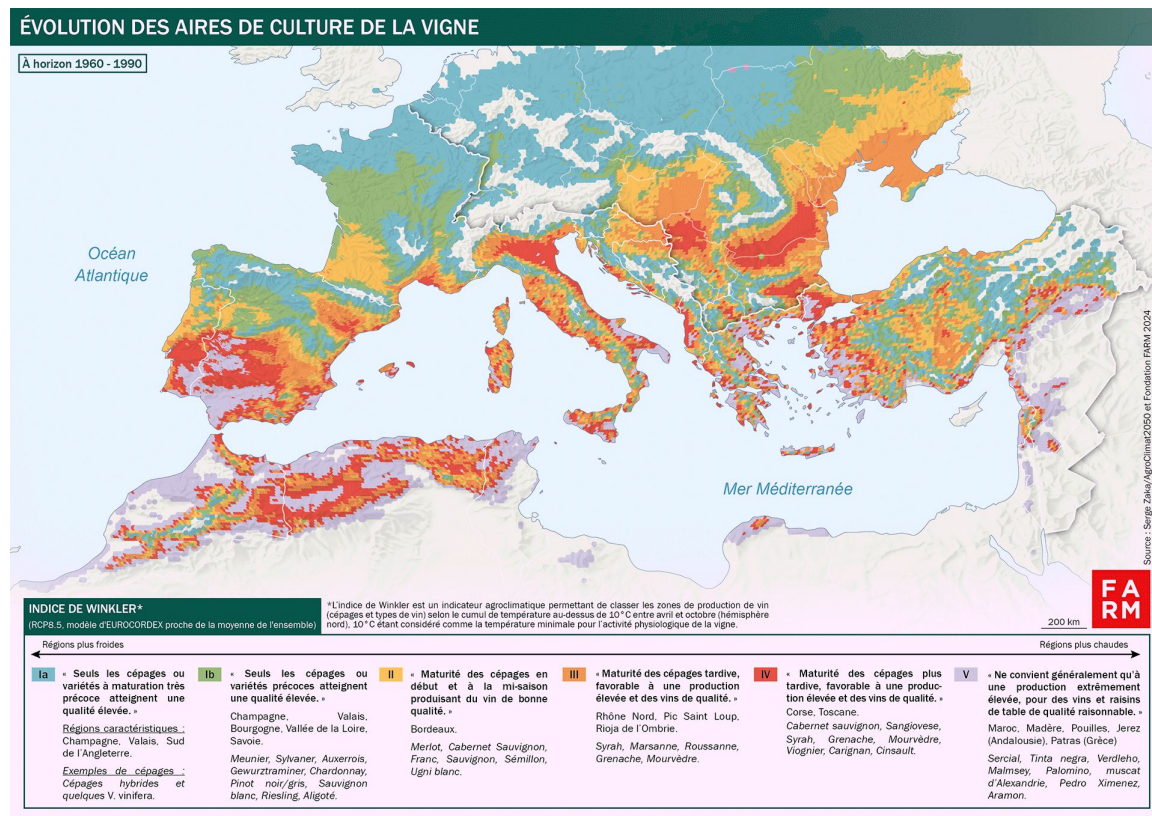
WORK PACKAGE 3

Reframing (Viti)Cultural Landscapes

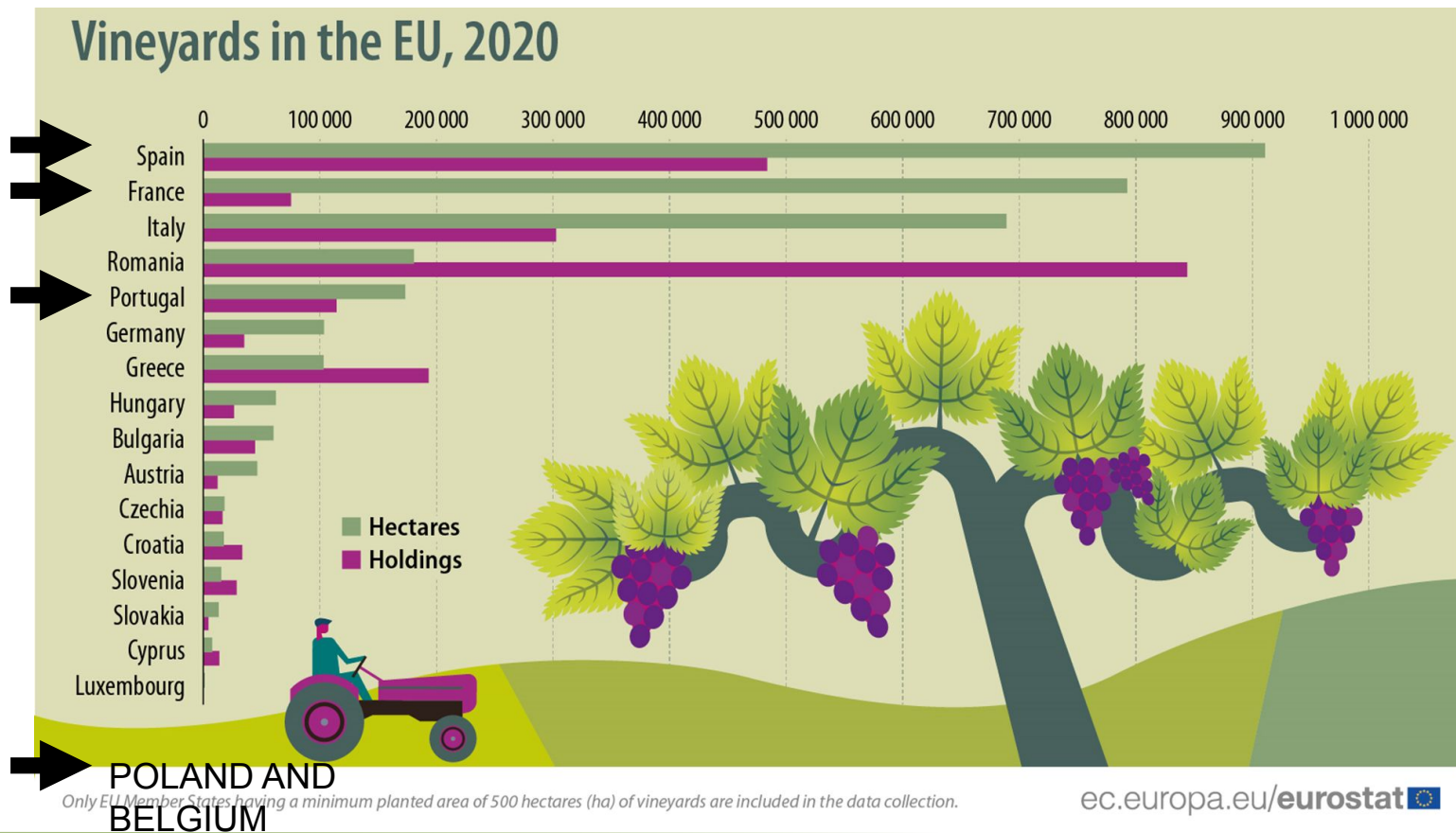
University of Paris I, Panthéon-Sorbonne - Atelier Sérgio Rebelo

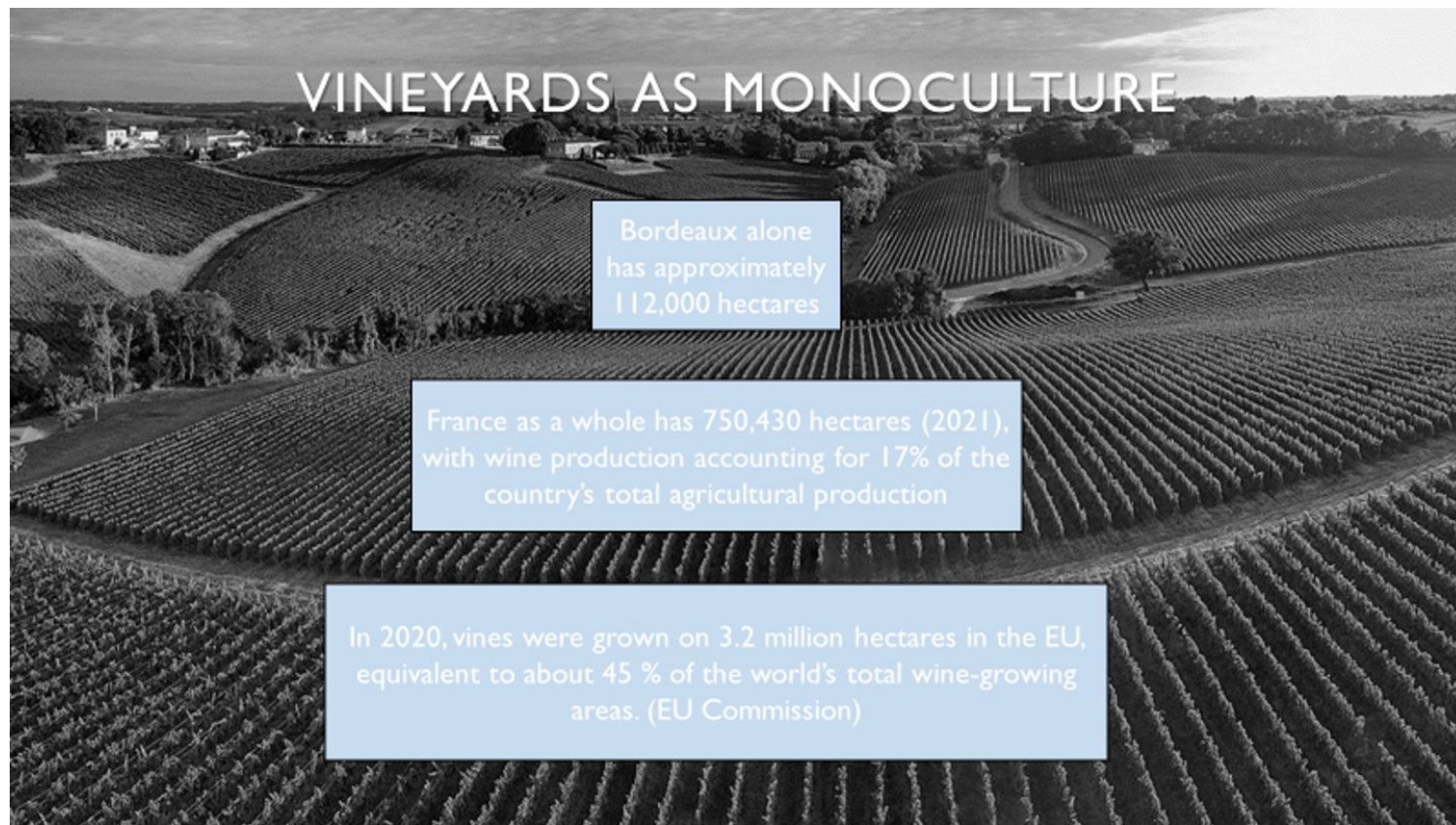
Reframing (Viti)Cultural Landscapes

This solution will design and implement sustainable vineyard structures and cultivation/production processes in open dialogue across stakeholders to push for policy reform on wine labeling and regulation, opening paths for social and ecological revitalization of wine-producing heritage.









VINEYARDS AS MONOCULTURE

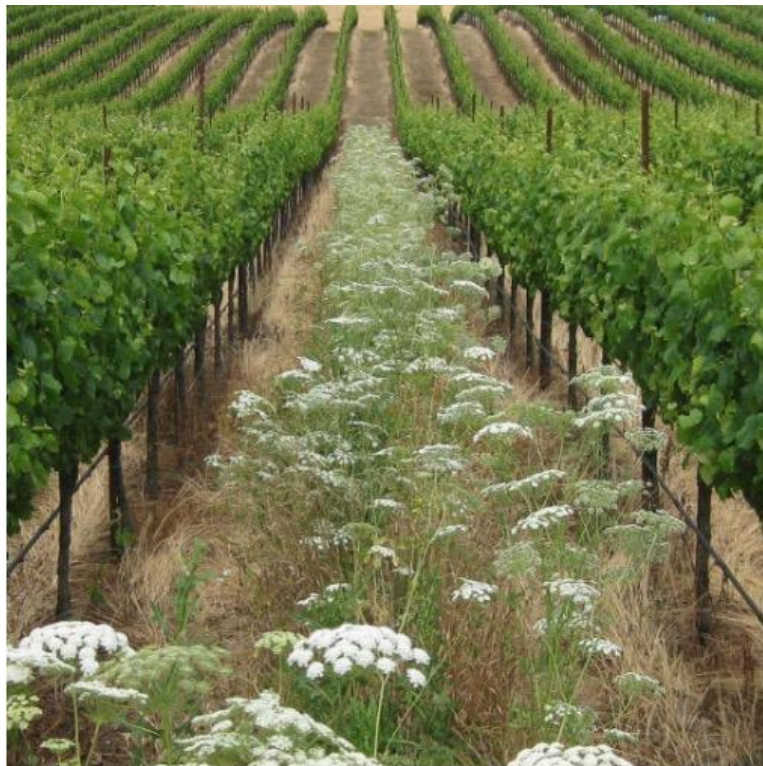
Bordeaux alone
has approximately
112,000 hectares

France as a whole has 750,430 hectares (2021),
with wine production accounting for 17% of the
country's total agricultural production

In 2020, vines were grown on 3.2 million hectares in the EU,
equivalent to about 45 % of the world's total wine-growing
areas. (EU Commission)



Western views posit monocropping as an extractive form of agriculture, mostly occurring “elsewhere”, often in the global south. Lingering colonialist mindsets frame global commodity crops, like bananas, avocados, or palm oil as negative forms of cultivation. With the cultural element removed, these plantations of ‘products’ are linked mindsets of un-ecological production and consumption, whereas ‘rooted’ products, with a strong cultural link to the production, such as olive oil and wine, are seen as emblems of cultural heritage and prized for their landscapes, which are no less extractivist. AOP labels, seen as a way to protect quality, origin, and tradition, in turn reinforce ‘rooted’ products and put a strain on biodiversity.



AOC blends nature, culture and agriculture in a terroir-narrative which emphasizes origin, locality, and 'authenticity'



“In viticulture, an increase in plant species diversity, abundance, and soil cover is implemented by the use of cover crops, and this has been frequently reported to mitigate environmental impacts [5,12–15]. Cover crops provide several services for the vineyard ecosystem: protection from soil erosion, water purification, nutrient retention, and improved soil structure, and thus, enhanced water infiltration, increased soil quality, above and below-ground biological diversity, and a significant contribution to weed, pest, and disease control.”

<https://doi.org/10.3390/agriculture11020095>

Between rows at Vinhos Vadio, Bairrada. Photo by winemaker Luís Patrão

Population Data	Food Heritage/ Tourism	Geographical/ Geological Data	Best Practices
Regional population in numbers, and % working in wine	Regional AOPs/GIs and their regulations	Soil type, rain/sun/elevation	Heritage valorization
Migration statistics, harvest worker stats	Historical/heritage sites	Principal grape varieties/styles	Vineyard/winery design
GDP per region	Existing initiatives	Biodiversity challenges	Social/sustainable winemaking

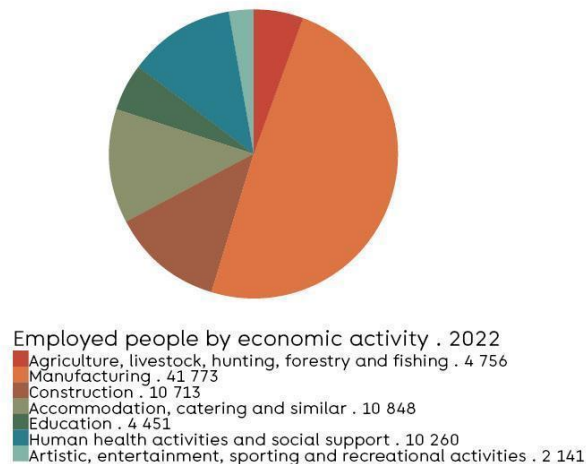
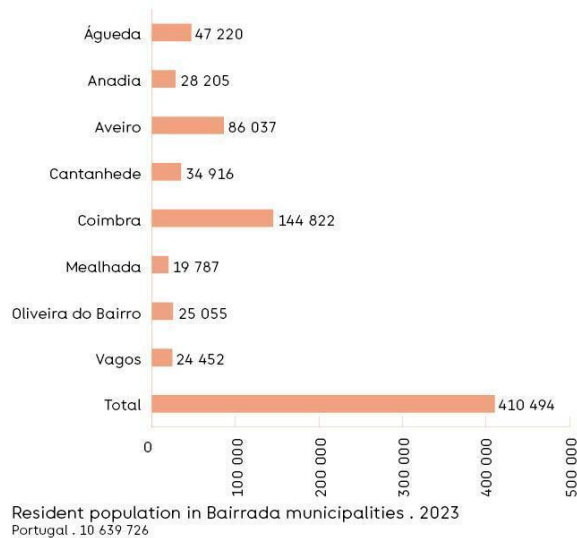
PORTUGAL . BAIRRADA

The Bairrada wine region is situated in the Portuguese province of Beira Litoral, occupying a central position between the cities of Aveiro to the north and Coimbra to the south. The region has been designated as a Denominação de Origem Controlada (DOC), which is the highest classification of wine in Portugal.

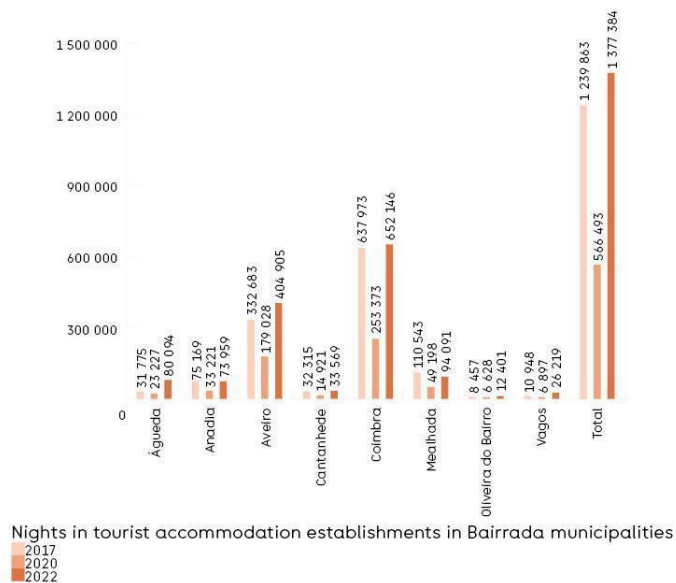
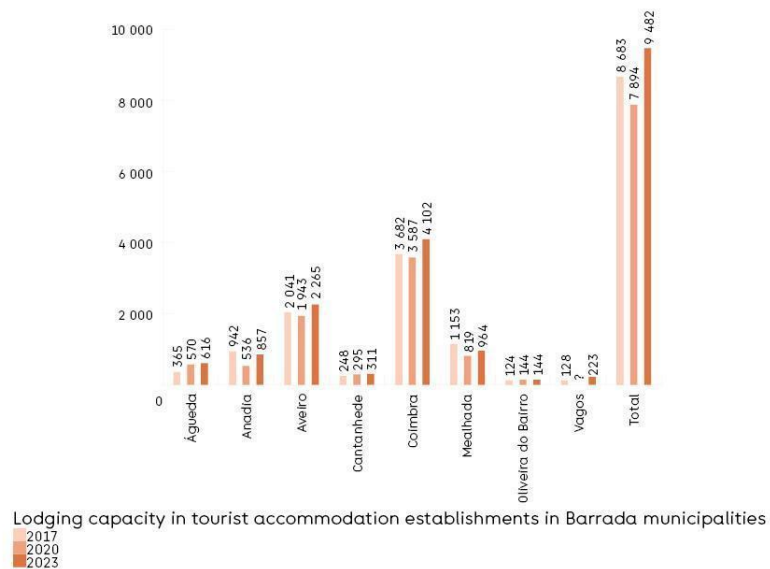


■ Vineyard

PORTUGAL . BAIRRADA

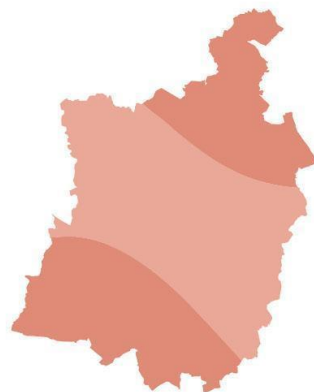


PORTUGAL . BAIRRADA



PORTUGAL . BAIRRADA

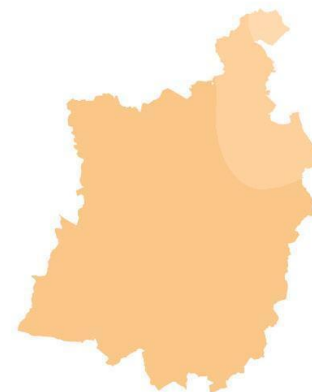
The region is characterized by a flat coastal topography with a notable maritime influence, and bounded to the north by the Vouga River, to the south by the Mondego River, and to the east by the Caramulo and Buçaco mountains. The region encompasses a total of eight municipalities: Águeda, Anadia, Aveiro, Cantanhede, Coimbra, Mealhada, Oliveira do Bairro and Vagos. The Bairrada region is characterized by a temperate climate, with abundant precipitation and mild temperatures throughout the year. The winter season is relatively cool, while the summer months are characterized by higher temperatures. The vineyards are typically situated at elevations below 120 meters, and the soils are classified as clay-limestone, sandy-clay, and sandy loam.



Thermal amplitude
12,5°C - 15,0°C
15,0°C



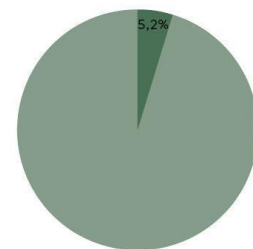
Rainfall
800 mm - 1 000 mm
1000 mm - 1 200 mm
1200 mm - 1 400 mm
1400 mm - 1 600 mm



Insolation
2 300 hrs - 2 400 hrs
2 400 hrs - 2 500 hrs
2 500 hrs - 2 600 hrs

PORTUGAL . BAIRRADA

In 2023, the vineyards encompassed an area of approximately 9 400 hectares.



Vineyard area . July 2023

○ Portugal . 180 360 ha
■ Other regions
■ Bairrada . 9 440 ha

The most planted red grape varieties for the production of DOC Bairrada wines are:

- Alfrocheiro
- Aragonez
- Baga
- Bastardo
- Cabernet-Sauvignon
- Camarate
- Castelão
- Jaen
- Merlot
- Petit-Verdot
- Pinot Noir
- Rufete
- Syrah
- Tinta-Barroca
- Tinto-Cão
- Touriga-Franca
- Touriga-Nacional

The white grape varieties that are most commonly planted in the region include:

- Arinto
- Bical
- Cercial
- Chardonnay
- Fernão Pires
- Pinot-Blanc
- Rabo-de-Ovelha
- Sauvignon
- Sercialinho
- Verdelho
- Viognier

GRAPE PRODUCTION

Organic producers aim to minimize the amount of synthetic chemicals in their vineyards until the practice is completely eliminated. Those who wish to obtain organic certification must actively increase biodiversity in and around their vineyards.

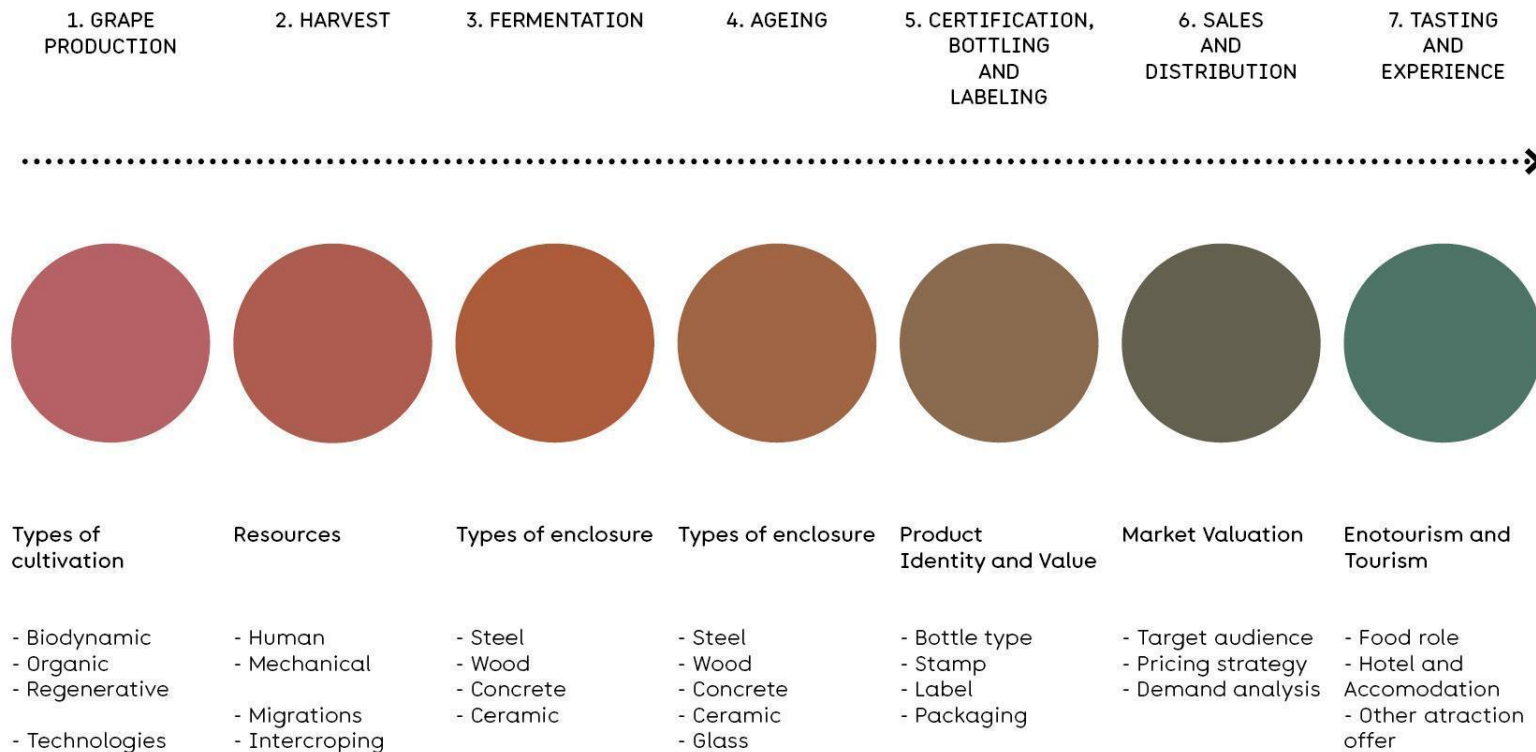
Biodynamic viticulture can be seen as an advanced form of organic agriculture, incorporating all the basic practices of organic viticulture while adopting a philosophical system that some consider to challenge conventional scientific principles. Biodynamic producers seek to align their work with the phases of the moon and the planets, believing that these celestial forces influence both the taste of the wine and the practices of the vineyard.

Like biodynamics, regenerative viticulture is based on a comprehensive belief system that dictates a holistic approach to agriculture. Soil health is a key focus, recognizing the vital role of microbes and fungi in supporting vine growth. Much of the effort in regenerative viticulture is focused on improving and maintaining the vitality of the soil. Unlike organic and biodynamic methods, which prescribe specific practices, regenerative agriculture takes a flexible, site-specific approach to address unique challenges. Here, the use of animals allows them to play a valuable role in the promotion of a healthy ecosystem in the vineyard.

HARVEST

The first step in the winemaking process is the harvest. The grapes must be picked when they have reached the perfect balance of sweetness and acidity, and are harvested by hand for greater precision or by machine for greater efficiency, ensuring that their quality is maintained. A grape harvesting robot developed by Extend Robotics is being trialed at Saffron Grange Vineyard in Essex. The robot is currently controlled remotely via a virtual reality headset, but the aim is to make it fully autonomous.







WORK PACKAGE 3

Intercropping revisited



Funded by
the European Union



New European
Bauhaus

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What is it about?

Intercropping Revisited draws attention to the farming practice of growing two or more crop species together at the same time, in the same place.

- a critique to monoculture: response to climate change
- a critique to practices and language of eradication (work with not against)
- Helps to visualize cultural, biological and biocultural diversity/heritage
- Mixed management systems: enable mutual nurturing and thriving within enriched agricultural landscapes, based on principles of collaboration, reciprocity and multispecies companionship.



Milpa: maize, bean, pumpkin

How does it unfold?

A two-day art-and-design-based, collaborative event, aimed at leveraging the cultural and aesthetic significance of intercropping to build trust and create a shared vision for agro-ecological futures.

Comprises round tables, participative artistic performances, hands-on experience, exhibitions, and speculative design and storytelling.

The goal is to create awareness among new generations of the possibilities of “hybrid cultures”



For whom:

The target groups are cultivators (farmers, growers, viticulturists), landscape artists, designers, storytellers, and policy-makers.



Between rows at Vinhos Vadio,
Bairrada. Photo by winemaker Luís
Patrão

The Convivial Foodscapes exhibition

Locations to be defined, end of the project . Led by Inland - Campo Adentro

- Group show
- Define audiences and venues
- Draws from the project's implementation process
- Combined with existing artworks and maybe commissions to highlight
- Presents a thesis and an educational tool (usefulness) , socially engaging and aesthetically moving



food . living heritage . conviviality

WORK PACKAGE 3

Reconfiguring UNESCO Heritage Buildings through Food Heritage

[T3.4] & [T4.4]

[PHASE 1] & [PHASE 2]



Funded by
the European Union



New European
Bauhaus

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SUMMARY

01 General Summary

02 Structure

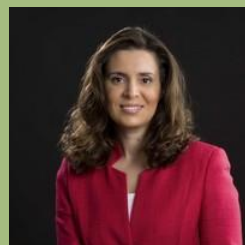
03 Methodologies

04 Deliverables &
Milestones

01 General presentation - team



RUI
LOBO



CLAUDETE
OLIVEIRA
MOREIRA



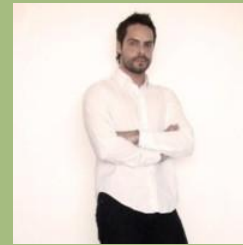
PAULA
BARATA
DIAS



JOÃO
PEDRO
GOMES



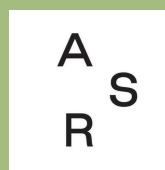
SÉRGIO
REBELO



ILDE
RODRIGUEZ



UNIVERSIDADE DE
COIMBRA



ATELIER SÉRGIO
REBELO
CREATIVE
ARCHITECTURE &
DESIGN STUDIO
LOCATED IN PORTO,
PORTUGAL.



CREATIVE AGENCY FOR
REAL ESTATE MARKETING,
INTERIOR DESIGN, AND
ARCHITECTURAL
VISUALIZATION, LOCATED
IN MADRID, SPAIN.

01 General presentation - team



DELFIN
LEÃO



CARMEN
SOARES



NELSON
FERREIRA



UNIVERSIDADE DE
COIMBRA

01 General presentation – main goal

This solution develops and tests prototypes of Virtual Reality (VR) and Augmented Reality (AR) , immersive experiences

within
UNESCO
heritage
buildings



the aim

to transport users into virtual environments in which they can **INTERACT WITH OBJECTS, FOODS, AND NARRATIVES** which can enhance their knowledge, value, and connection to specific sites.

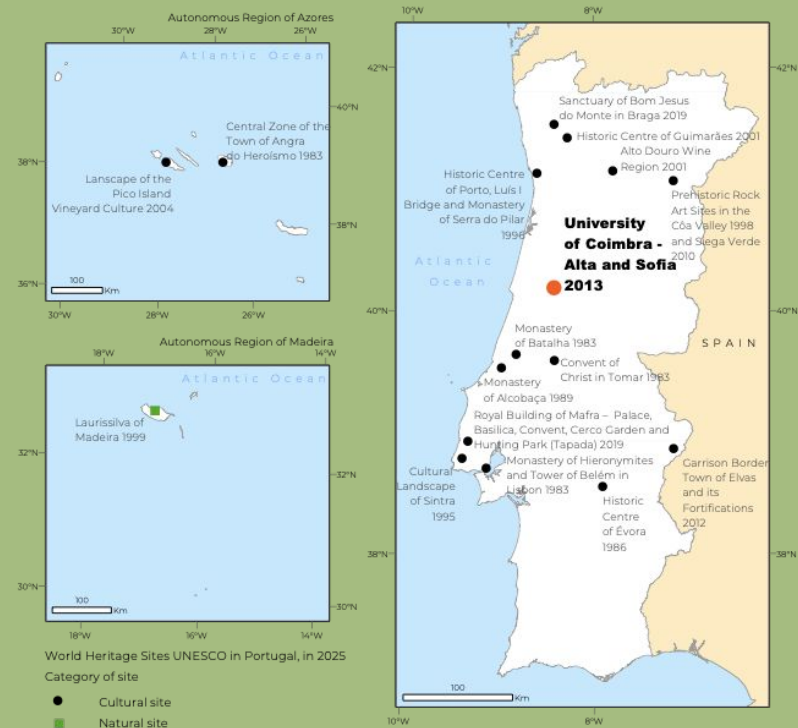
01 General presentation - place to implement solutions



01 General presentation - place to implement solutions

University of Coimbra – Alta and Sofia

UNESCO World Heritage Site



With 17 PROPERTIES
Portugal is among the 20
countries with the most
properties inscribed on the
UNESCO
World Heritage List.

01 General presentation - place to implement solutions

University of Coimbra – Alta and Sofia



1987 Monticello and the University of Virginia in Charlottesville
USA



1998 Monticello and the University of Virginia in Charlottesville
SPAIN



2000 Ciudad Universitaria de Caracas
VENEZUELA



2007 Central University City Campus of the Universidad Nacional Autónoma de México (UNAM)
MÉXICO



2013 University of Coimbra – Alta and Sofia
PORTUGAL

ONLY 5
UNIVERSITIES IN
THE WORLD ARE
UNESCO WORLD
HERITAGE SITES

UNESCO World Heritage Site

01 General presentation - place to implement solutions

University of Coimbra – Alta and Sofia

Universidade University - Alta uptown

- 1 University Palace
- 2 College of Santa Rita
- 3 College Santo António da Pedreira
- 4 Holy Trinity College
- 5 College of Santo Agostinho
- 6 College of São Bento
- 7 College of Jesus
- 8 Royal College of Arts
- 9 College of São Jerónimo
- 10 Machado de Castro National Museum
- 11 Faculty of Letters
- 12 Faculty of Medicine
- 13 Department of Physics and Chemistry
- 14 Department of Mathematics
- 15 General Library
- 16 Archive of the University

Baixa downtown

Sofia street

- 17 Chemistry Laboratory
- 18 Boiler House
- 19 Coimbra Student Union
- 20 Botanical Garden
- 21 Sub-Ripas Palace
- 22 Old Cathedral
- 23 University Press
- 24 Melos' House
- 25 Santa Cruz Monastery
- 26 College of São Boaventura
- 27 College of Arts - Inquisition
- 28 College of Espírito Santo
- 29 College of Carmo
- 30 College of Nossa Senhora da Graça
- 31 College of São Pedro dos Terceiros
- 32 College of São Tomás de Aquino



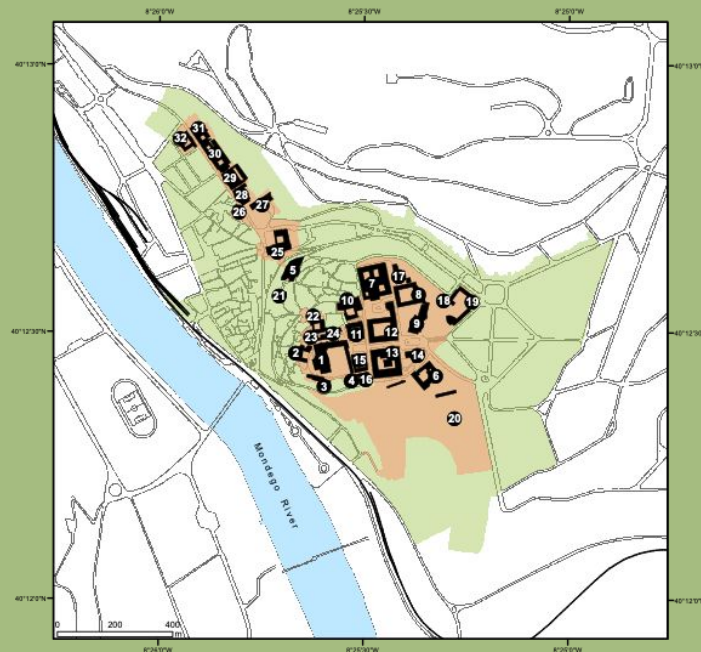
Buildings



Property



Protection zone



UNESCO World Heritage Site

01 General presentation - place to implement solutions

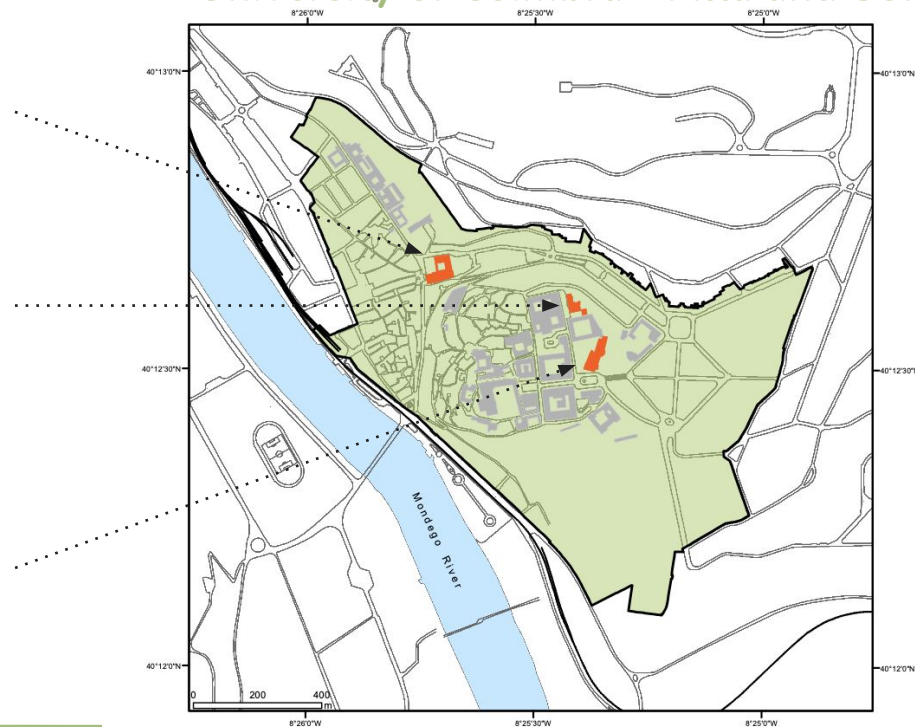
University of Coimbra – Alta and Sofia

UNESCO World Heritage Site

Refectory of Santa Cruz **Monastery**, 16th century

Refectory that served the complex of
Jesuit **Colleges** in the 16th century, the College of Jesus
and the College of the Arts, 16th century

Refectory of São Jerónimo **College**, 16th century



01 General presentation - place to implement solutions

University of Coimbra – Alta and Sofia

UNESCO World Heritage Site

Total number of visitors to the University of Coimbra, per year, from 2002 to 2024



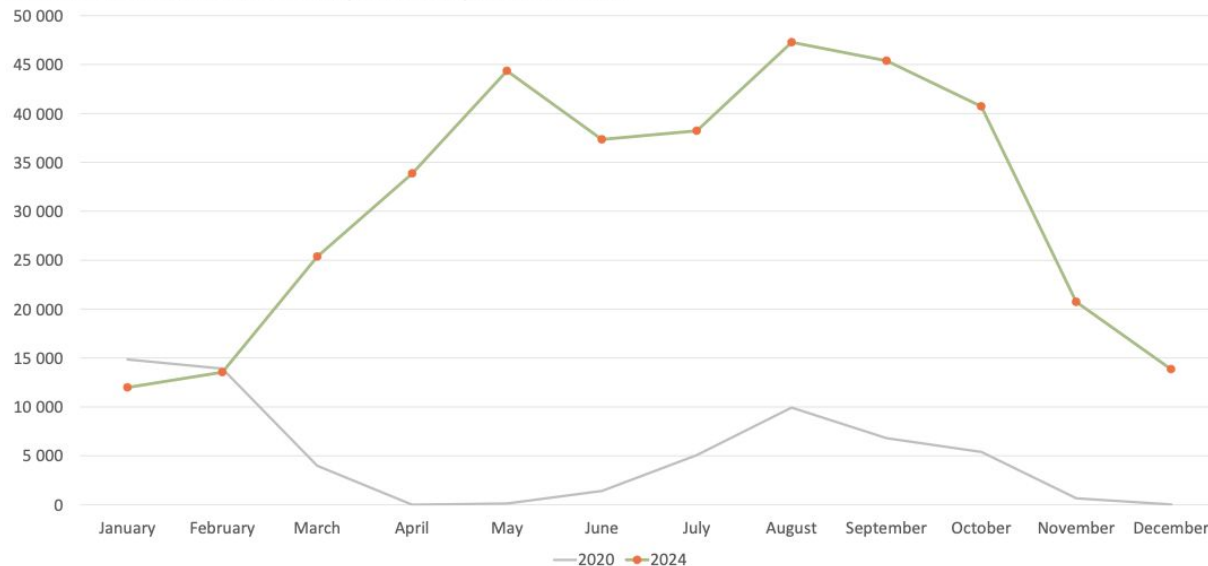
Data source: data provided by the Tourism of the University of Coimbra, January 2025.

01 General presentation - place to implement solutions

University of Coimbra – Alta and Sofia

UNESCO World Heritage Site











Total number of visitors to the University of Coimbra, per month, in 2024



Data source: data provided by the Tourism of the University of Coimbra, January 2025.

01 General presentation - place to implement solutions

University of Coimbra – Alta and Sofia

Portugal	72 686	
USA	64 932	
France	33 789	
Italy	33 670	
Spain	25 688	
Germany	24 874	
Brazil	23 849	
Canada	10 582	
Netherlands	10 312	
Taiwan	8 408	

Data source: data provided by the Tourism of the University of Coimbra, January 2025.

Top 10 - countries of origin of visitors to the University of Coimbra, in 2024.

UNESCO World Heritage Site

01 General presentation - place to implement solutions

University of Coimbra – Alta and Sofia



Total number of
students in the
University of
Coimbra, in 2025.

30 308

UNESCO World Heritage Site

02 Structure

Reconfiguring UNESCO Heritage Buildings through Food Heritage

WP3 – Phase 1 **T3.4**

T3.4.1

Display Food Heritage
in UNESCO Heritage
Buildings
via digital tools
– **data collection
and art design**

[M3-18]

[Jan 2025 - Apr 2026]

T3.4.2

Collaborative Lab of
Past, Contemporary
and Multicultural Food
Heritage

[M6-18]

[Apr 2025 - Apr 2026]

WP4 - Phase 2 **T4.4**

T4.4.1

Food Heritage in
UNESCO Heritage
Buildings –
**prototype assessment
and update**

[M19-24]

[May 2026 - Oct 2026]

T4.4.2

Collaborative Lab of
Past, Contemporary
and Multicultural Food
Heritage
implementation

[M25-36]

[Nov 2026 - Oct 2027]

03 Methodologies – Phase 1

T3.4.1

Display Food Heritage
in UNESCO Heritage
Buildings
via digital tools
– data collection
and art design

[M3-18]

[Jan 2025-Apr 2026]

STAGE 1.

Mapping of buildings for compiling audio-visual data and identifying key points to develop Virtual Reality (VR) and Augmented Reality (AR) implements.
[M3-6] [Jan 2025 - Apr 2025]

STAGE 2.

Co-creation of inputs for feeding Virtual Reality (VR) and Augmented Reality (AR) media displays (e.g. Inputs: recorded short performances; digitized objects; 3D rooms), and assembling into digital tools.
[M3-18] [Jan 2025 - Apr 2026]

03 Methodologies – Phase 2

T4.4.1

Food Heritage in
UNESCO Heritage
Buildings –
**prototype assessment
and update**

[M19-24]

[May 2026 - Oct 2026]

STAGE 3.

Testing and assessment of digital ‘historical menus’ and multimedia tours to the heritage buildings (workshop A with UC students and tourists). [M19-20] [May 2026 - Jun 2026]

STAGE 4.

Final testing and adjustments (workshop B with feedback selected from participants in workshop A). [M21-23] [Jul 2026 – Sep 2026]

STAGE 5.

Final version of On-site multimedia tours and virtual/digital tours (published via COMVIVIUM’s project website and the Tourist Office of Coimbra’s website. [M24] [Oct 2026]

03 Methodologies – Phase 1

T3.4.2

Collaborative Lab of
Past, Contemporary
and Multicultural Food
Heritage.

[M6 - 18]

[Apr 2025 - Apr 2026]

STAGE 1.

Identification, listing, collection, selection and discussing of the potential modes of display and their potential results in the Lab (workshop with task leaders and stakeholder institutions, open to the participation of citizens) [M6 - 12] [Apr 2025 - Oct 2025]

STAGE 2.

Development of a Plan for the Lab's implementation. [M13 - 18] [Nov 2025 - Apr 2026]

03 Methodologies – Phase 2

T4.4.2

Collaborative Lab of
Past, Contemporary
and Multicultural Food
Heritage-**implementation**

[M25-36]

[Nov 2026 - Oct 2027]

STAGE 3.

Demonstrate the effectiveness of the AR and VR implements (T.T.4.4.1 Food Heritage in UNESCO Heritage Buildings – prototype assessment and update) through the realisation of exhibitions and installations to display the results of the project's tasks, curated by the partners responsible for the task and in a process open to citizen participation. [M25-36] [Nov 2026 - Oct 2027]

03 Methodologies – Phase 2

Multimedia tours will be created for the:

- **Monastery of Santa Cruz**
- **Colleges of Jesus & Arts**
- **College of St. Jerome**



© Margarida Relvão

03 Methodologies – Phase 2

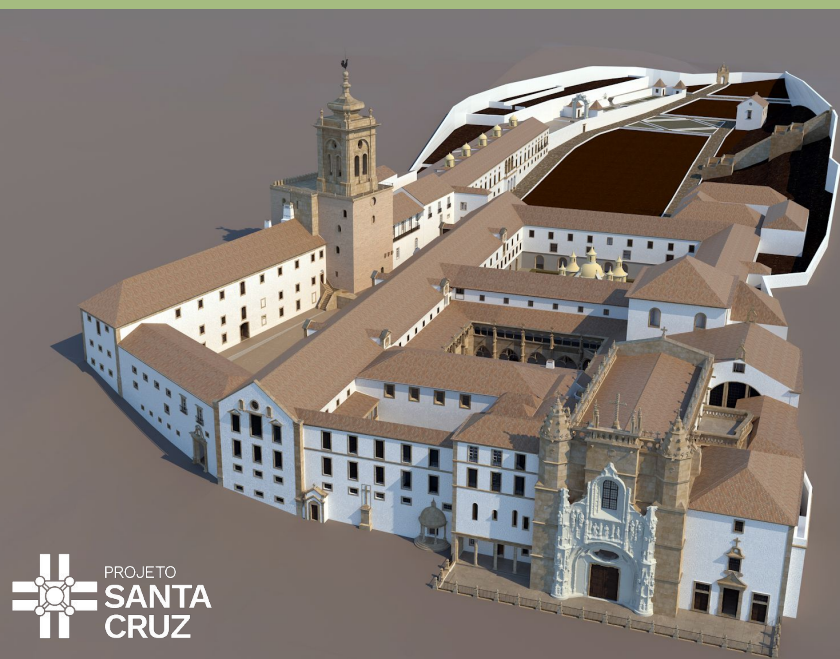
VR and AR will be applied in immersive explorations of past food uses within the buildings, exploring the architecture of **kitchens, dining halls and the social interactions** and processes of producing food which took place there via recorded performances, added to the virtual scenarios.

Digital objects will be added through AR, based upon research materials and the equipment for multimedia tours which will be curated by the University of Coimbra.

03 Methodologies – Phase 2 **Monastery of Santa Cruz**



© João Lobo



3D reconstitution of the Santa Cruz Monastery in 1834

03 Methodologies – Phase 2 Monastery of Santa Cruz



VEJA O MOSTEIRO DE SANTA CRUZ EM 1834
SEE THE MONASTERY OF SANTA CRUZ IN 1834



#1



UNIVERSIDADE D
COIMBRA



CÂMARA MUNICIPAL
COIMBRA



C@MPETE
2020



2020

DARQ

CISUC



Igreja de Santa Cruz



03 Methodologies – Phase 2 **Monastery of Santa Cruz**



Refectory of Santa Cruz Monastery, 16th century.



03 Methodologies – Phase 2 Colleges of Jesus & Arts

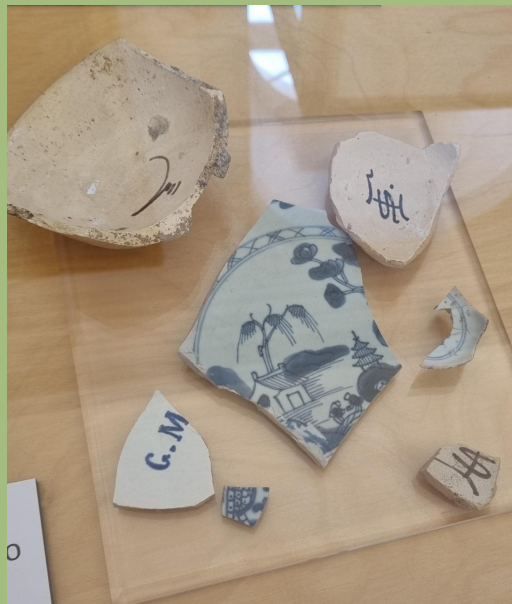


© João Lobo



03 Methodologies – Phase 2 Archaeological materials and architectural

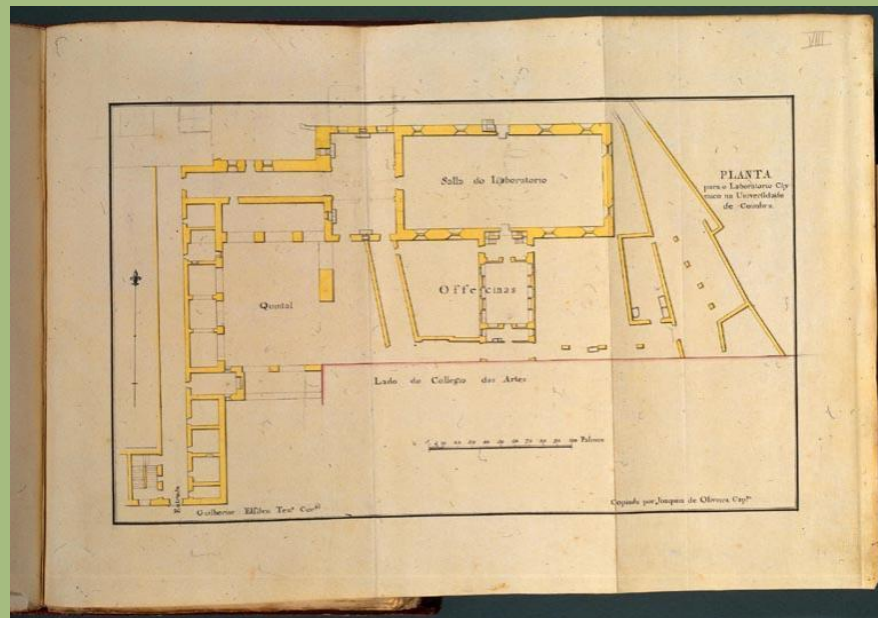
- Archaeological ceramics recovered from the former space of the Jesuitic refectory.



03 Methodologies – Phase 2

Iconography paintings, sculptures, maps and draws

- 18th century project to transform the former Jesuitic refectory into a Chemistry Lab.

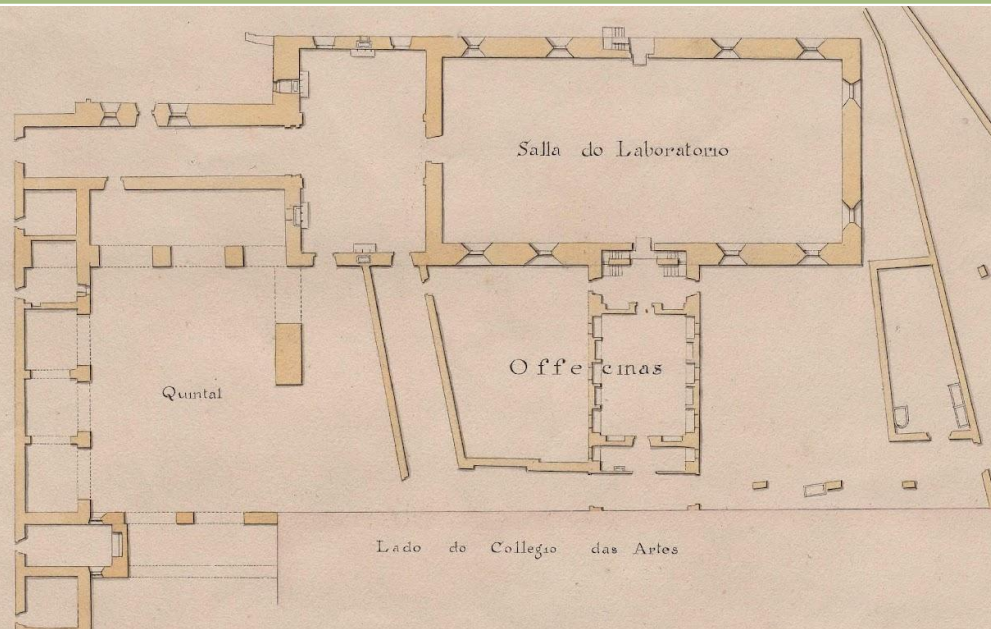


03 Methodologies – Phase 2

Menus, based on recipes from ancient manuscripts, will also be accessible and exportable.



03 Methodologies – Phase 2 Colleges of Jesus & Arts



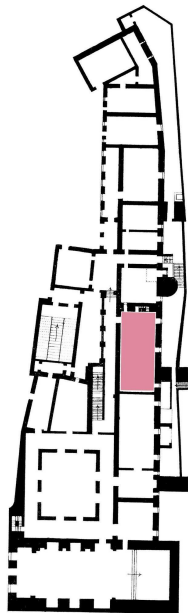
03 Methodologies – Phase 2 Colleges of Jesus & Arts



03 Methodologies – Phase 2 **College of St. Jerome**



03 Methodologies – Phase 2 College of St. Jerome



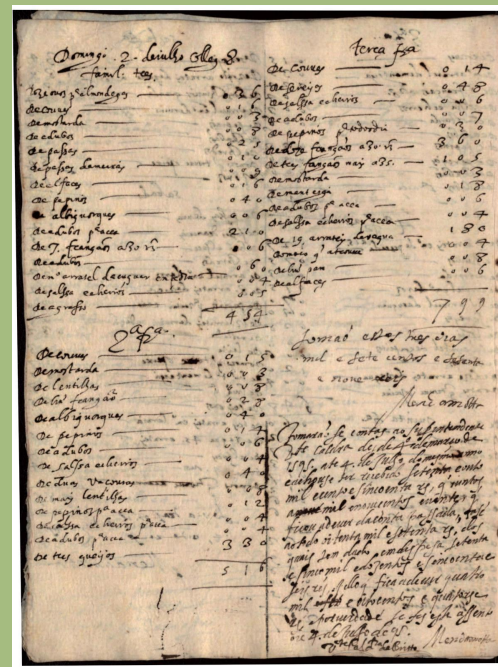
03 Methodologies – Phase 2

Written sources

- Written sources related to institucional food management and space descriptions.

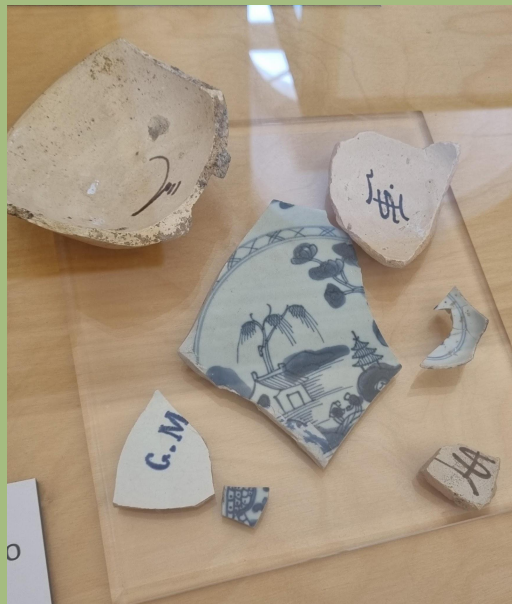
- Accounting records, objects inventories, religious rules, land and farms property deeds.

Accounting records from St. Paul College Kitchen, 17th century.



03 Methodologies – Phase 2 Archaeological materials and architectural

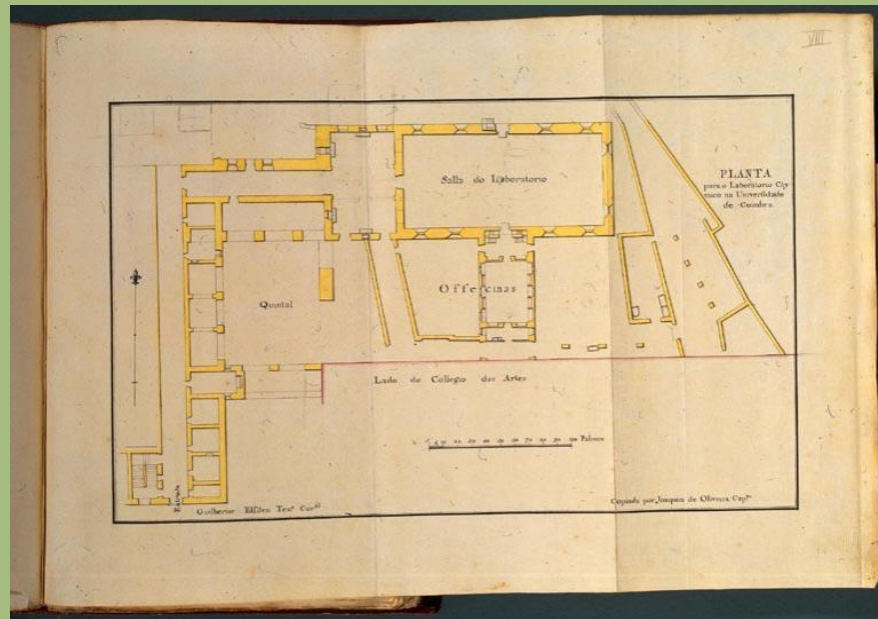
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03 Methodologies – Phase 2

Iconography paintings, sculptures, maps and draws

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03 Methodologies – Phase 2

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03 Methodologies – Phase 2

Objective of the Digital Implementation

Enhancing the Visitor Experience with VR and AR

- **Increase interaction with food heritage.**
- **Provide easy access to historical information through visual and tactile experiences.**
- **Attract younger, tech-savvy audiences to boost engagement.**

03 Methodologies – Phase 2

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03 Methodologies – Phase 2

Bringing History to Life

Immersive 360° experiences:

- 16th-century banquet recreation with interactive historical figures.
- Detailed reconstructions of original architecture.

Guided narratives:

- Virtual avatars narrating historical stories.
- Timeline of the refectory's evolution over the centuries.

Gamified scenarios:

- Interactive games where visitors prepare historical dishes using ancient recipes.



WORK PACKAGE 3

PROMPT. An immersive historical scene inside the refectory of Santa Cruz Monastery in the 16th century. The setting features a grand medieval feast with long tables draped in white linen, adorned with earthenware plates, metal goblets, and authentic period foods such as bread, roasted meats, and fruits. Monks dressed in traditional brown robes are serving the meal. The atmosphere is warm, illuminated by hanging chandeliers and large Gothic-style windows that allow natural light to flood the space. Architectural elements such as stone columns and intricate wall frescoes add authenticity to the environment. The image should evoke a sense of historical richness blended seamlessly, offering an educational and visually captivating experience.





Espai Moja



03 Methodologies – Phase 2

Not everyone knows how to use VR

- 1) Most users are not familiar with VR technology.
- 2) Difficulties navigating and using controls.
- 3) The learning curve can cause frustration.
- 4) We need a more accessible experience.

03 Methodologies – Phase 2

Why a VR Documentary?

"Watch, understand, and enjoy"

Content:

- Users just watch, no complex interactions.
- Accessible to everyone, no tech barriers.
- Provides a guided and clear narrative.
- Easy to implement in different environments



[watch trailer](#)

03 Methodologies – Phase 2

“A hassle-free experience”

- Intuitive use, no training needed.
- Full immersion without distractions.
- Ideal for events and online sharing.
- Delivers the message effectively.

Some questions to resolve in the next weeks / months:

- 1) How can we combine the VR and AR experience with other parts of the tour, like guides, signs, or traditional media?
- 2) What other exhibition elements (info panels, real objects, special lighting, interactive signs) will be used with this technology to give visitors a complete and balanced experience?
- 3) What is the exact budget for the exhibitions?

04 Deliverables & Milestones

Reconfiguring UNESCO Heritage Buildings through Food Heritage

WP4 - Phase 2 **T4.4**

T4.4.1

Food Heritage in
UNESCO Heritage
Buildings –
**prototype assessment
and update**

[M19-24]

**DELIVERABLE: UNESCO
buildings multimedia tours**

04 Deliverables & Milestones

Reconfiguring UNESCO Heritage Buildings through Food Heritage

WP4 - Phase 2 **T4.4**

T4.4.2

Collaborative Lab of
Past, Contemporary
and Multicultural Food
Heritage
implementation

[M25-36]

**MILESTONE: Collaborative Lab
Exhibitions and installations**

Thank you!



food . living heritage . conviviality

WORK PACKAGE 3

T.3.4.2 Collaborative Lab of Past, Contemporary and Multicultural Food Heritage - implementation



Funded by
the European Union



New European
Bauhaus

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Main objective of the task (3-18)

Prepare the demonstration of the effectiveness of the AR and VR implements (T.T.4.4.1 Food Heritage in UNESCO Heritage Buildings – prototype assessment and update) through the Realisation of exhibitions and installations to display the results of the project's tasks, curated by the partners responsible for the task and in a process open to citizen participation.

STAGE 1 (M6-12)

Identification, listing, collection, selection and discussing of the potential modes of display and their potential results in the Lab (workshop with task leaders and stakeholder institutions, open to the participation of citizens).

D3.3 – Fieldwork & workshops report

STAGE 2 (M13-18)

Development of a Plan for the Lab's implementation in WP
4.4.2

D3.4 – Test report



food . living heritage . conviviality

WORK PACKAGE 4

T.4.4.2 Collaborative Lab of Past, Contemporary and Multicultural Food Heritage



Funded by
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New European
Bauhaus

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IMPLEMENTATION (M25-36)

Demonstrate the effectiveness of the AR and VR implements (T.T.4.4.1 Food Heritage in UNESCO Heritage Buildings – prototype assessment and update) through the Realisation of exhibitions and installations to display the results of the project's tasks, curated by the partners responsible for the task and in a process open to citizen participation.

Deliverables (M25-36)

D4.1 – Prototype design (M32)

D4.4 – UNESCO buildings multimediatours (M34)

D4.5 – Exhibition & prototype report 1 (M34)

WP5: Fostering Culinary Imaginations

Phase 1

Rick Dolphijn (PI)

Supported by



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Aims of WP5 and WP6

WP5 coordinates actions which unlock the role of imagination and creativity in generating novel, sustainable, and inclusive solutions related to the practices of cooking and tasting, with the objectives of: 1) fostering open-mindedness and empathy to consider alternate perspectives of food consumption, production and sharing, 2) providing contexts that raise attention and awareness to unexpected, multicultural and multispecies encounters, 3) proposing alimentary interventions in the here and now as a social and more-than-human experiment.

Phase 1 aims to explore in what way these questions can be leading for the specific food related issues raised in the different Tasks. The team focuses on sites where present conditions demand a different approach. These can be most densely populated urban zones where recently arrived populations, live and explore the land differently and propose setting the table differently. It can also concern Europe's most remote lands where climate change, capitalism, geopolitical changes or a new perspective on the good life, propose a different use of the land, and a different way to grow it. Europe, in stormy times, has to ask itself how can we live the earth differently, and how can we feed ourselves otherwise? And in line with that; what are the heritages that still matter to us, but also, how should we imagine them anew?

Projects

1. The Convivial Table, The Convivial Table is an experiment in multispecies gastronomy which offers a generous welcoming to diverse others. Its objective is to influence attitudes about fermented foods, insects, and microbial life whose production and consumption, despite of being healthier and better for the environment, face skepticism due to cultural barriers. It brings food, the arts, and the humanities together to intervene in peoples' everyday food representations. Phase 1 corresponds to development and test of the solution.

2. Surplus Tables (STs) are events that tackle food waste and social isolation by inviting communities to gather around tables laden with surplus food from markets and households, transforming potential waste into shared, nourishing meals. These events, which will take place in communal spaces in community halls in Lofoten and in a communal place in Coimbra, re-imagine local food heritage through the lens of circular economy principles, and through the blending of art, storytelling, and commensality. Open to all, locals and migrants alike, STs strengthen community bonds while promoting social inclusion, cultural exchange, and environmental stewardship. These events, and their printed outcome "the recipe booklet for surplus tables", offer a blueprint for replication in other contexts.

3. Convivial Foodscapes Exhibition is an art-and-design based event grounded on the concepts of food-as-heritage and convivial foodscapes. It highlights the role of food not just as sustenance but as the bonding agent connecting every living being to every other living being. It comprises artistic works inspired in or related to the activities of CONVIVIUM, as well as prototypes produced by the consortium, all carefully curated to offer insights into the intersections of food, heritage, ecology, economics, and politics. The ritual dimensions of food, the unconscious associations that food generates, and the physiology of eating will be called upon to inspire. The event will mark the culmination of CONVIVIUM, yet it will have a life beyond the project. The target group is the general public.

Open Garden x Open Kitchen

Food, Heritage, City: rethinking community gardens and collective kitchens in contemporary European cities

WP 3+4, WP 5+6

Co-lead by



Utrecht
University

Nieuwe
Instituut

Supported by



Funded by
the European Union

HORIZON
europe



New European
Bauhaus

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Set against the current planetary crises, food emerges as a useful method mediating between the human bodies and urban environment. Many community-led initiatives exist across contemporary cities providing food to urban dwellers while pertaining to other causes e.g. reduce food waste, promote multicultural diversity, forging an alternative food solidarity network built upon multiple food commons.

Two typologies with historical resonance emerge: urban gardens and urban kitchens. This growing recognition of community gardens and collective kitchens in European cities points to a latent transformation— both material and conceptual, in our social imaginations of food in the present. Community gardens and collective kitchens are field sites where the city is reimaged and revitalised, where forgotten knowledge comes to the fore, and where new relationalities between human and more-than-human actors are constructed.

The two pilots work in parallel to arrive at an “Open Kitchen-Open Garden” prototype responding to the questions at the Food-Heritage-City nexus, through archival research, field visits, and design iterations, across three locations (Rotterdam [pilot], Gdańsk [tbc], Flanders [tbc]) in two phases: P1.contextualize, conceptualize, P2.construct.

This is led by Utrecht University in collaboration with Nieuwe Instituut, with partners across the consortium.

The Open Garden (TOG) is a research-based experiment that aims to establish a holistic perspective on community gardening by identifying and spatializing existing initiatives of that kind, together with their challenges. Comprising an online library, gardening workshops, and an “open garden” prototype, reimagining community gardens as places of care and ecological regeneration through:

1. Archival Research
2. Community Embodied Research
3. “Inter-garden” Community Workshops

The Open Kitchen (TOK) is a transdisciplinary research-by-design experiment that aims at reimagining new assemblages and uses of urban collective kitchens for the inclusion of diverse communities of human and more-than human agents. This is achieved through an incremental design of an “open kitchen” prototype, based on three operations:

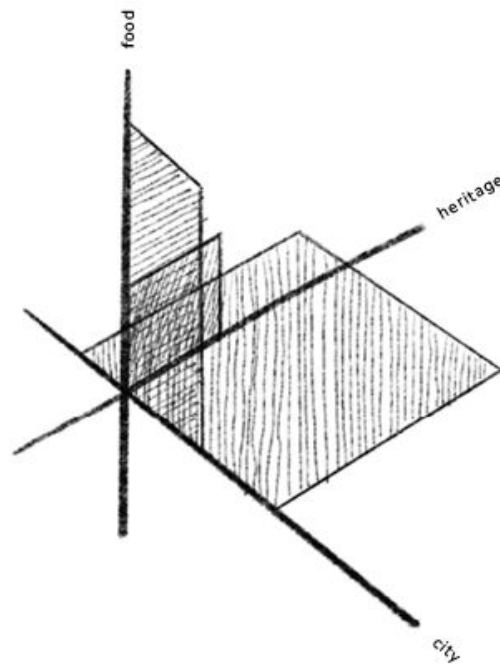
1. Speculative Workshops
2. Ethnographic Vignettes
3. Prototype Design

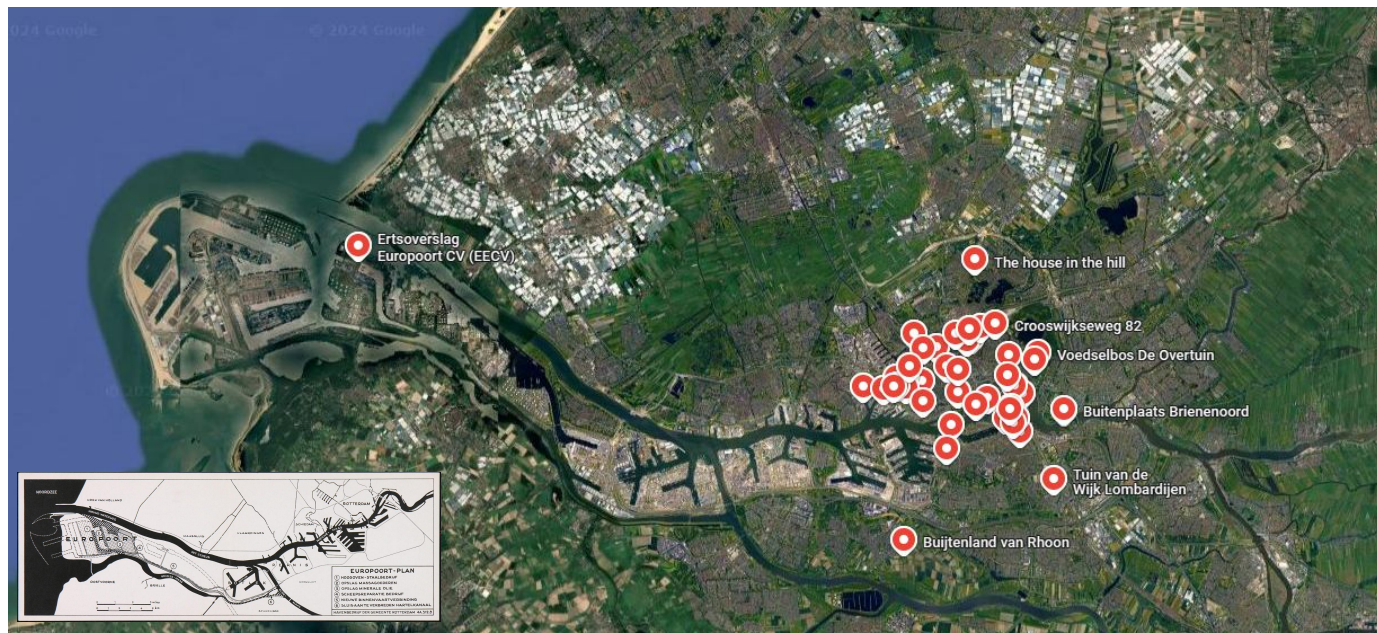


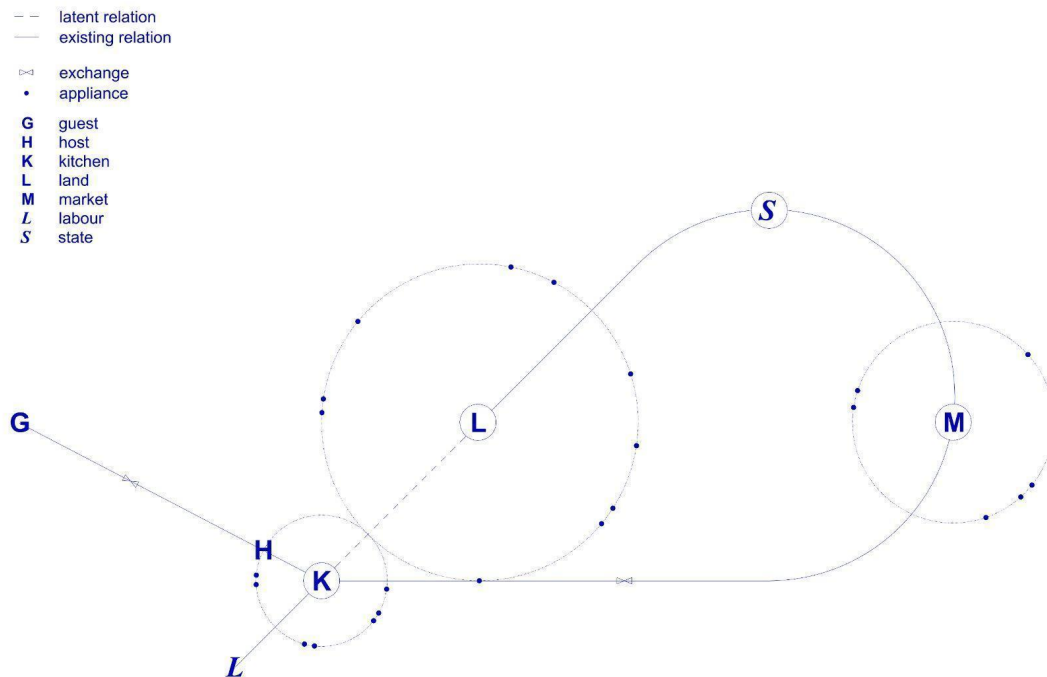
Botanische Tuin Afrikaanderwijk, Rotterdam Zuid



Mensa Mensa (L), Volkskeuken at Verhalenhuis (R), Rotterdam Zuid

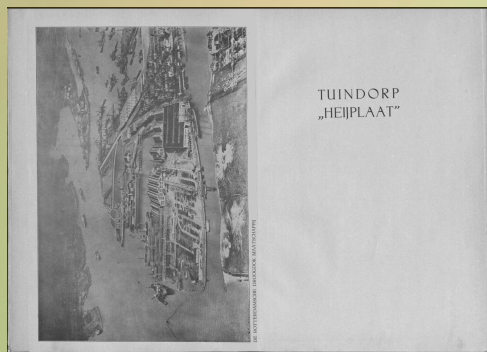




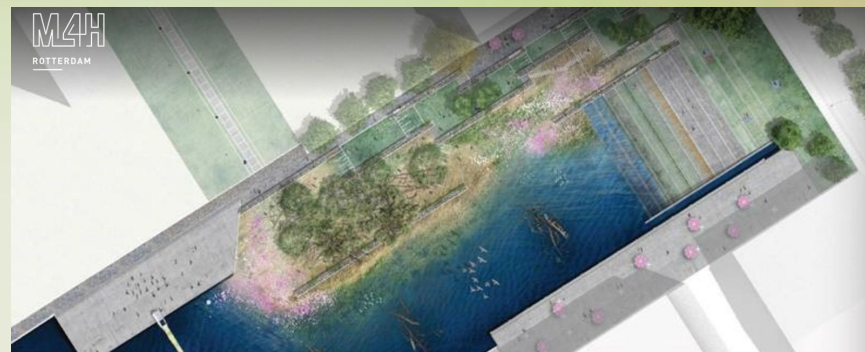


The Parasite & Archive Fever

rethinking human and more-than-human relationships with Michel Serres
revisiting/performing/democratising archives with Jacques Derrida



(left) Tuindorp “Heijplaat” (eng. Garden village “Heijplaat”), Rotterdamsche Droogdokmaatschappij, ca. 1920. Book. Source: library of the Nieuwe Instituut. (right) Blijdorp Zoo. Community garden exhibition in collaboration with R’damsche Bond van Volkstuinders. September 18-26, 1943. Poster. Source: The Rotterdam City Archives.



M4H. Rotterdam. Forthcoming. Source: screenshot, M4H Rotterdam, Definitief Ontwerp Getijdenpark Keilehaven, [link](#).

rethinking community gardens as assemblages / cities thinking about gardens & cities being thought through gardens



First Kitchen Train for the civilian resilience programme “Eerste keukentrein voor de organisatie Bescherming Burgerbevolking gereed gekomen.” Source: OpenBeelden, Nederlands Instituut voor Beeld en Geluid. 1953



Floating Farm. Rotterdam. 2025

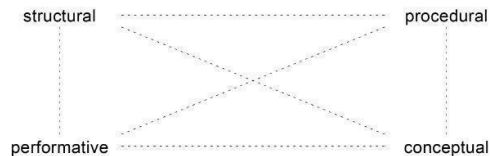
rethinking community kitchens as assemblages | cities thinking about kitchens & cities being thought through kitchens

an open kitchen-garden prototype?

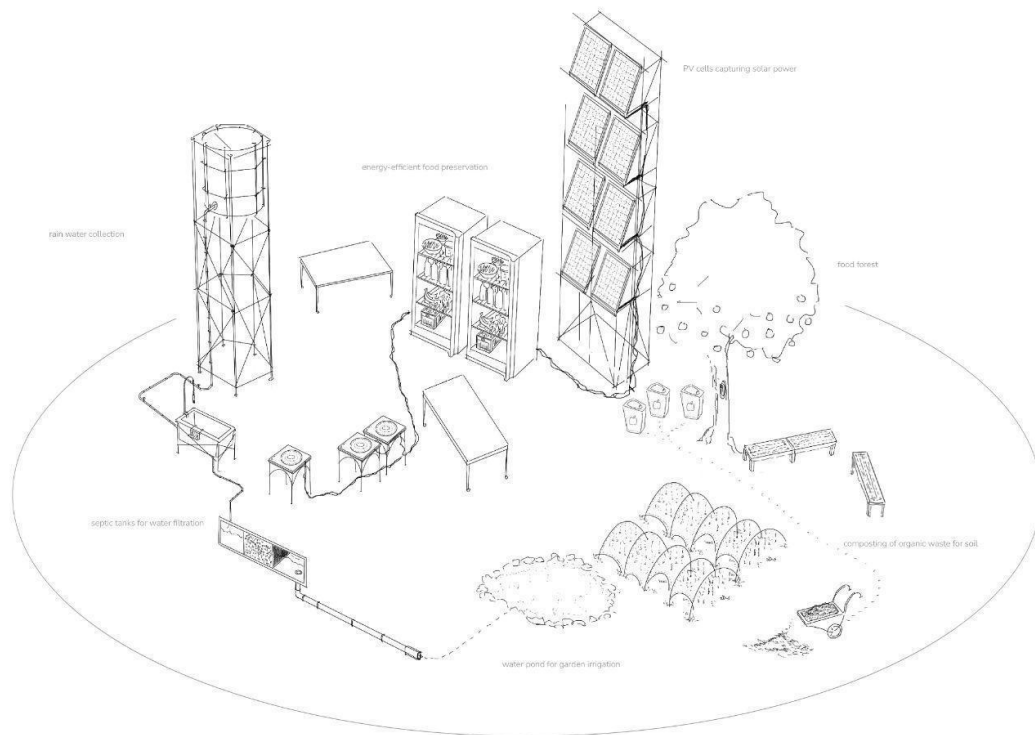
heritagization of the past-present-future - what is innovation?

re-imagining of the urban space

providing circumstances for communities to become and enact shared food heritage



an “open” prototype. openness: structural, performative, procedural, and conceptual (Mejia Hernandez & Komez Daglioglu. 2023).

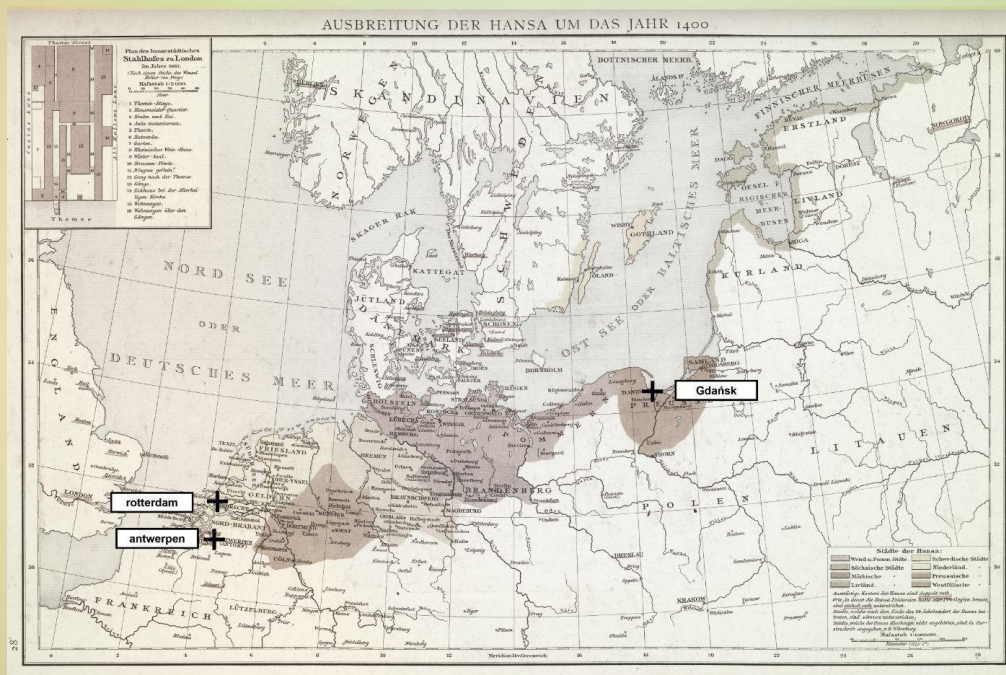




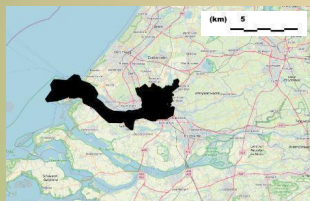
pilot in Rotterdam - a port city of diversity and food logistics

Rotterdam is a port city with secured cheap food import (van der Schans, 2015) and a strong local agricultural production from the hinterland, with 66% of Netherlands for agricultural landuse (CBS, 2015). Nonetheless, food banks and community kitchens still exist in the city to support the socially and financially precarious, such as Voedselbanken Rotterdam, BuurtBuik, Gaarkeuken Rotterdam etc. Often, these community-based kitchens offer more than food and create food commons. In parallel, the city is negotiating between different desires for an urban future, with projects such as M4H, DakAkker etc. An urbanization with a food-forward agenda beyond the logic of production is necessary for Rotterdam.

rethinking greater metropolitan harbour regions, through food



Ausbreitung der Hansa um das Jahr 1400. source:Droysens Allgemeiner Historischer Handatlas, 1886 Hanseatic league - port cities in Europe



city



metro

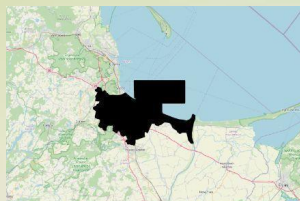
1

Rotterdam

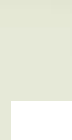
(Rotterdam-The Hague Metropolitan Area)

land coverage: 319,4 km²
1.130 km² (metro area)
population: 664.311
2.700.000 (metro area)

Netherlands is the world's 2nd largest food exporter, Port of Rotterdam is the busiest port in Europe



city



metro

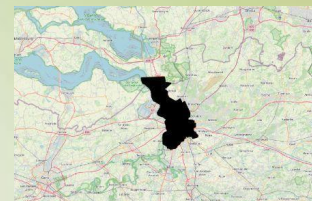
2

Gdańsk

(Trójmiasto ("Three-City") urban area, Gdańsk, Gdynia, and Sopot.)

land coverage: 266 km²
414,8 km² (metro area)
population: 465.687
749,786 (metro area)

strong fishing industry; Port of Gdańsk is the 9th busiest in Europe



city



metro

3

Antwerpen

(Antwerp metropolitan area)

land coverage: 204,5 km²
941 km² (metro area)
population: 536.079
1.230.000 (metro area)

Port of Antwerp is the 2nd busiest in Europe



photo 1. PLONY Community Garden. Source: screenshot, Stocznia Cesarska, PLONY Community Garden, [link](#).



photo 2. Food-related photography exhibition at NOMUS (New Art Museum). Source: NOMUS, Todd Forsgren. Post-Industrial Eden, [link](#).

from Rotterdam to partner locations - connecting with spaces that rethink the city, through food - Gdańsk

Gdańsk counts as a post-industrial city which rediscovers its food heritage through emerging bottom-up initiatives (e.g. PLONY, photo 1.) at the Gdańsk Shipyard. Through food growing, the city is being revitalized and its heritage sites are being given a new life - socially and ecologically. For at least 10 years, the city has seen a revitalization of vegetable and fruit markets, selling produce from local farmers. Initiatives and spaces (e.g. NOMUS, photo 2.) that blend the artistic with that which concerns gardening and community building are now enjoying vast popularity and become an increasingly important part of the daily life of the local communities.

[Home](#) > [About us](#)

Centre for Agrarian History

CAG is the centre of expertise for agricultural heritage in Flanders and Brussels. It is recognized by the Flemish government.

CAG studies the history and heritage of agriculture, food and rural life from the mid-18th century to the present day.



Break during the apple harvest, 1936. Collection Landbouwleven / Le Sillon Belge.

photo 1. Source: screenshot, Centre for Agrarian History. [link](#).



photo 2. PAKT | An old warehouse transformed into a sustainable site and rooftop gardens. Source: PAKT Antwerpen, [link](#).

from Rotterdam to partner locations - connecting with spaces that rethink the city, through food - Flanders (Antwerp, Leuven)

The port of Antwerp-Bruges is a major gateway for food exports and imports in Europe. Its strategic location enables efficient transport of perishable goods, dry foodstuffs, and bulk agricultural commodities. Densely populated, Flanders has received record numbers of migrants in recent years, largely from non-EU countries. This population assemblage offers, on the one hand, opportunities for community-building across food heritage traditions which could be fostered by community gardening and kitchen workshops, bringing diverse groups together. The location offers possibilities for continuing research with the notion of food heritage as in becoming, rather than existing (e.g. CAG, photo. 1 | PAKT, photo 2.)

Open Garden x Open Kitchen | workshops & conceptual thinking

Potential inter-task collaborations | Intercropping Revisited? Convivial Table? Surplus Tables?

How to think about urban gardens as future-oriented assemblages?

How do/can they assemble humans and more-than-humans?

How is the notion of “openness” allowing to rethink the notion of “community”?

How do gardens enact the spaces they are part of?

Who makes use of it? Who feels *welcome* to become part of the garden?

How does the garden prompt to rethink heritage?

What is “common” to you?

How do we visualize & spatialize food heritage in the past, now, and future?

What are the overlaps and disjunction between situated knowledge and disciplined knowledge in urban kitchen practices?

How appropriate are the design fixes to the communities of practice?

What can be an ecologically and socially diverse assemblage of urban collective kitchens, i.e. Open Kitchen, in Rotterdam?

How do you set up your community kitchen?

How do you envision/imagine your targeted group of visitors?

How do you recruit help in preparing your kitchen?

What is “openness” to you?

What can be the most help for your kitchen?

How would you envision an ideal funding scheme for a community kitchen?

What is the most important recipe from your family/ collective?