

Tempero

Creative tourism,
Design &
Gastronomic traditions



Alexandra Inácio dos Santos

Marco António I. Santos

Susana Calado Martins

tempero

Alexandra Inácio dos Santos,

Postgraduation in C. Design for Tourism and Culture – Algarve University, Ualg
[Freelancer Communication Designer]
eu@alexandradosantos.com

Marco António I. Santos

Degree on Cultural Heritage – Algarve University, Ualg
Barroca – Produtos Culturais e Turísticos
[Cultural Heritage Researcher]
geral@barroca-culturaeturismo.pt

Susana Calado Martins

Master on Algarve History – Algarve University, Ualg
Barroca – Produtos Culturais e Turísticos
[Algarve History and Heritage Researcher]
geral@barroca-culturaeturismo.pt

Promoter



Partner



Network



Keywords


creative tourism, cultural tourism, visual culture,
algarve creative tourism destination, food design

Tempero is a creative tourism proposal built within the possible relation between food traditions of the region and its historic and heritage identity, explored in visual culture point of view.

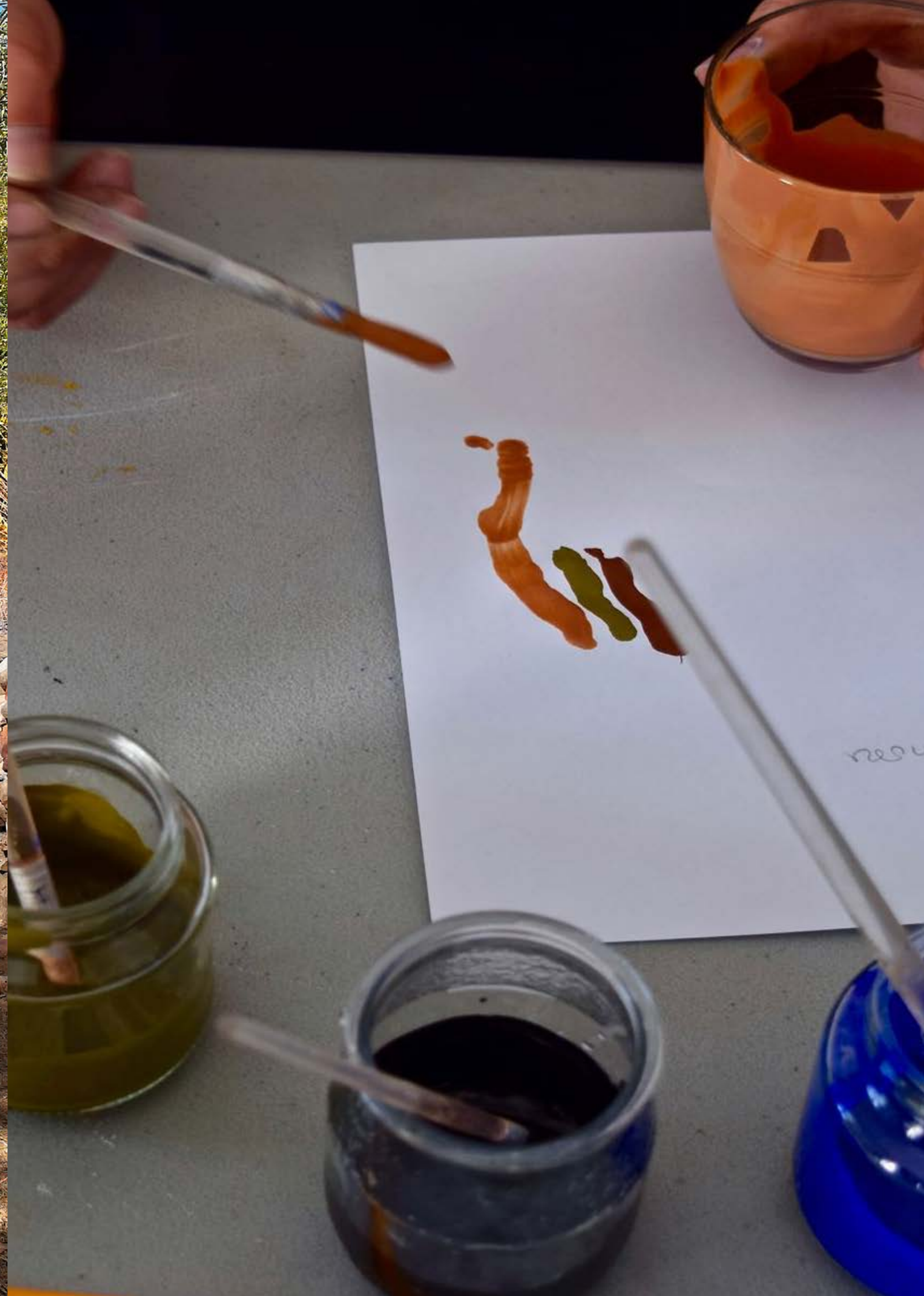



A photograph of a narrow, cobblestone street in Silves, Portugal, during sunset. The street is lined with white buildings featuring arched windows and doors. On the left, there are several trees, including a palm tree. The sky is filled with soft, colorful clouds. The street is paved with cobblestones, and there are some small, dark, cylindrical bollards along the right side. The overall atmosphere is peaceful and historic.

This project currently is being implemented with the first experiences happening in Silves municipality, Portugal.



The idea of this project, results of the individual experiences of the 3 promoters in historic and cultural research and touristic activity and the professional activity on design, promoting a fruitful alliance between these areas of knowledge that we want to share with the audiences and in other contexts.

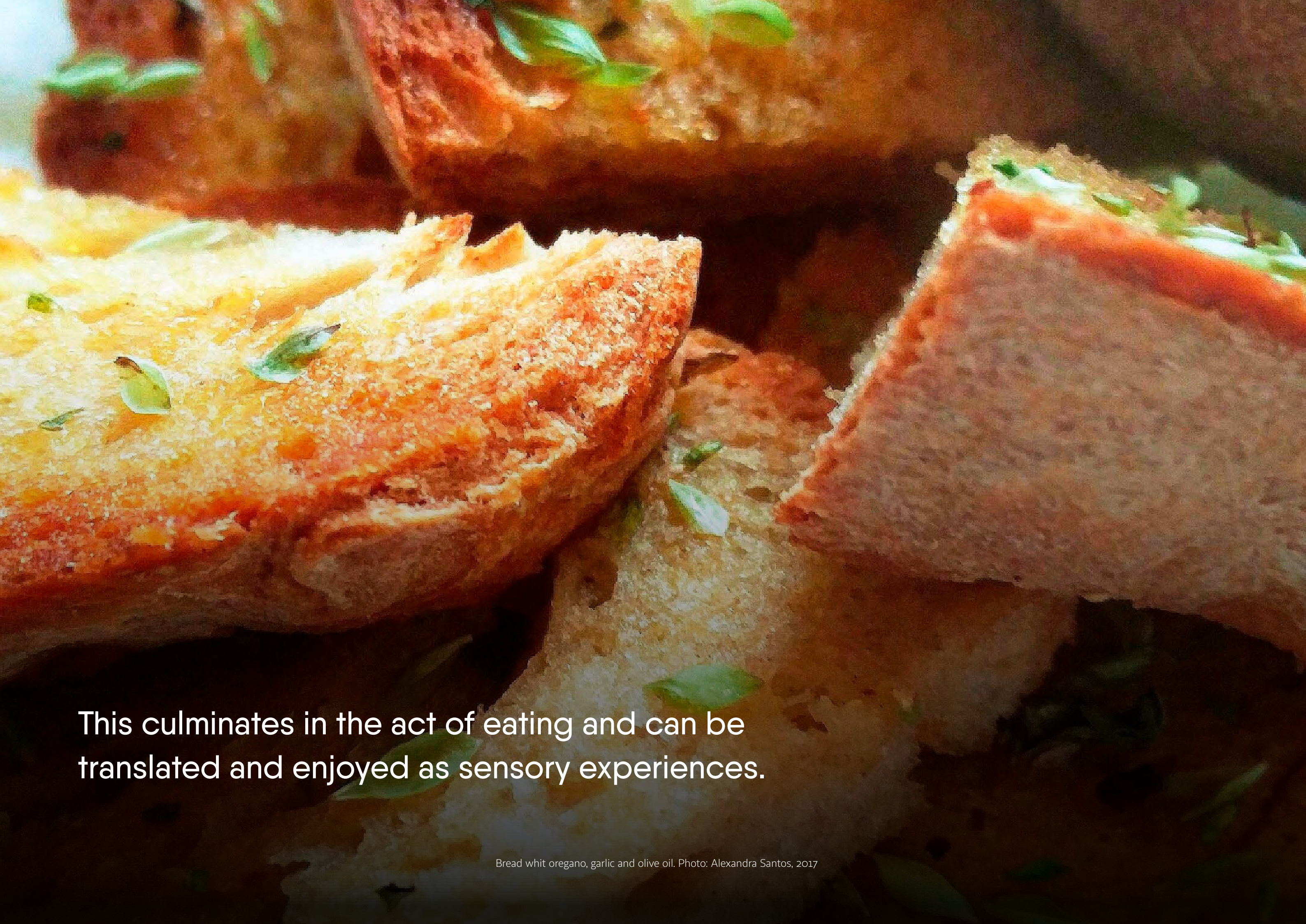


A photograph of garlic cloves and their peels arranged in a circular pattern on a brown background. The cloves are pinkish-red and the peels are white. The arrangement is centered in the upper half of the image.

Here **food** is understood as **aliment**, but also as
a **vehicle of experimentation** and **promotion**
of various learnings too.

As well as food tradition not only refer to gastronomy, but also to all elements that involve and integrate the food and utensils production chain.





This culminates in the act of eating and can be translated and enjoyed as sensory experiences.

Bread whit oregano, garlic and olive oil. Photo: Alexandra Santos, 2017

FÁBRICA DE TRITURAÇÃO D ALFARROB



The participants creativity in the various activities will be stimulated with involving proposals always connected with this theme.





In the visual culture scope subjects as photography, illustration or design, specially food design fit in and act as motives and facilitators of the learning process.



Sharpening your perspective

Interpretative walk and design experience



The participants will have the opportunity to learn to look to the surrounding landscape of a place on a design creation point of view. It starts with a course to gather visual references and ends with a creative workshop inspired by the cultural and natural heritage elements, connected with local food.



Capture Food Places

With the guidance of a professional photographer you will have the opportunity to develop your photography knowledge and techniques, at the same time you will know a bit more about the Silves history, through the places usually linked to food habits.

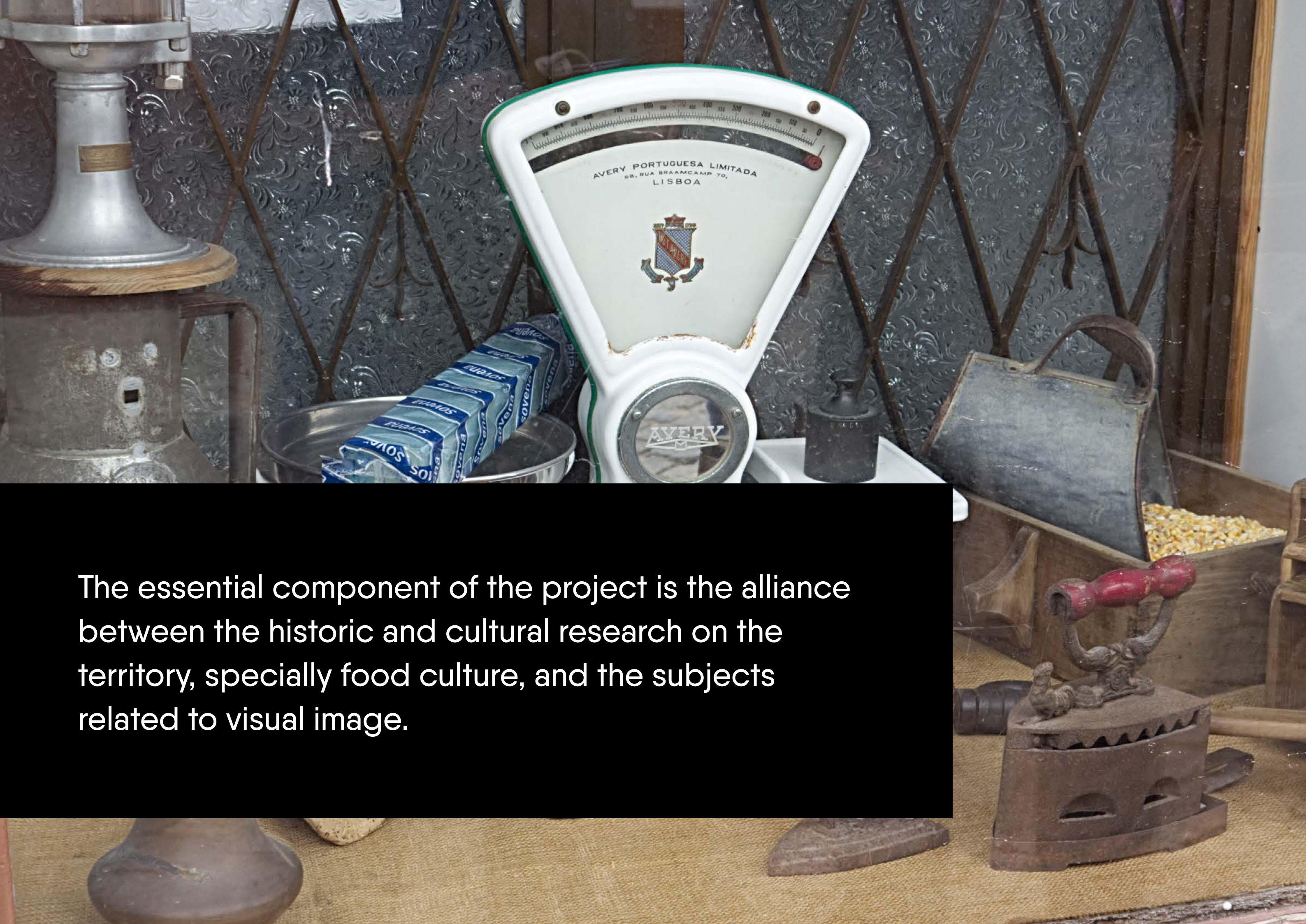
Some of the places to visit are, Municipal market, Municipal archaeology museum, Silves historic centre and its more peculiar places, or the landscape around town.








It is a project with a differentiating offer, anchored in **food culture** and **history**, that intends to reveal the territory, its heritage and players through **sensory experiences**, where design is one of the **motive forces**.



The essential component of the project is the alliance between the historic and cultural research on the territory, specially food culture, and the subjects related to visual image.

A still life composition on a white background. A long, light-brown cinnamon stick lies diagonally from the top left towards the bottom right. In the upper left, there are several almond shells, some whole and some broken into pieces. Scattered around the cinnamon stick and almond shells are several cherry blossom petals, some pink and some white. A dark brown, woody branch with small green buds and a few pink cherry blossoms is positioned in the upper right. In the bottom right corner, a portion of a wooden spoon is visible. The text is overlaid on the left side of the image.

Design in its different aspects it is a privileged element to communicate, produce contents and **create multisensory experiences.**

Through food design, which promotes the link between food and design, we want to grant to the products and services their main component of innovation and creativity.



We perceive that creativity linked to gastronomy must be assumed as a **strategic factor to sustainability** and local development, as far as it produces experiences that remain in the memory of who lived them.

Food is not only what we see in our dishes, it is an entire subject that goes from its production until the utensils that we use to eat, **involving a whole culture** that connects all the territory.





Everyone has an active role in the process, the participants and local players contribute to improve the proposal.





With the aim to contribute to the knowledge of all of the involved people with the region, as well as to enrich the meeting with a perspective made in the scope of creative tourism with a strong historic and cultural background.



We invite you to taste the places



Thanks!

For more informations

<http://barroca-culturaeturismo.pt>

 @barroca.cultura.turismo  /barroca.tourism

Alexandra Inácio dos Santos,

eu@alexandradossantos.com

Marco António I. Santos

geral@barroca-culturaeturismo.pt

Susana Calado Martins

geral@barroca-culturaeturismo.pt