

BRANDING REGENERATIVE BIOCULTURE

Converging Identities for Community

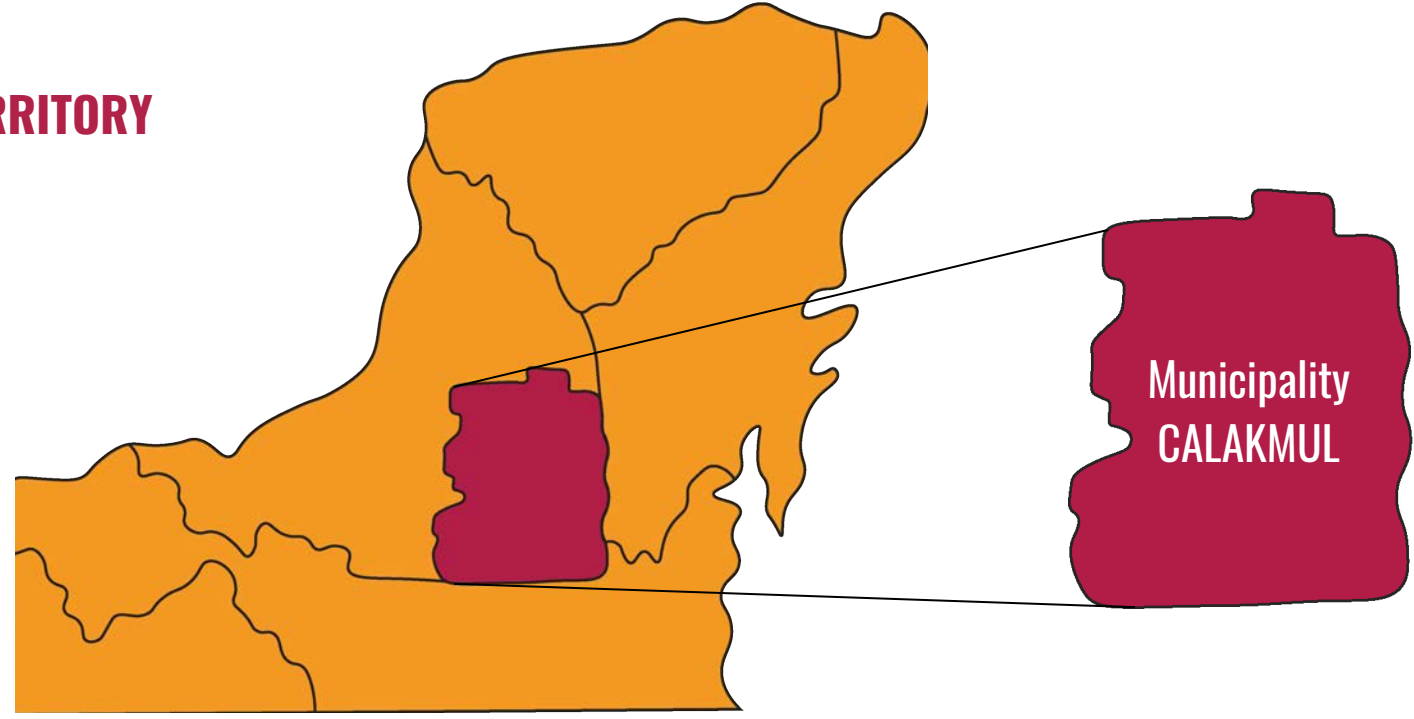
01. TERRITORY

INTRODUCTION TO THE TERRITORY

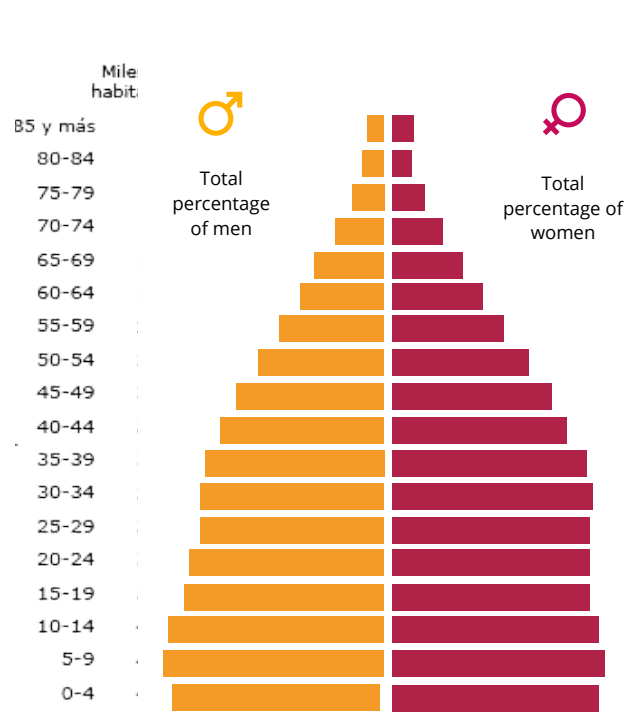
Calakmul, a name in the Mayan language meaning "Two Adjacent Mounds", is a municipality located in southeastern Mexico, in the state of Campeche. This region is known for its natural and archaeological richness. Much of the territory is comprised of ejidos, where cooperative initiatives have emerged to establish microenterprises in order to generate local employment, especially for young people.

Its ecosystem is unique: a humid and sub-humid tropical forest (24–28 °C), 300 tree species and 1,500 animal species.

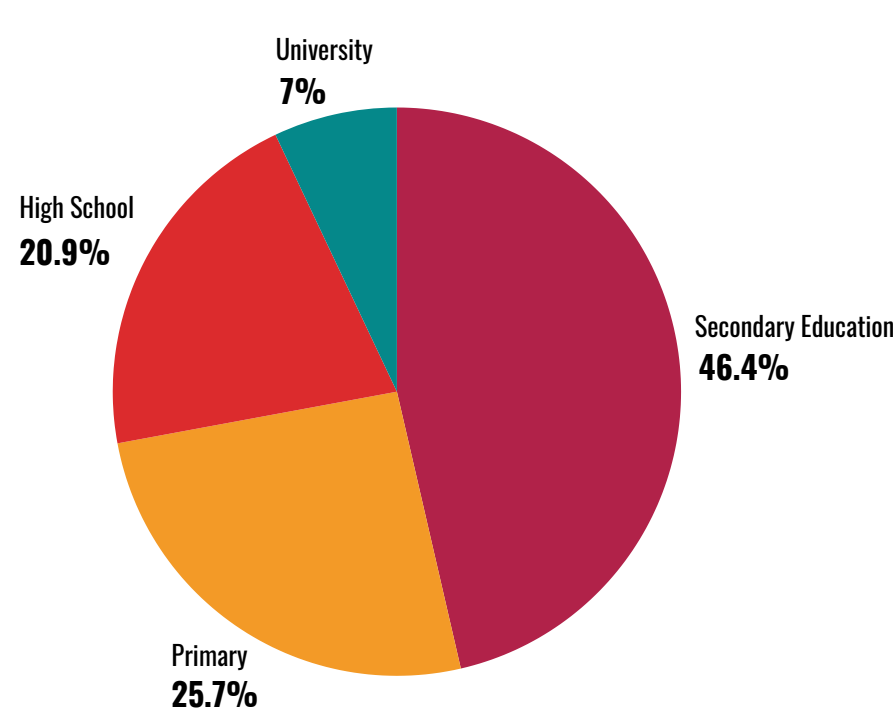
TERRITORY



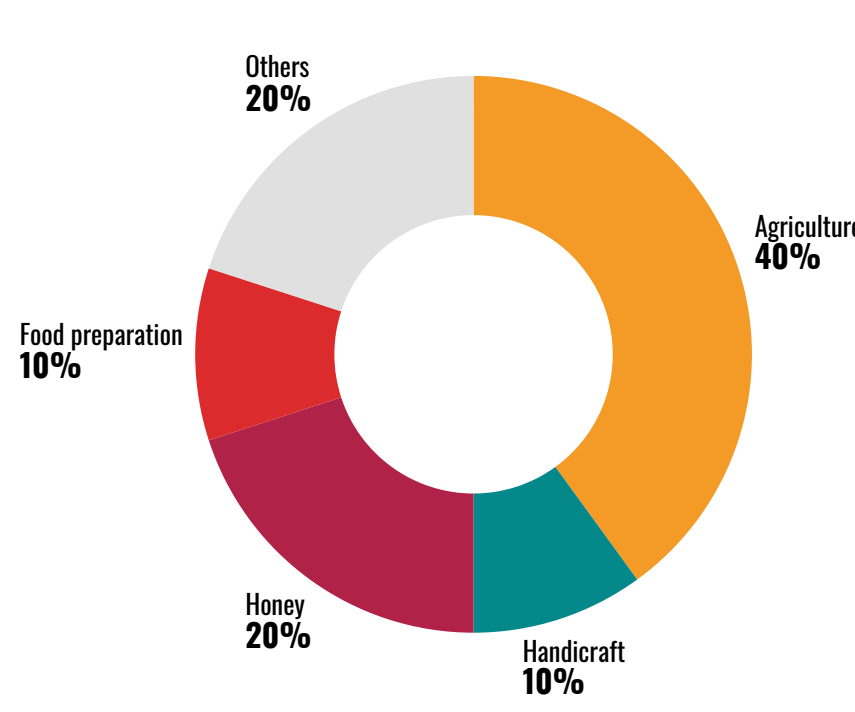
POPULATION



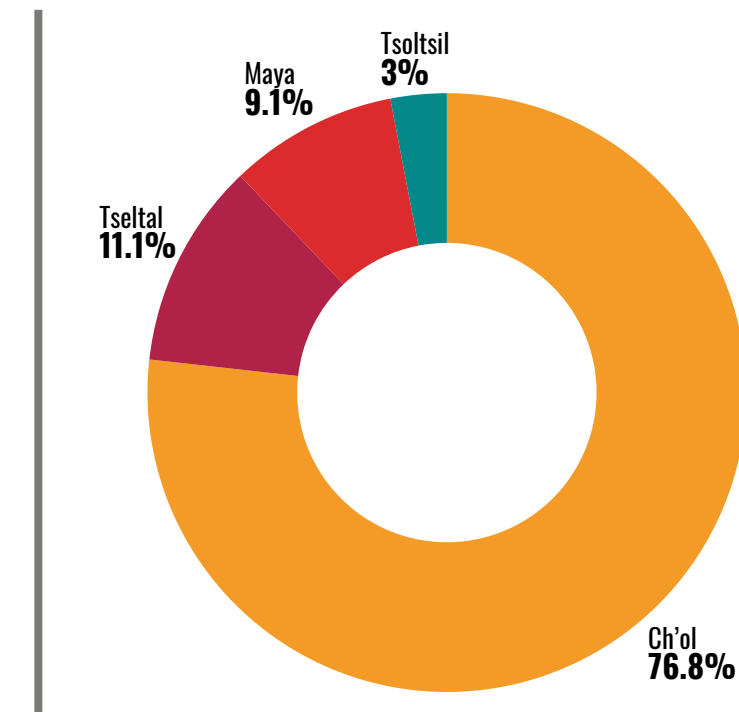
EDUCATION



PRINCIPAL ACTIVITIES



MULTICULTURAL DIVERSITY



Calakmul is a territory of migration. Indigenous communities, despite cultural differences, these communities have generated a visible syncretism in rituals and agricultural practices, with corn as a central symbol and food.

02. ANALYSIS

Diagnosis and Challenges

Despite its natural and cultural wealth, Calakmul faces several challenges:

- Structural poverty and lack of job opportunities, especially for youth.
- Youth migration to other states.
- Unregulated tourism and rising local prices.
- Fragmentation or lack of a shared cultural identity.

From a Design Perspective

Creating a sensory brand that represents Calakmul's gastronomic identity, aligned with a systemic vision that connects with the local community and strengthens its positioning as a tourist destination through an authentic, cultural, and culinary experience.

Findings

Pluriculturalism is common in the region but not tangibly manifested in shared spaces. A natural and respectful balance exists between people and nature.

Insight

- We are a community with many stories, but none yet written.
- Calakmul has more to offer than archaeological sites.
- We must communicate the symbiosis between community and nature.
- Shared foods across cultures can be unifying symbols.

METHOD

01. Territory Exploration

Empathetically understand the territory, its dynamics, stakeholders, and challenges.

02. Co-Creation and Analysis

Deepen understanding of community values and emotions through collaborative tools.

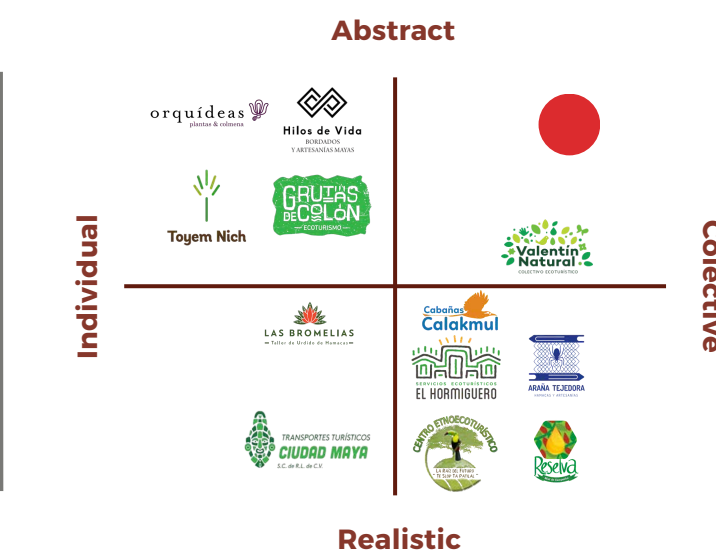
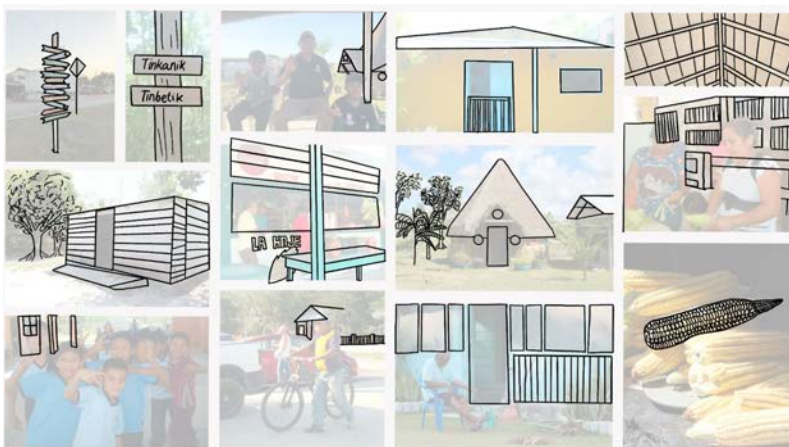
03. Ideation

Translate insights into brand concepts aligned with local systems.

04. Design

Consolidate a systemic, sustainable brand with community validation.

TOOLS



03. IDEATION

CREATIVE CONCEPT

Interculturality is the community's identity. Create a shared story we can all be proud of, embracing the connection we have with our food and the land we inhabit.

MANIFESTO

We believe interculturality gives flavor to our identity, and solidarity blends differences with respect. Balance with nature keeps our community alive, and our strength lies in sharing stories that unite us. Our mission is to bring diverse elements together and cook a collective story that reflects who we are. We aim to share the true flavor of Calakmul through the respect and transmission of our traditions. We are committed to creating meaningful experiences that highlight Calakmul's cultural and natural richness, while helping build a strong local identity rooted in the diversity of the people who call this land home.

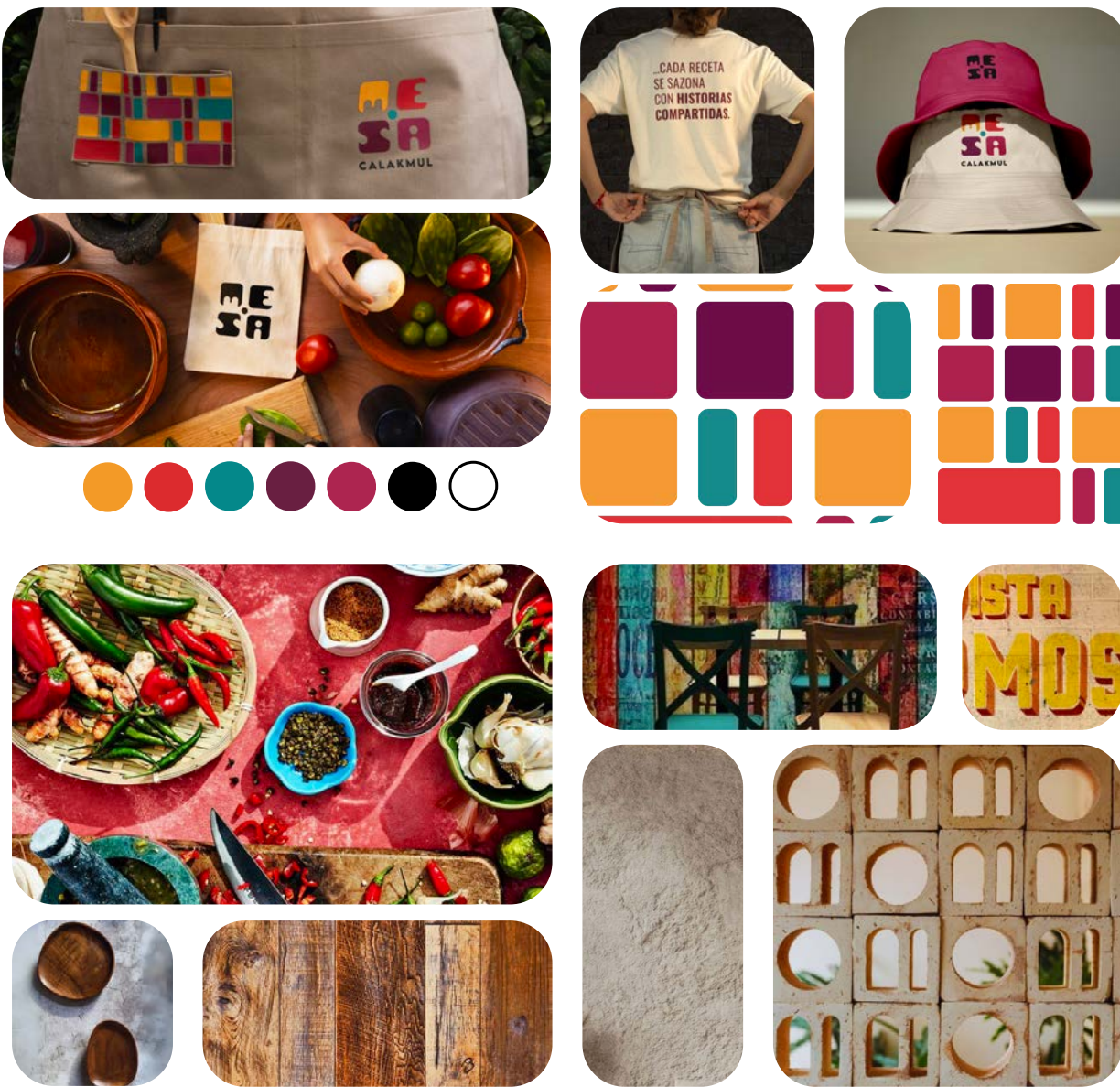
BRAND CONCEPT

Purpose	Key Words		VALUES		Value Proposition
	Interculturality	Inclusion & Diversity	Integral ecology	Resilience	
	• Key Words • Pluriculturality • All Proud • Land • Food • History				A gastronomic space where cultures converge to celebrate the diversity of Calakmul. Through food, shared encounters and connection with nature and tradition, we offer an experience that honors the local identity of those who inhabit this land.
Perception	Personality Friendly, approachable, inspiring, brave, and resilient	A 30-year-old woman who builds bridges through communication. She connects deeply with people and with nature.		Tone and Voice Casual, respectful, optimistic, and humorous.	
Identified need	Proposals – Tour of the area – Visit to the Mesa Calakmul venue gastronomic space – Space for expression	Sub-brand SOBREMESA Local products for sale	Sub-brand MESA ABIERTA Partnerships with cooperatives and cultural events		
Tangible Attributes	Taste		Touch	Smell	Hearing
	• Gastronomic experience • Evoked emotions through food	View • Warm colors • Natural surroundings • Rural landscape	• Wood surfaces • Organic textures • Leaves and palm fibers • Ceramic and handmade tableware	• Floral and sweet aromas • A warm and welcoming atmosphere	• Local fauna sounds • A sense of peace and tranquility

04. DESIGN



VISUAL IDENTITY



SENSORIALITY

The Mesa Calakmul proposal creates a collaborative brand, agreed upon with key stakeholders. It is a flexible and dynamic brand system, capable of connecting with different audiences at different times, offering experiences, services, and products managed by the project itself according to its resources and timelines. The process made visible the potential of design as a key tool to organize, communicate, visualize, and give identity in vulnerable contexts.

LOOKING AHEAD

Cocina Calakmul aims to become a replicable model of cultural and ecological regeneration through social design. It proposes a living brand, co-created with the community, that unites diverse identities and strengthens territorial cohesion through gastronomy.