



THIS IS NAFPLIO

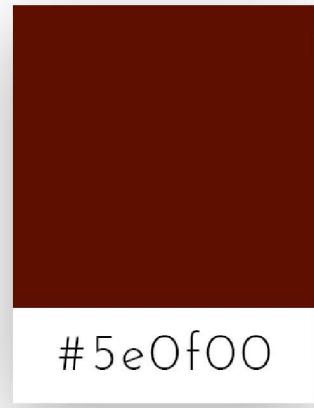
As students from the University of Washington, we have traveled here to Greece on a summer-long study abroad program that focuses on social justice. Shortly after arriving to Nafplio, we started a project hoping to brand the city to attract more tourists. When we were first given this task, we asked ourselves, "What message do we want to convey, who do we want to convey this message to, and how?" Our goal was to draw in as many people as possible while staying true to our program's focus on social justice in Greece. We began by stamping Nafplio with its own logo to establish a strong visual identity that can easily be identified by travelers and distinguishable from other cities in Greece.

In the process of creating this logo, we sought to capitalize on the aesthetic that is already well established in Nafplio. By doing this, we aimed to shed light and educate potential tourists on this historically significant and culturally rich city. Our branding project stretches across multiple platforms, including a website that not only exhibits alluring images of Nafplio, but also includes various pages that share Nafplio's history and background. From food reviews, to hotel suggestions, and even showcasing a list of fun things to do around town, this website shows that the magic really is in the details of this picturesque city.

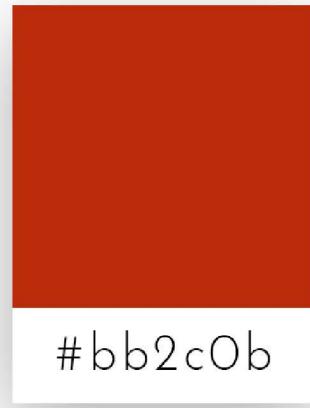
We also took the liberty of starting up an Instagram page and creating a Snapchat filter to promote the hidden beauty that is Nafplio. This gives our brand the opportunity to interact with locals and tourists, truly connecting this city to all the potential patrons scattered across the world. With the Snapchat filter thriving and the Instagram account having almost 500 followers, Nafplio's social media presence has skyrocketed in the short span of a week. We have created a branding campaign featuring the tagline "The Magic is in Nafplio". This campaign includes posters that showcase the physical beauty that is ever present in Nafplio. It also includes a stationary collection for the Municipality that includes business cards, a letterhead, envelopes, and pencils. Our merchandise collection, which includes t-shirts, water bottles, and pants, also gives us the opportunity to give back to the people of Nafplio by donating a portion of the proceeds to deserving communities in the city.

In terms of the future of the Nafplio brand, we want to pass the project on from program to program, each year making new improvements and advancements through connection and recognition. We want to eventually turn this brand into something easily recognizable and iconic. We believe that this first year of work we've put in is a strong foundation for a brand that will put Nafplio on the map as a must-see destination in Greece.

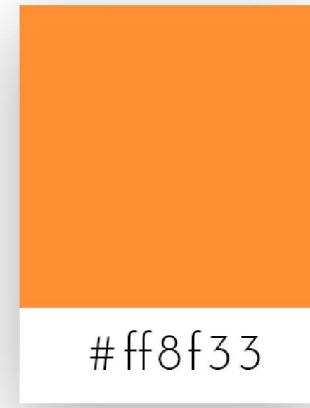
LOGO + COLOR PALETTE



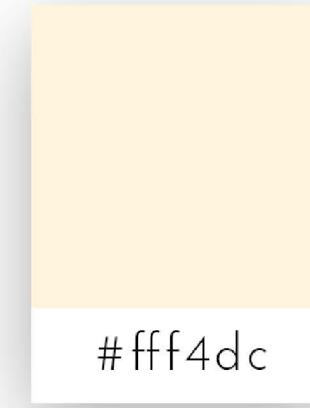
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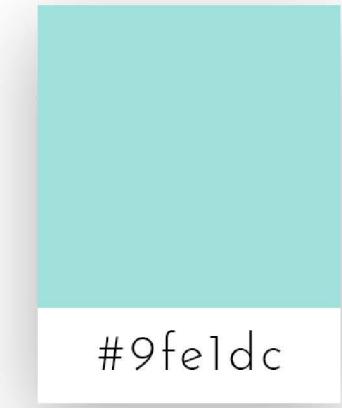
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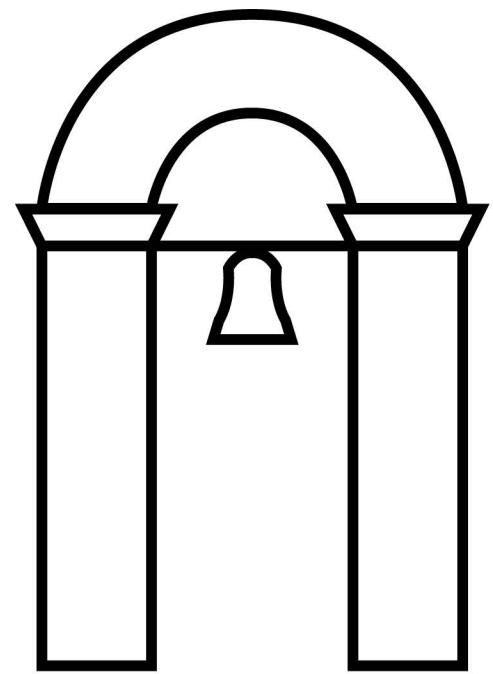
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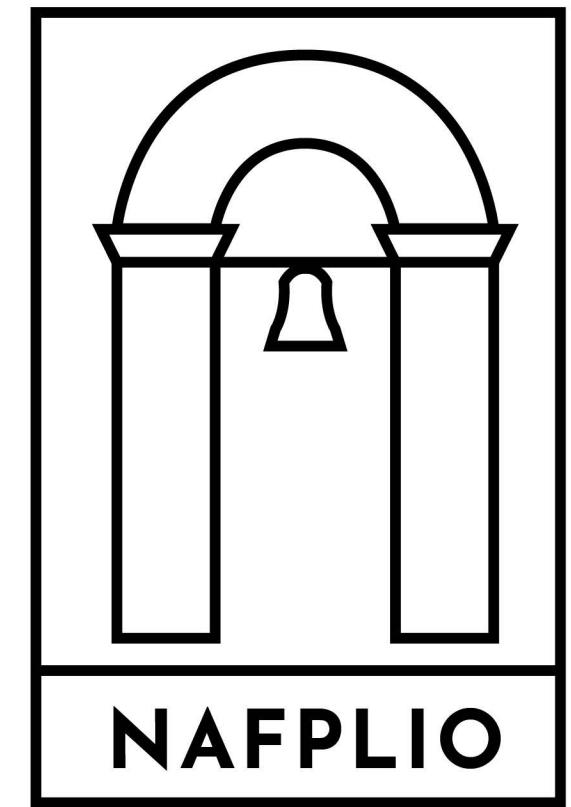
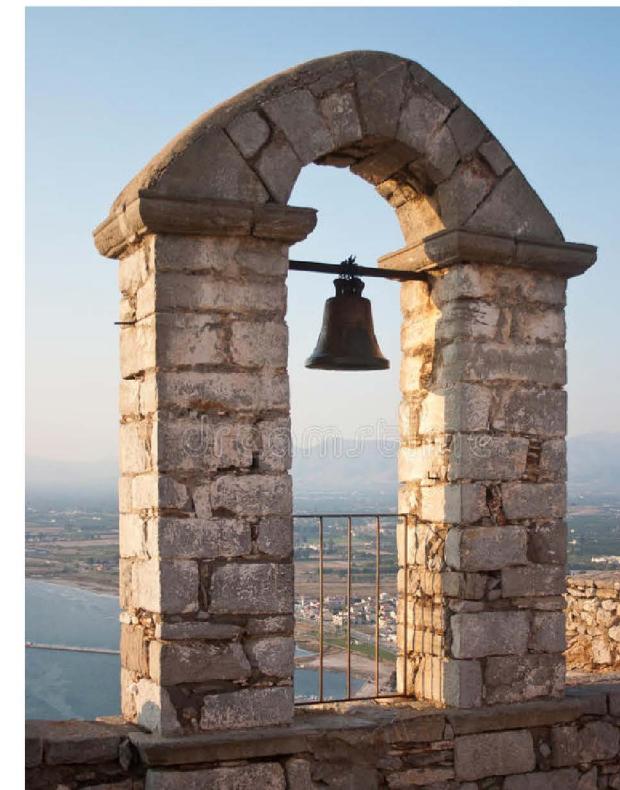
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**NAFPLIO**



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# The Magic is in Nafplio

[thisisnafplio.weebly.com](http://thisisnafplio.weebly.com)

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## History and Culture

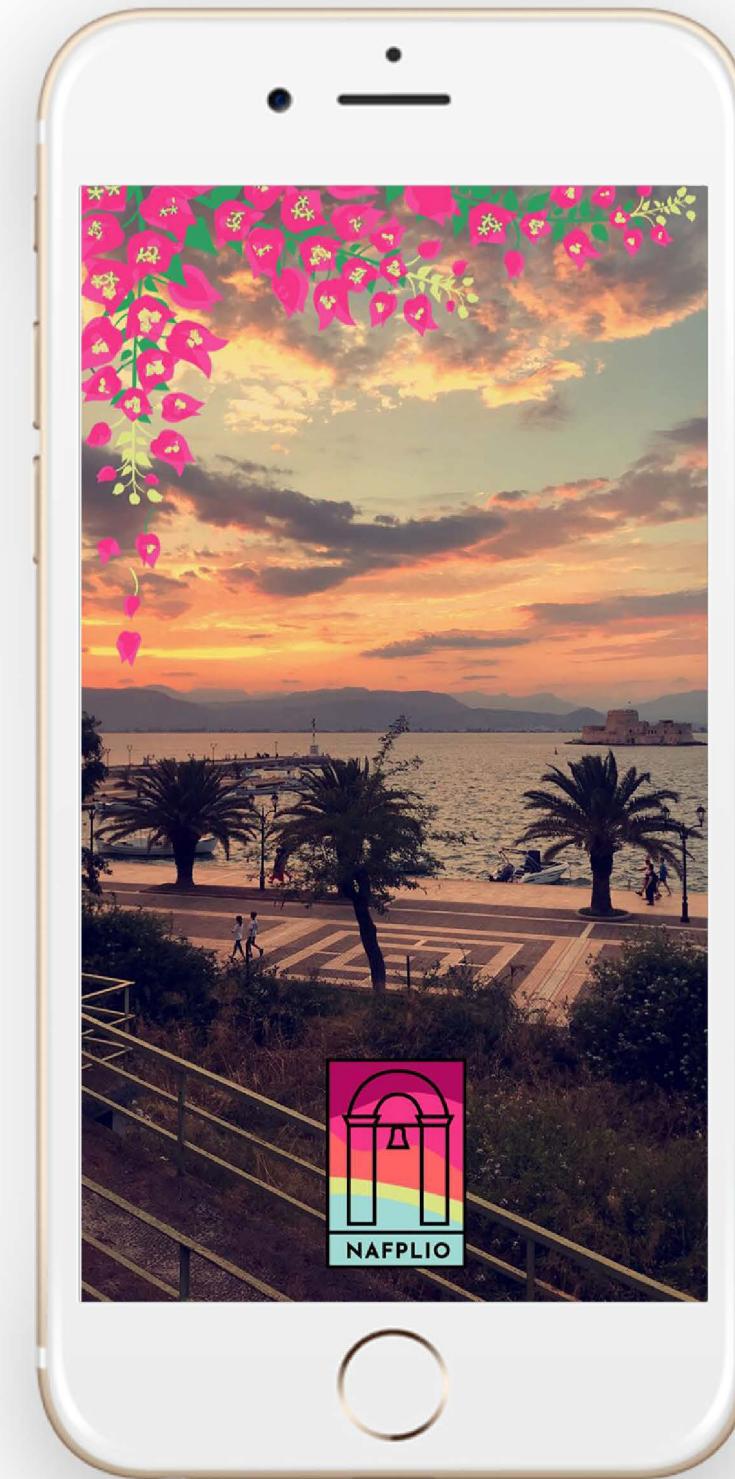
Nafplio's rich history and geographical location makes it a cultural hub and significant historical monuments. The town is settled at the base of Palamidi Castle that you can see lit up at night or climb the 999 steps to walk the castle walls. One could also walk through Venetian style Old Town to see streets decorated with flowers and lanterns. There are also churches, museums, and ancient ruins scattered throughout Old Town that one could visit after a traditional Greek meal or well deserved coffee. And don't forget about the National Gallery containing artwork of the Greek War of Independence. The opportunities for exploration are endless in this ancient Venetian town!

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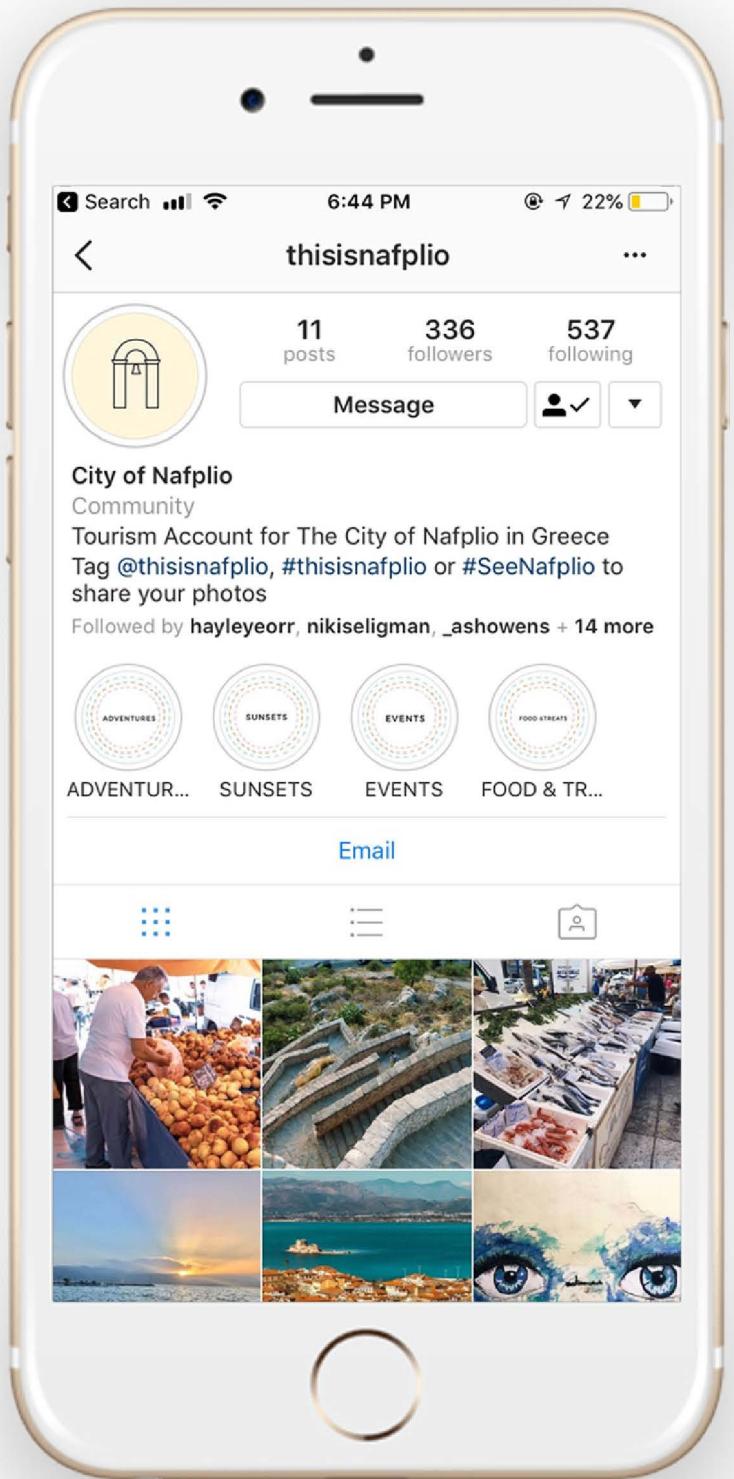
## Boats and Beaches

There are countless of opportunities to experience the Mediterranean Sea right here in Nafplio. Arvanitia Beach is a small pebbly beach with umbrellas and a fully stocked bar, and is just five minute walk from the heart of Old Town. Or make the easy two mile journey to Karathona Beach to relax on the sand or do some water sports like kayaking and jet skiing. If you want more adventure, check out guided kayaking tours of the coast and Akronafplia Fortress. The opportunities are endless in this coastal town!

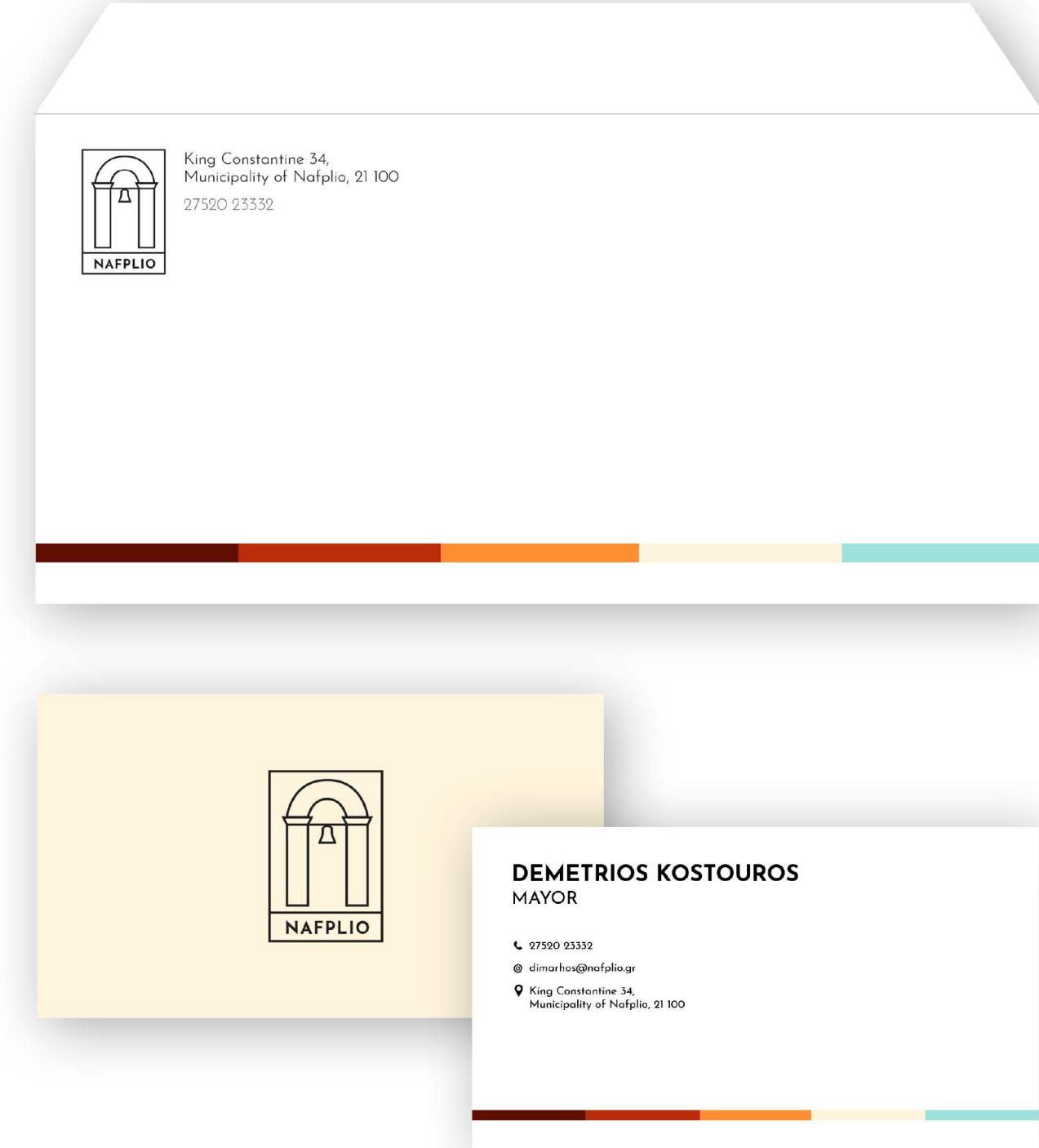
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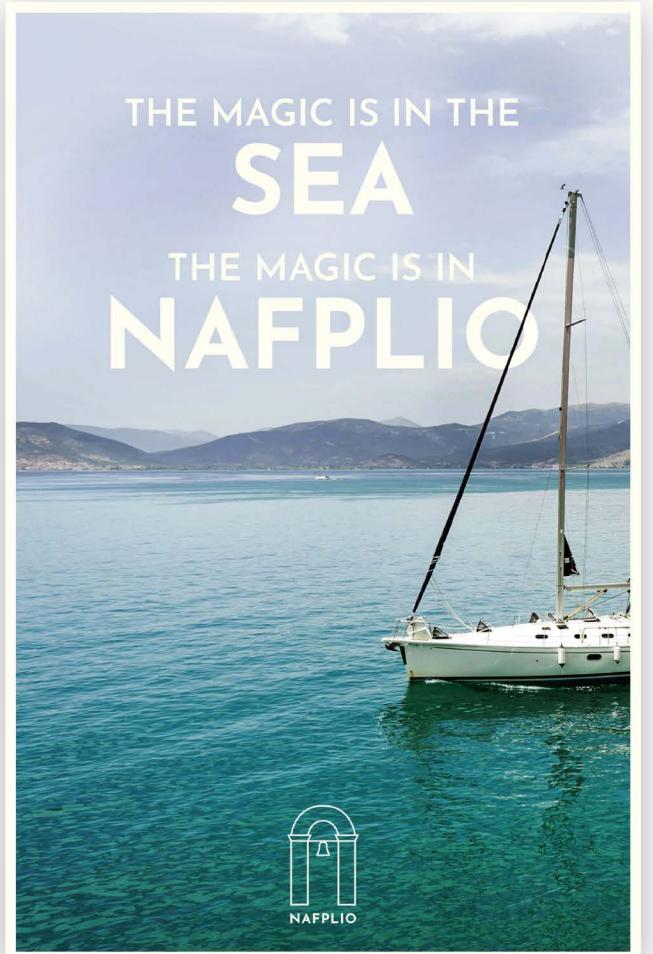
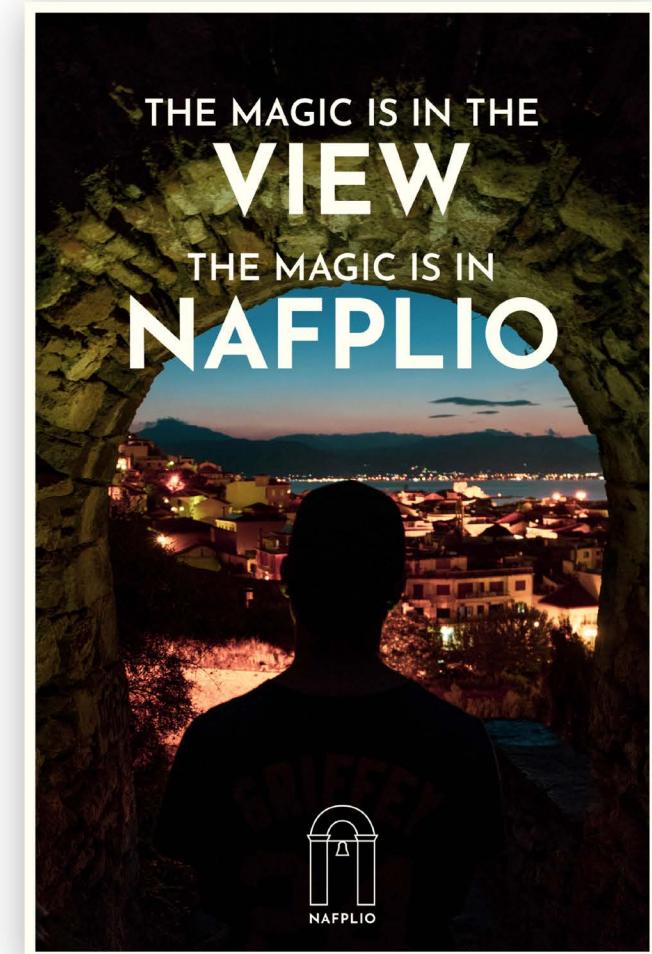
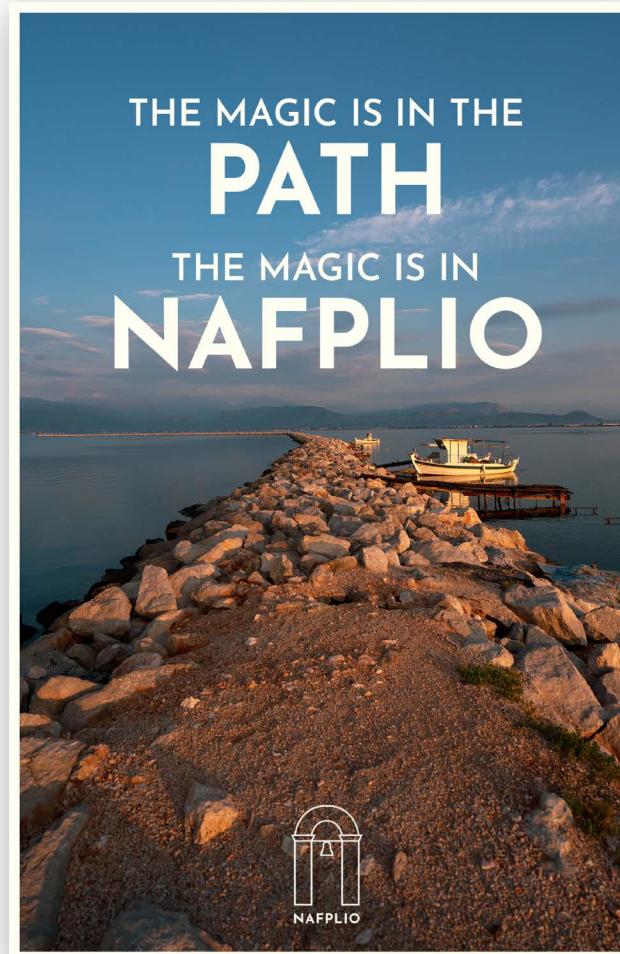
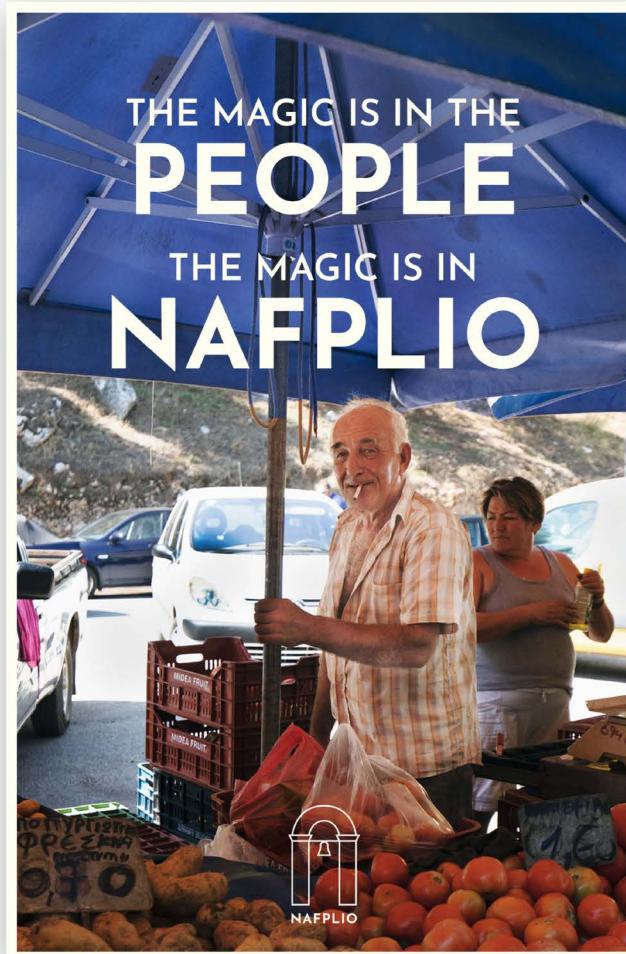
SNAPCHAT



INSTAGRAM



POSTERS



## MERCHANDISE





# SOCIAL CONTRIBUTION

## GOALS OF OUR GROUP

- To implement projects that benefit the community
- To clean the city
- To help make the city safer for residents
- To get the residents involved in various projects
- To leave a lasting impact on the city and the community as a whole

## OUR PROJECTS

Implemented:

- Food Donation
- Stair Cleanup

Proposed Projects:

- Painting Nafplion
- Beach Cleanup
- Clothing Drive

## CONTRIBUTIONS THUS FAR

In the past two weeks, our group has been very active. In the first week, we started a food drive as well as volunteered at a church kitchen where we helped prepare meals for the low-income individuals in the community. In the second week, our group organized a stair cleanup at Palamidi Castle. We picked up trash from the base of the stairs, leading up to top of the castle. This was a very successful project as we were able to attract locals who wanted to volunteer with us and even ask "why?" we were doing the clean up.

In the next few weeks, our group is planning to do a graffiti clean up, beach clean up, as well as a clothing drive for those in need in the neighborhood.

## IMPLEMENTED PROJECT: FOOD DONATION

Project: Volunteering to help feed low-income individuals

For this project we donated food to the local church and helped the woman who volunteer at the church kitchen make meals for low-income families. We prepared, cooked, and packaged the meals to be picked up and distributed to families and individuals in need. Almost everyday these five women volunteer their time and energy and cook meals for over 150 families in the city of Nafplio. It was a very humbling experience, it taught us that social justice can be as simple as making sure people have food to eat everyday.



## IMPLEMENTED PROJECT: STAIR CLEANUP

Project: Cleaning the stairs to Palamidi Castle

One of the first projects we had decided upon was a “beach cleanup”, as it’s a great way to show how some time & effort can translate into social benefit. While brainstorming, we realised that the beach is maintained/cleaned occasionally, especially during summer. So we decided to try something new and clean the stairs leading up to Palamidi.

The experience really showcased the problems of waste generation & management that we are dealing with all around the world. It also allows us to reassess our actions on a day-to-day level.



# PROPOSED PROJECT: PAINTING NAFPLIO

# Project: Painting Nafplio

This project in particular is yet to be approved by the Municipality of Nafplio. However, we thought it would be a good idea to paint over the graffiti that appears on the buildings. Of course it is not possible to paint every building, which is why we thought it would be a good idea to only pick a few spots to focus on; such as the public library, the electrical building, the train station, sports facilities, etc. Any public space that is open for communal use but has been vandalized we thought would benefit from being painted to make it cleaner and more inviting.



## PROPOSED PROJECT: BEACH CLEANUP

Project: Cleaning up plastic and other garbage off the beach

We hope to clean up one of either of the beaches in Nafplio from plastic and other garbage. This, in turn, could make the beach cleaner and safer for the residents and the wildlife, and possibly help to inspire a cleaner beach for the community. We have not had the opportunity to do so yet, but intend to complete this project before leaving Nafplio, hopefully with the help of other residents who are interested in joining alongside us.

## PROPOSED PROJECT: CLOTHING DRIVE

Project: Clothing Drive to the Church

This project is in the works right now. As we worked with the church on the food drive and meal prep, our team decided that we also wanted to donate clothing. We hope to assemble a various array of clothing so that both adults and children of both genders will be able to benefit from this project. We plan on asking for donations in the following weeks.

## WHAT WE LEARNED

Throughout our time here we have learned that social justice does not have to be big and grand for it to be meaningful and impactful on a community. Understanding that social justice can be as simple as making sure families have meals to eat, or even picking up trash off the street is still important. As long as you are doing things to better the community, you are contributing to social justice.

## OUR LEGACY

Since we were the first program to do projects in Nafplio, we had to think of projects that we thought would help Nafplio, not necessarily what the people wanted. In the future we would like to see the group coordinated with the locals and with the municipality more so we can really benefit Nafplio, in the way that they want. While we are definitely proud of the projects we accomplished, we hope that people will continue to work hard and create projects that unify the community and bring the people together.

## LOOKING FORWARD

We hope to establish a set of projects and traditions that can be carried on through this program and Nafplio for years to come. It is our desire that the foundation we laid can be built upon and improved for the community of Nafplio and that through our commitment and dedication to social justice, will inspire others to join in and make a positive change in their community as well.



# HIDDEN NAFPLIO



## INTRODUCTION

Entering Nafplio, an outsider's first impression is the unfathomable beauty of this place. Words cannot do the city of Nafplio justice, and this is a draw for tourists and travelers from all over the world. Interwoven with the surreal majesty of Nafplio is a rich history and culture which goes largely unseen by the average tourists. The opportunity to spend more than a few weeks in Nafplio allowed us as outsiders to see Nafplio on multiple levels and gave us an opportunity to explore the culture of Nafplio that is hidden from most of its visitors, a history that is unknown by tourists and locals alike. The opportunity inspired us to find ways to make the secrets of Nafplio more accessible, thus, the Hidden Nafplio Project was born.

## PROBLEM

Despite a wealth of information available to the public about the history and culture of Nafplio, most of this information is not easily accessible to the public in the moment. The municipality website, interactive map, and guidebooks are not geared towards the modern traveler. Because of this, much of the history goes unnoticed. It is our goal to conquer this information gap by capitalizing on the presence of technology. Hopefully, by combining the current information compiled by the municipality, and with our own experiences as well as the experiences of some locals, we can create a database that can be exposed to tourists and locals alike via technology.

## PROPOSED SOLUTIONS

### BUZZFEED QUIZZES

One of the most popular apps on the internet currently is Buzzfeed. Using the landmarks and centers of history and culture in Nafplio, we will create quizzes in a format that is already popular with the younger generation of travelers. This will spark interest in the historical aspects of Nafplio, as well as provide them with information. We've created a few preliminary quizzes, which can be added to the tourism website, as well as the other social network interfaces being developed by other students, such as instagram, facebook, and the branding websites. This will open a door for a younger generation to learn more about the history of Nafplio in a fun and exciting way.

### QUICK RESPONSE (QR) CODES

QR Codes are essentially barcodes that can be printed or attached to plaques. They're often used on advertisements to provide access to a website or social media page and provide more information. We have developed several QR codes and await permission from the municipality to affix them to landmarks and places of interest in and around Nafplio. We have discussed several ways of distributing these codes, whether it be through laminated paper throughout highlighted places or more permanent ways of presenting them. QR codes can provide anything from links to the main page of the municipality and historical information, to personal stories and anecdotes, humanizing different place around Nafplio. For now, we have created several QR codes for various areas that correspond with the Nafplio virtual tour in both Greek and English. These descriptions provide a historical and contemporary look at differing landmarks and a small auditory portion. Our hope to generally make Nafplio more accessible at the touch of a button via the QR codes.

## PROPOSED SOLUTIONS

### INTERACTIVE MAP

This map is inspired by the virtual map which already exists. We have created and will continue to fill a data table with the historical sites already present on the municipality's interactive map, as well as adding local favorites and our own favorite locations to experience "hidden Nafplio." We also envision an interactive map that provides the user with different options for pre-programmed walks around Nafplio, with informative and interesting pieces of information, that can be chosen based on time available and interests. For example, a family of four could indicate in the app that they have an hour to explore before they want to eat lunch, and that they're looking for family friendly activities. Based on this information, our map will provide users with a few options for tours around Nafplio. We will not have the time this year to develop the interactive map, but we intend to leave enough information that groups following in our stead will be able to develop this map, which will expose more of Nafplio to its visitors.

### TABLING

In the future, we hope to utilize tabling as a method to gain deeper knowledge on the opinions of the locals and tourists of what they conceive as Nafplio's hidden charms that are not explicitly apparent. We will also provide booklets and flyers with links and information about the various projects we are working on. With the information we compile this summer, future groups should be able to design flyers, provide information and answer questions about the little-known secrets of Nafplio.

## PROPOSED SOLUTIONS

### HIDDEN NAFPLIO APP

Technology is advancing every day, people find themselves using their phones or other technology devices in their everyday life. The Hidden Nafplio app aims to put all of our resources on one front. Any user can post pages recommending different things to do such as restaurants, fun activities, relaxation spots and more. The app also allows the manager of the app to post polls and see what people are interested in and what they want to see more of in town. It also offers an event page where users can see things going on in town, such as the Taste of Nafplio, or live music performances. This app also includes a section where our curated buzzfeed quizzes will be, and a link to the branding page's instagram so users can see what photos have been taken around town and even add to it by using a special hashtag. The app also offers more like letting the individual leave reviews on some of the different things they tried/experienced. The app allows for development, because information can be added with ease, both by future groups and by locals and tourists alike.

## CONCLUSION

We have been lucky to spend the past few weeks studying in a place as culturally rich as Nafplio. We understand that many tourists do not have the privilege of staying here for an extended period of time and thus strive to make the historical underpinnings of this city more accessible for those on even the briefest of trips. We aim to bridge the gap between the information already available and the ease of access to that information. We thank you for considering our proposal.