

# **ACCESSIBILITY IS THE FUTURE**

(and the future, you know, starts now)

# MUSEUM ACCESSIBILITY

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what makes you think?





**1922**

Metropolitan Museum of Art, New York

# ACCESSIBILITY

the quality of environments and services to be usable  
by as many people as possible.



**it's not about niche audiences,  
outside of the average**



**a new idea of audience average**



**Lucy, 25 years old**  
has sight impairment

**Sarah, 25 years old**  
can't understand complex labels

**July, 32 years old**  
has a child with autism

**Nick, 80 years old**  
has different needs  
because of his age

**Mike, 45 years old**  
blind

**Marta, 62 years old**  
not used to museums  
she gets tired easily

**Vittorio, 42 years old**  
uses hearing aids

**Jose, 50 years old**  
refugee

**Luca, 15 years old**  
broke his leg  
and he's using a  
wheelchair



**these people are us**



**we are different**

**we are different**



we have different needs

**we are different**



we have different needs



**we find different barriers**

Lucy, 25 years old  
has sight impairment

**SENSORY  
BARRIERS**

Sarah,  
25 years old  
can't understand complex texts

**LEARNING  
BARRIERS**

July,  
32 years old  
has a child with  
autism

**COGNITIVE  
BARRIERS**

Nick, 80 years old  
has different needs

**PHISYCAL  
BARRIERS**

Mike,  
45 years old  
blind

**SENSORY  
BARRIERS**

**ECONOMICAL  
BARRIERS**

**CULTURAL  
BARRIERS**

Vittorio,

42 years old  
uses hearing aids

**ECONOMICAL  
BARRIERS**

**SENSORY  
BARRIERS**

Jose,  
50 years old  
refugee

**CULTURAL  
BARRIERS**

**SENSORY  
BARRIERS**

**LEARNING  
BARRIERS**

Luca,  
15 years old  
uses a wheelchair

**CULTURAL  
BARRIERS**

Marta,  
62 years old  
not used to museums  
she gets tired often

**PHISYCAL  
BARRIERS**

**TECHNOLOGICAL  
BARRIERS**

**PHISYCAL  
BARRIERS**

**CULTURAL  
BARRIERS**

**LINGUISTIC  
BARRIERS**



Marta, 25 anni,  
ipovedente

BARRIERE  
SENSORIALI

Luca, 15 anni,  
si muove usando  
la sedia a rotelle

Sarah, 25 anni  
archeologa  
ama molto i musei  
ma non sempre  
capisce quelli di  
arte contemporanea

Giovanna, 32 anni,  
ha un bimbo autistico

**Nick, 80 years old**

Mike, 45 anni,  
cieco dalla nascita

BARRIERE  
COGNITIVE

Jose, 50 anni  
non parla bene  
italiano

PHISYCAL  
BARRIERS

BARRIERE  
SENSORIALI

SENSORY  
BARRIERS

BARRIERE  
COGNITIVE

LEARNING  
BARRIERS

BARRIERE  
CULTURALI

TECHNOLOGICAL  
BARRIERS

BARRIERE  
MOTORIE

Lucia, 72 anni  
non frequenta  
i musei abitualmente  
e si stanca con facilità

BARRIERE  
MOTORIE

BARRIERE  
COGNITIVE

BARRIERE  
CULTURALI

Michele,  
42 anni,  
sordo

BARRIERE  
SENSORIALI

BARRIERE  
LINGUISTICHE

BARRIERE  
CULTURALI

BARRIERE  
COGNITIVE

BARRIERE  
LINGUISTICHE

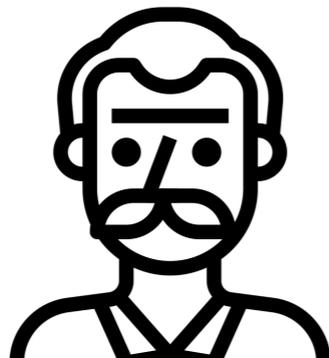


## Nick, 80 years old

Retired watchmaker, widower, visits museums periodically. He prefers to go there alone, even if he moves with difficulty.

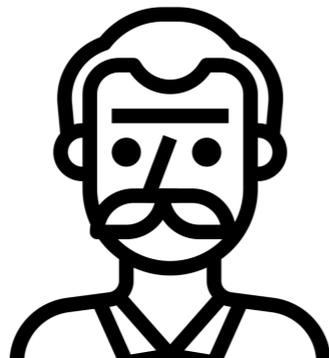
From afar he can see well, but from close up he cannot read the captions whose texts often seem too difficult to him.

He doesn't like audioguides (or simply doesn't know how to use them).



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**PHISYCAL  
BARRIERS**



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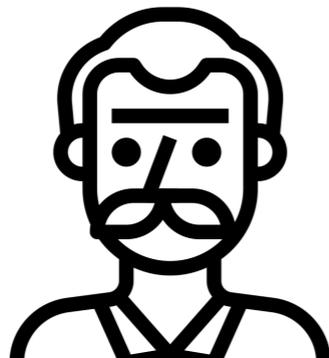
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SENSORY  
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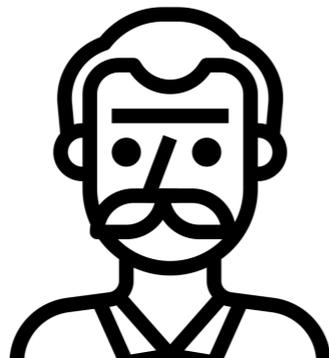
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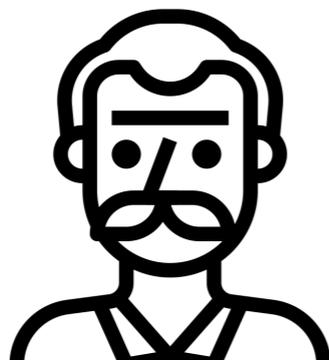
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BARRIERS

SENSORY  
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LEARNING  
BARRIERS

TECHNOLOGICAL  
BARRIERS



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# BARRIERS

physical

sensory

learning

cognitive

economical

technological

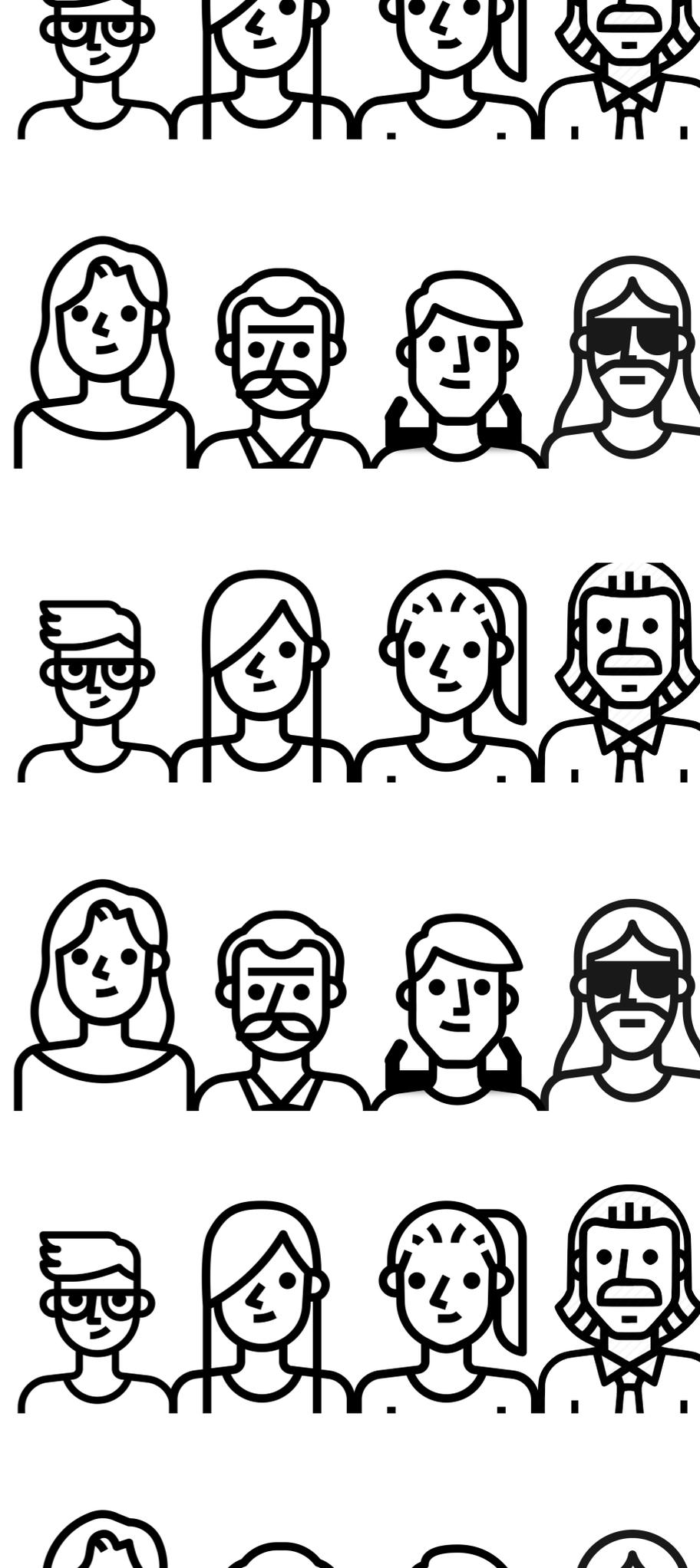
digital

cultural

participation

information

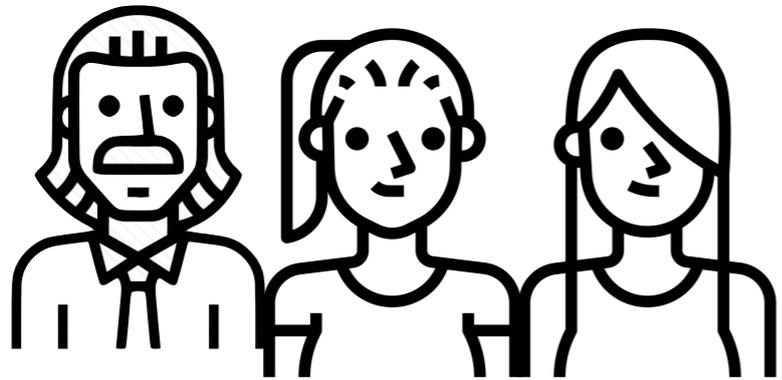
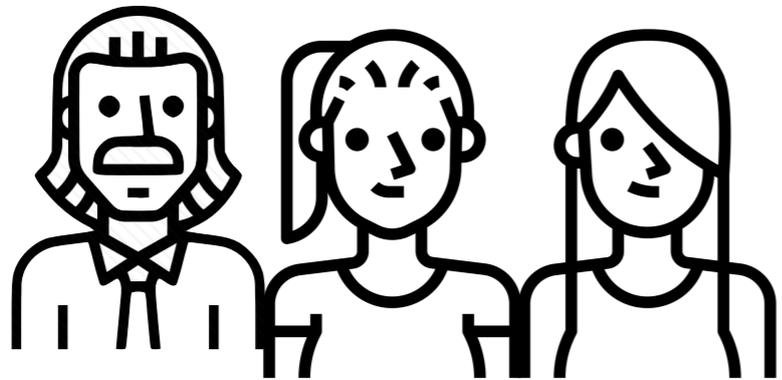
[...]



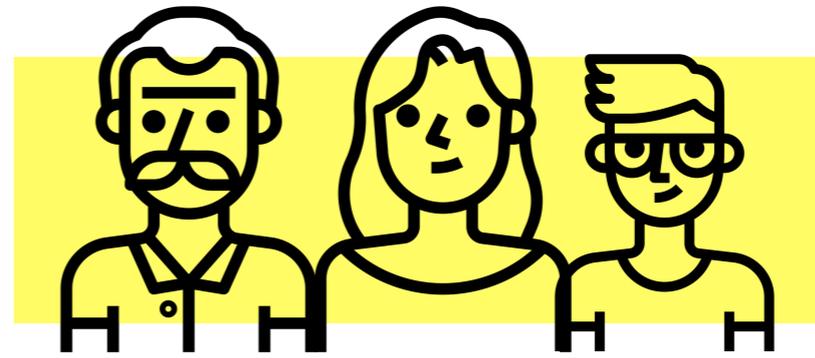
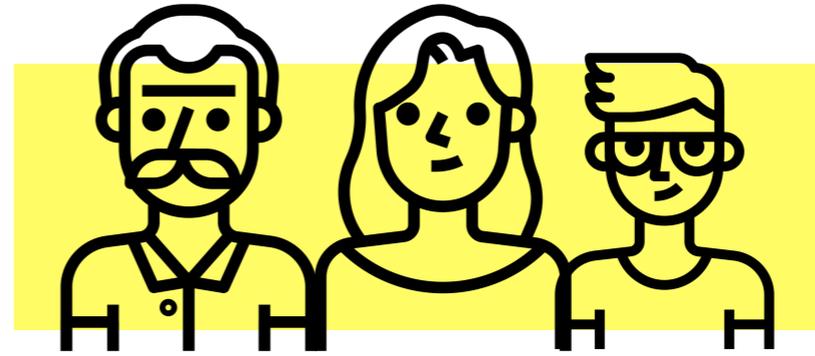
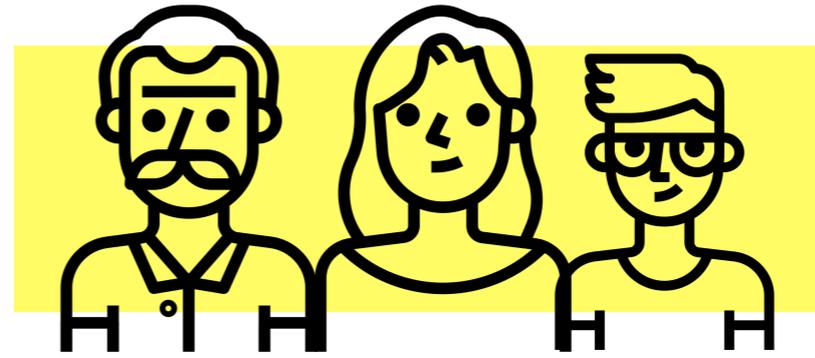
**THINK BIG**

**“Museums are not for me”**

**CULTURAL BARRIERS**



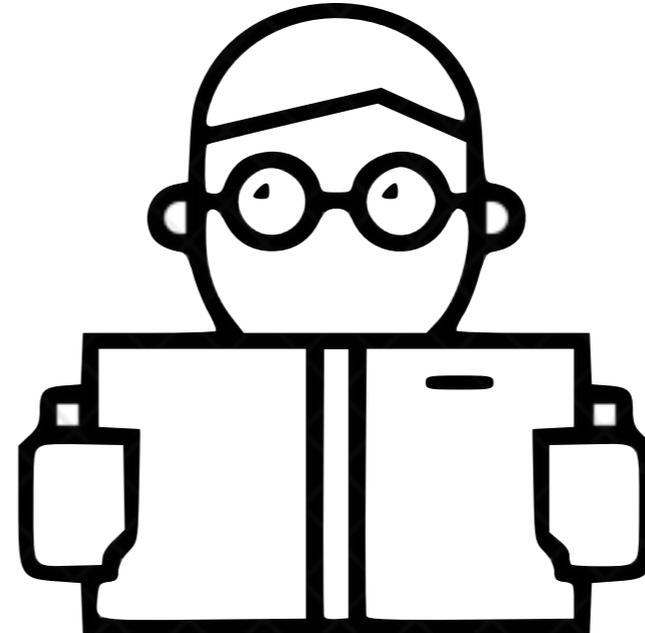
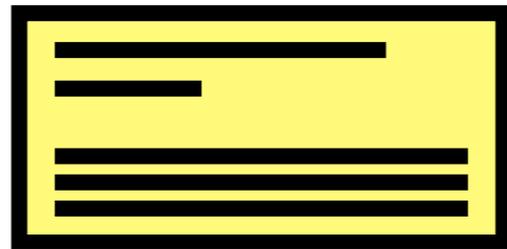
**Museum Professionals**



**Museum Users**

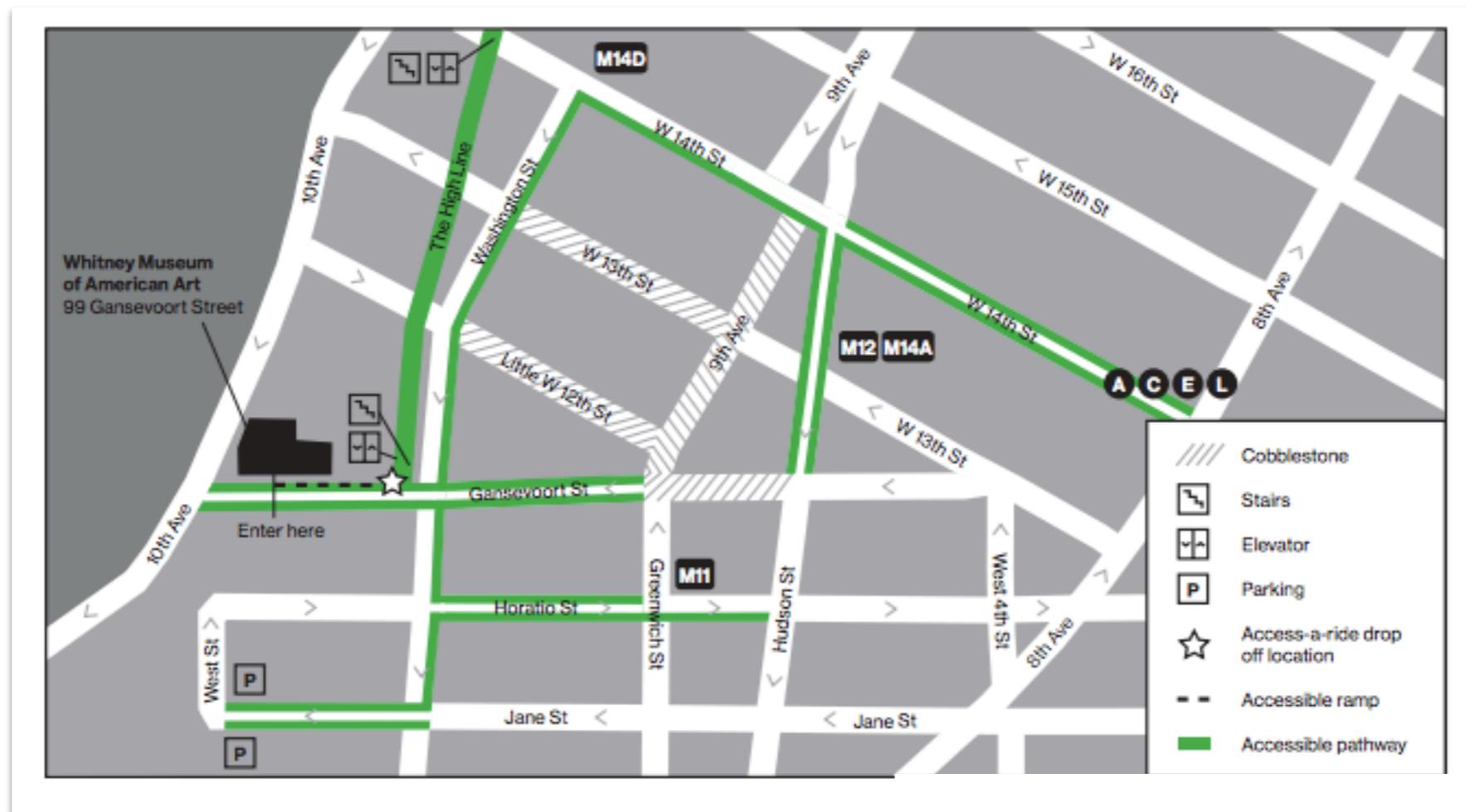
# PARTICIPATORY BARRIERS

In Italy, 3/10 people can't fully understand an article from a newspaper.  
**What about your museum labels?**



**LEARNING BARRIERS**

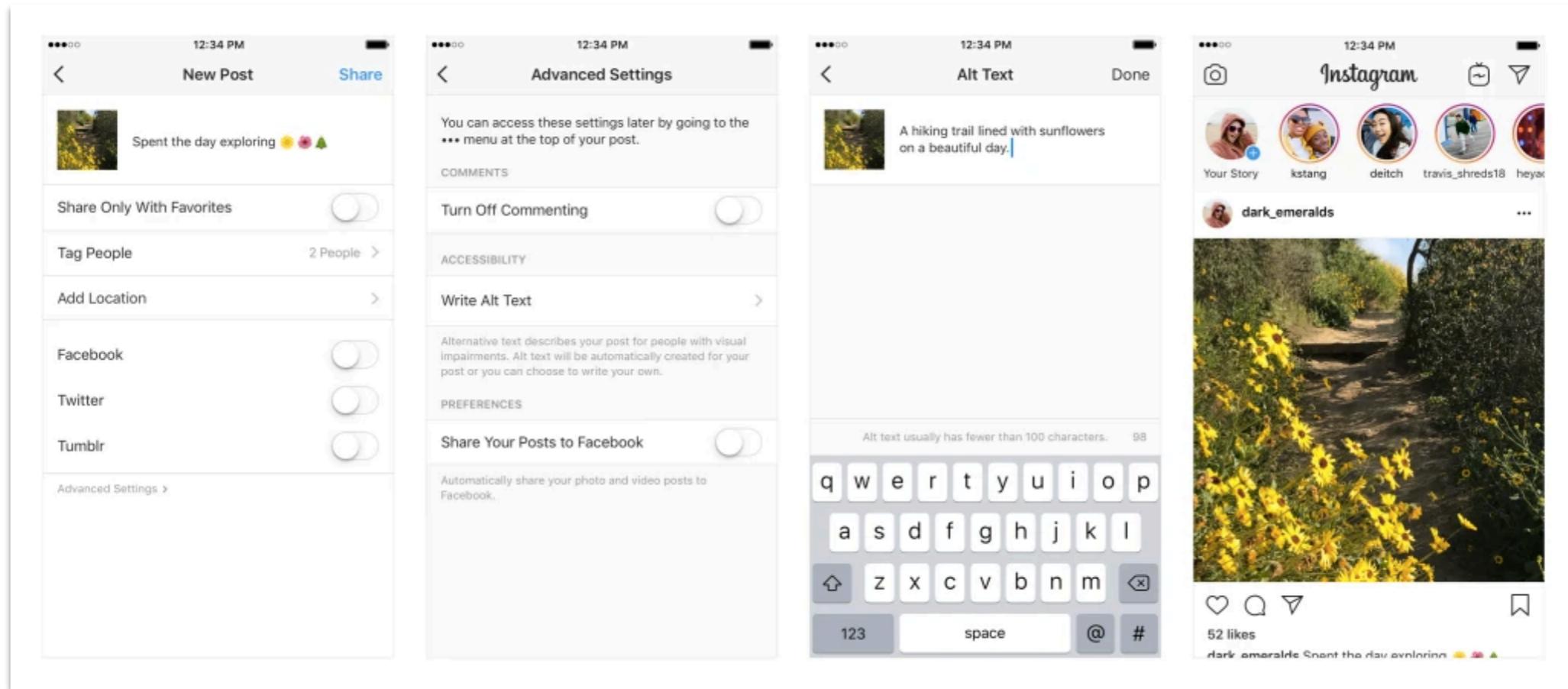
# Accessibility can be cool



[whitney.org/education/access](http://whitney.org/education/access)

# INFORMATION BARRIERS

# Accessibility can be low-cost



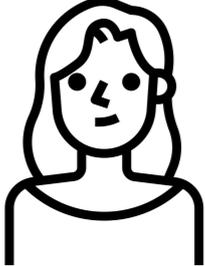
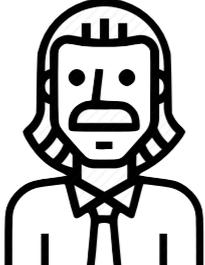
DIGITAL BARRIERS

Sometimes we refer to  
accessibility as for people with disabilities

**because it's helpful to think to the whole.**





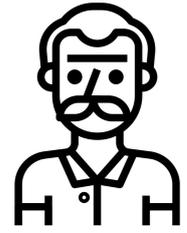
	WEBSITE	APP	AT THE ENTRANCE	MUSEUM VISIT	[...]
			front staff need to be trained		
		missing captions to the video			
	access page need to be in the home			bigger labels	

**Accessibility  
is useful for all**



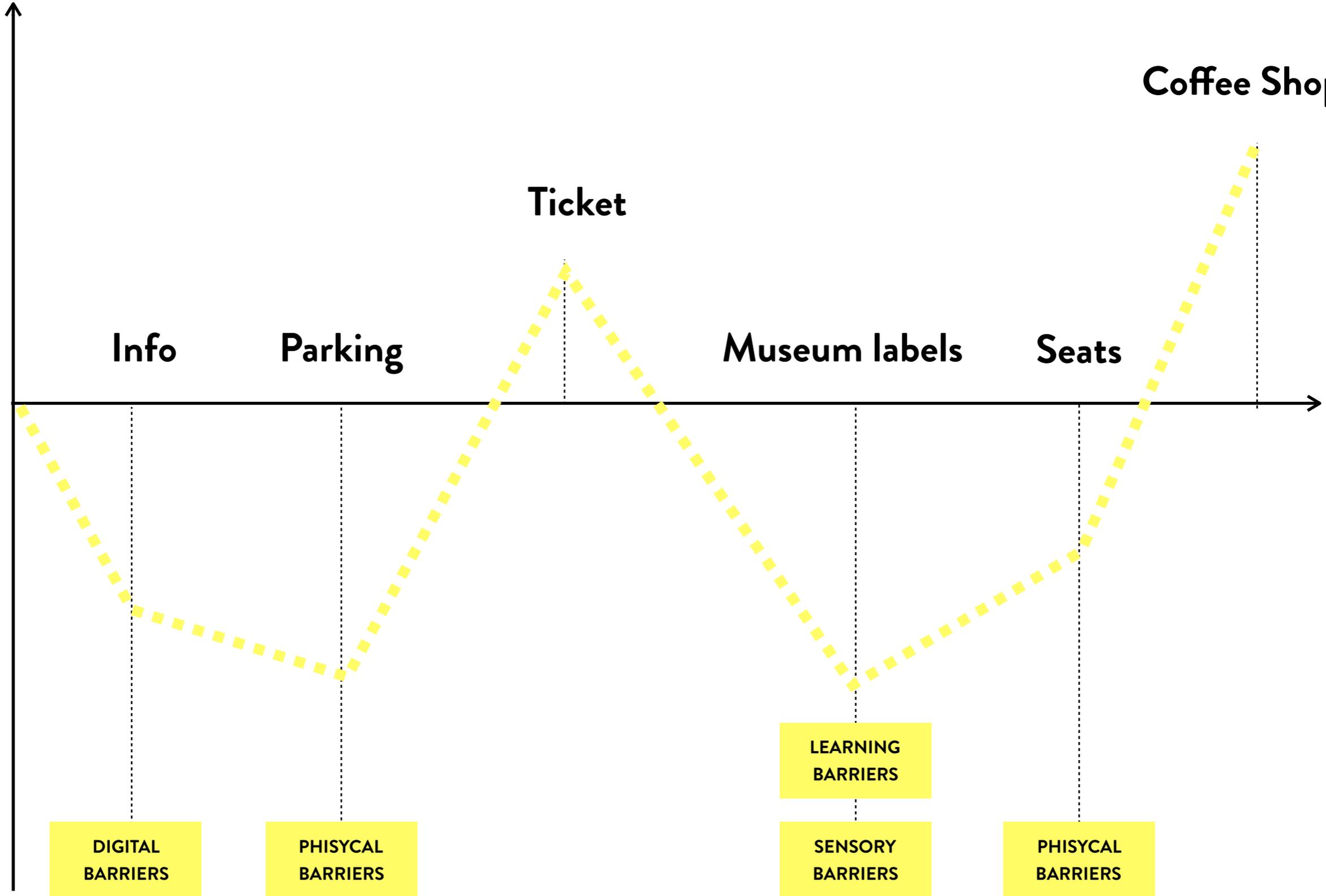
**1. It impacts on the quality  
of the museum experience**

+



Nick, 80 yrs

-



Info

Parking

Ticket

Museum labels

Seats

Coffee Shop

DIGITAL  
BARRIERS

PHISYCAL  
BARRIERS

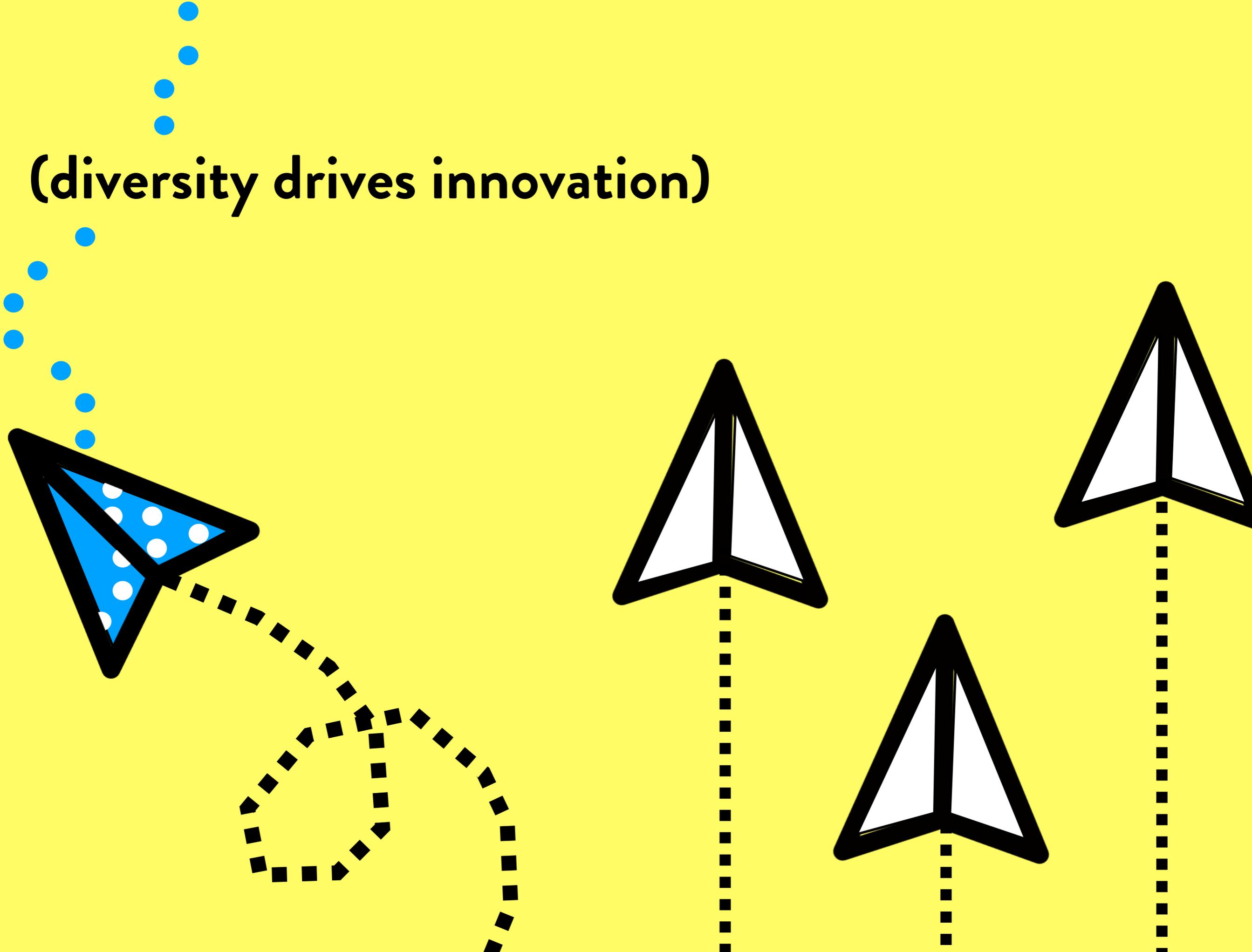
LEARNING  
BARRIERS

SENSORY  
BARRIERS

PHISYCAL  
BARRIERS

**2. It allows us to innovate  
our relations with all the audiences**

**(diversity drives innovation)**



**3. It is coherent with museums' aims:  
it fosters critical thinking  
against any idea of "normalcy"**

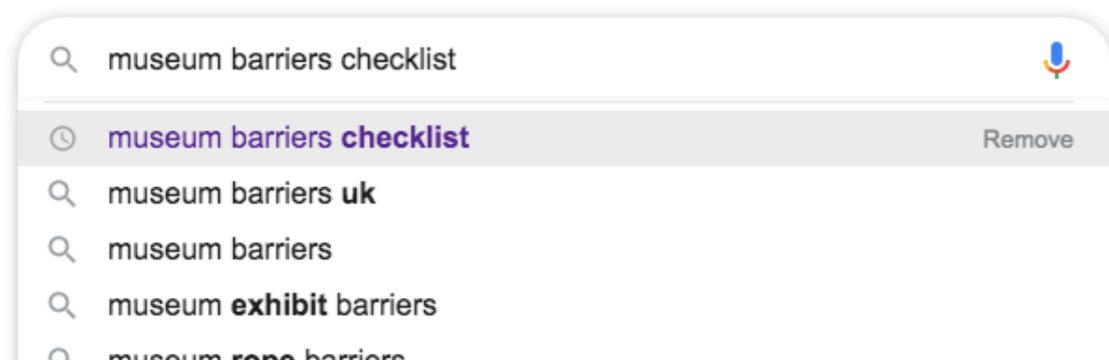


*Ceci n'est pas une pipe.*

**How to start?**

# 1. PLAN AND RESEARCH

what do you want to accomplish and for whom?

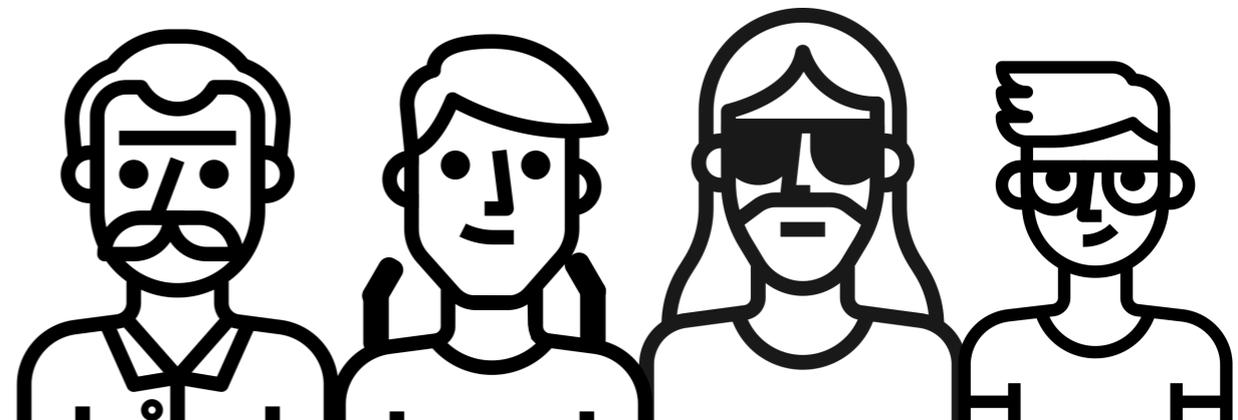
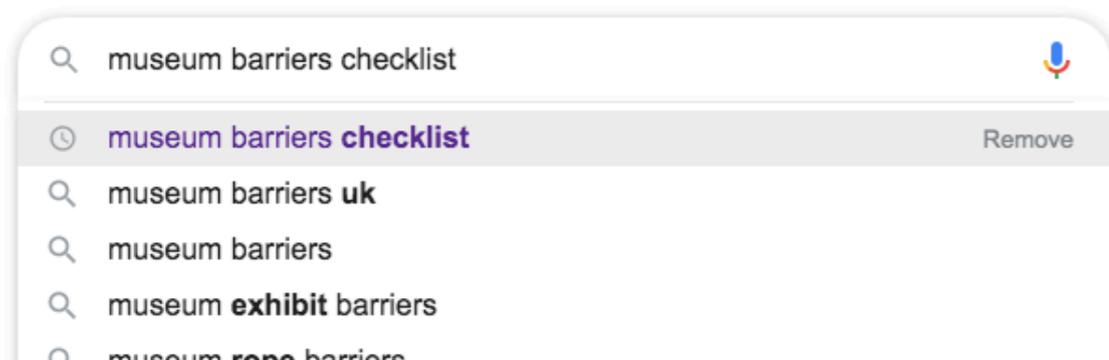


# 1. PLAN AND RESEARCH

what do you want to accomplish and for whom?

# 2. ASK AND INVOLVE

experts and users, organisations already working with your target audiences, universities, etc.



### **3. IDENTIFY BARRIERS**

using checklists and  
involving users



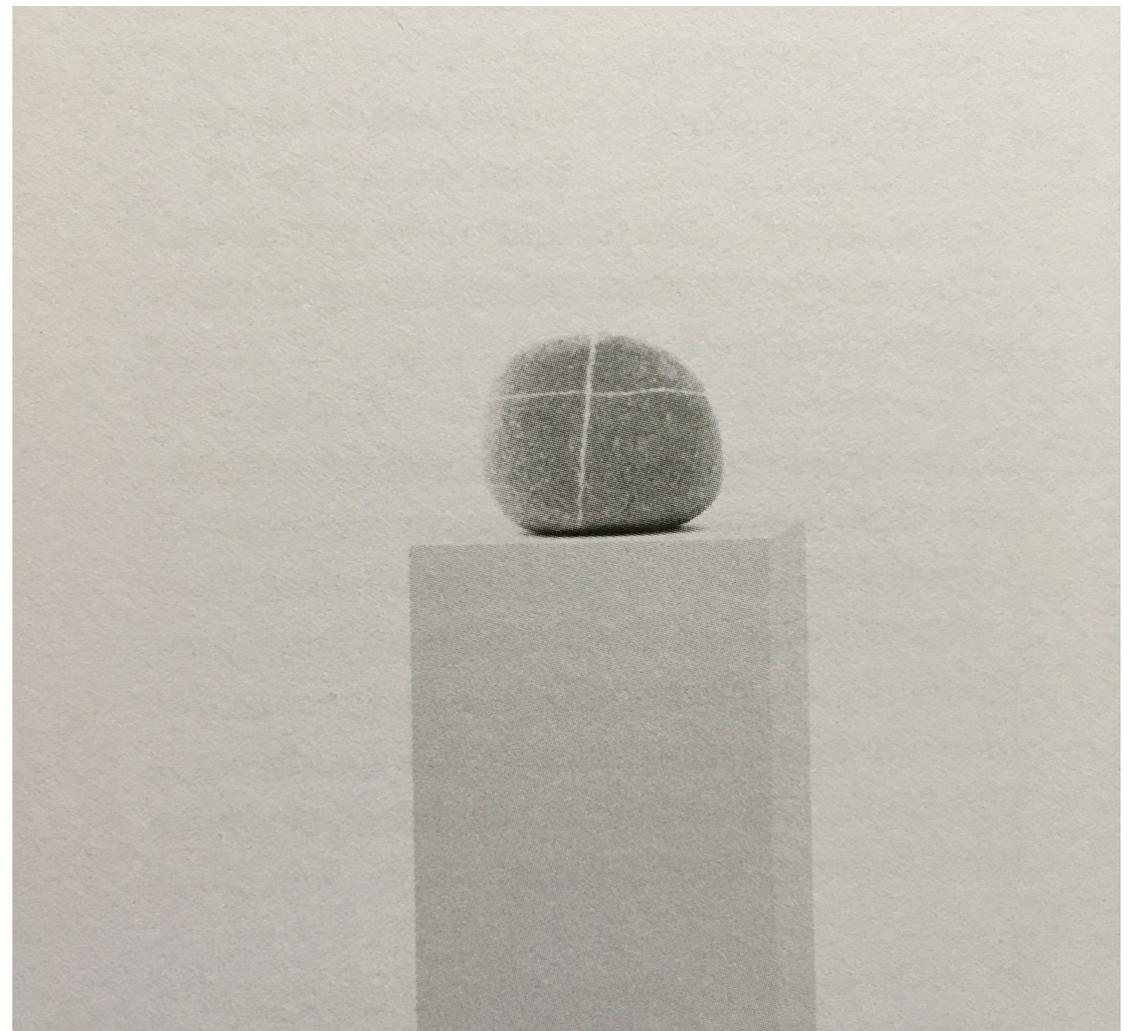
### **3. IDENTIFY BARRIERS**

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### **4. TEST AND ASSESS**

which output and  
outcomes?



# 5. SCALE YOUR PROJECT / INVOLVE THE WHOLE INSTITUTION

with powerful but easy and low-cost examples

## The British Museum

**Borse grandi, valigie e bagagli:** trolley e bagagli di grandi dimensioni non sono permessi al British Museum per ragioni di sicurezza. Depositi bagagli sono disponibili presso le grandi stazioni ferroviarie come Euston, King's Cross e Charing Cross.



### Ingresso

L'ingresso principale del museo su Great Russell Street ha una scalinata con 12 gradini ed un corrimano su entrambi i lati. Su ciascun lato della scalinata sono installati montascala portacarrozze, dotati di segnalazione acustica per chiedere assistenza in caso di necessità. L'ingresso su Montague Place è al piano terra, con ascensori per raggiungere gli altri piani del museo.

L'ufficio informazioni è situato nel Great Court  
+44 (0)20 7323 8299  
information@britishmuseum.org



### Ascensori

Il museo è dotato di numerosi ascensori. La maggior parte delle gallerie e tutte le mostre sono accessibili a tutti. La posizione degli ascensori e le modalità per raggiungere le gallerie sono riportate nella piantina gratuita disponibile presso l'ufficio informazioni sito nel Great Court.



### Parcheggio

Un piccolo parcheggio riservato ai disabili è disponibile nel piazzale antistante il museo. Per riservare un posto auto, chiamare l'ufficio informazioni al +44 (0)20 7323 8299. Sarà necessario comunicare il numero di immatricolazione, marca e modello del veicolo nonché la data della visita.



### Toilette

Le toilette sono distribuite su ogni piano. Quelle dotate di accesso per disabili sono situate presso la Great Court, il Ford Centre for Young Visitors, il Clore Education Centre e a nord della Sala 66.



## 5. SCALE YOUR PROJECT

Involve the institution, persuade your boss with powerful but easy and low-cost examples

## 6. DEFINE GUIDELINES AND POLICIES

access can't rely on personal sensitiveness.

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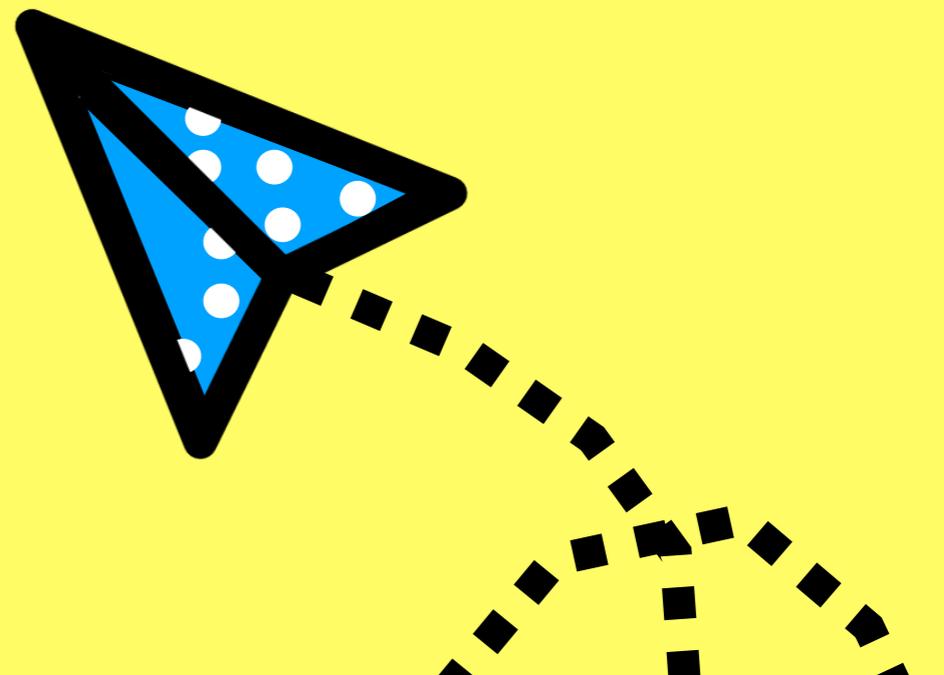
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### Wellcome Collection

Access Policy  
2018-2023

**And if your museum  
does not agree (yet)?**

**Keep on trying**   
**and be patient.**



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(and the future, you know, starts now)