

Talking about accessibility, inclusion, usability: a discussion for a new International Committee

September 2nd, 2019

2:30 pm - 6:00 pm

Inamori Memorial Hall - Room 106



ICOM international
council
of museums
Italia



Words as a tool for museum accessibility

Authors: Marco Boneschi, Rosa Garofalo, Cristina Miedico

Speaker: Cristina Miedico - Civic Archaeological and OpenAir Museum, Angera (Varese), Italy

DESCRIVEDEND

A cultural project for art accessibility and usability,
innovative and inclusive through language usage.

By
*Associazione Nazionale Subvedenti
(National visually impaired people
Association)*



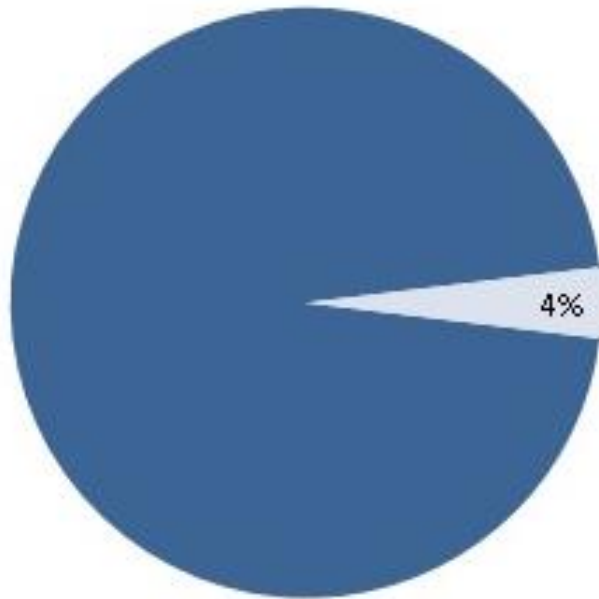
CLOSE YOUR EYES
AND YOU'LL SEE



ANS

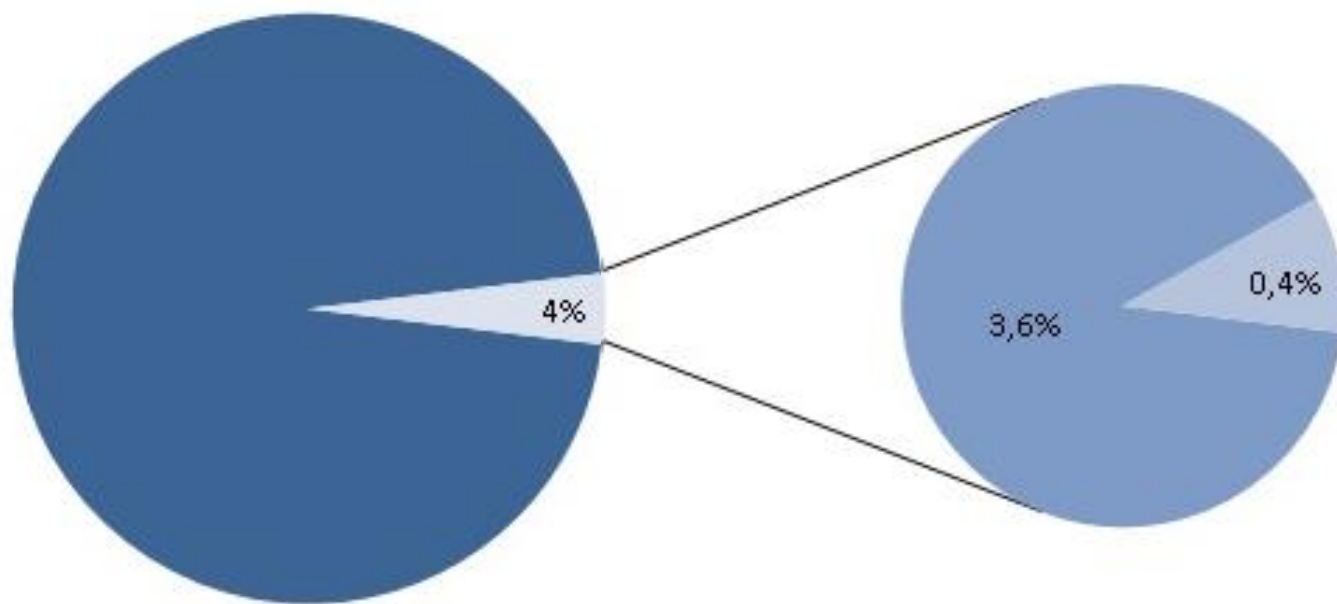
ANS has been dealing with visually impaired people since 1970, providing advice and *ad hoc* services, which cover all areas of everyone everyday life

According to data from the World Health Organization, people with **visual impairments** are **4%** of whole planet's population (about 253 million).



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According to data from the World Health Organization, in the world, people with visual impairments are 4% of the planet's population (about 253 million).



The visually impaired people, (who are they with a residual vision capacity), are the huge majority of them, 3,6%, while the absolute blinds would be around 0.4%.

Low vision and Museum Accessibility

- ◆ They suffer from ocular pathologies that while leaving a **visual residue**, strongly limit their autonomy; in many cases people preserve the memory of images seen either before the view started to shrink or before it was completely lost.
- ◆ It is erroneously thinking that visual works of art are necessarily precluded and therefore not "usable" by those with this type of disability

Low vision and Museum Accessibility

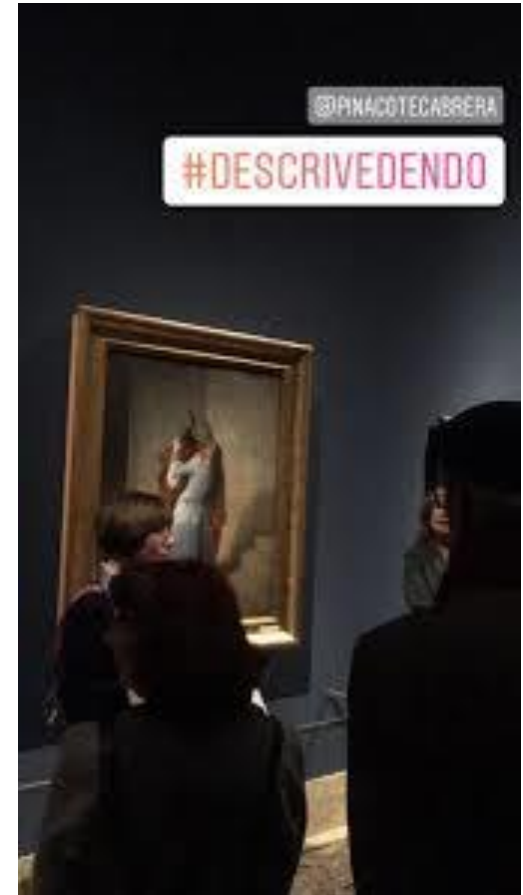
- ◆ Some of the most important association activities are
 - Making the various visual disability problems better known,
 - promoting the culture of accessibility
 - developing compensatory technologies,
- ◆ With suitable supports and strategies it is possible to reduce the perceptive barriers, allowing everyone to enjoy the emotion that comes from a cultural experience

“Descrivendo”
(translation DescribSeeing)
ranks among the ANS
association activities
carried out in the context
of improving museum
accessibility and usability
of art.

The method emphasizes the
role of the word as an
inclusive and evocative
communication tool



The word is a powerful means of inclusion when it is assumed that the listener may have low vision problems, cognitive problems
He may feel either unprepared or do not know specific terms often used to describe works of art, science or archeology.



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Human mediation enriches the word with emotional and evocative elements capable to involve the public in an empathic way, especially if the mediator is adequately trained and endowed with a particular sensitivity and ability to relate with visitors, each of whom is different and has different physical and cognitive quality.



- At the base of DescriVedendo there is a morphological description of the object image contents. Morphology, through the imaginative power of words, is indispensable for visually impaired people, to grasp and give shape and dimension to what they cannot or find it hard to see
- DescriVedendo is based on an efficient use of common language and therefore remains an inclusive tool.
- The evocative power of the word,
 - stimulates the imagination
 - offers the possibility of creating an engaging and shared cultural visit.

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**DescriVedendo allows to give a real shape
to that may appear as a spot of color**

Certified Description and Validation

Each artwork can be described in different ways,

We hope to do it effectively

The scientific study phase and the experimental phase took about two years, at the end of which we prepared the Guidelines (deposited rights).

To write a Certified Description DescriVedendo® it is necessary to follow the protocol, defined by the Guidelines; the last phase includes a fundamental validation process, carried out online, with a sample of about one hundred people, either some without either some with visual impairment. They define whether and how the description managed to evoke the image, through a questionnaire.





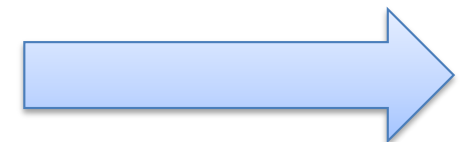
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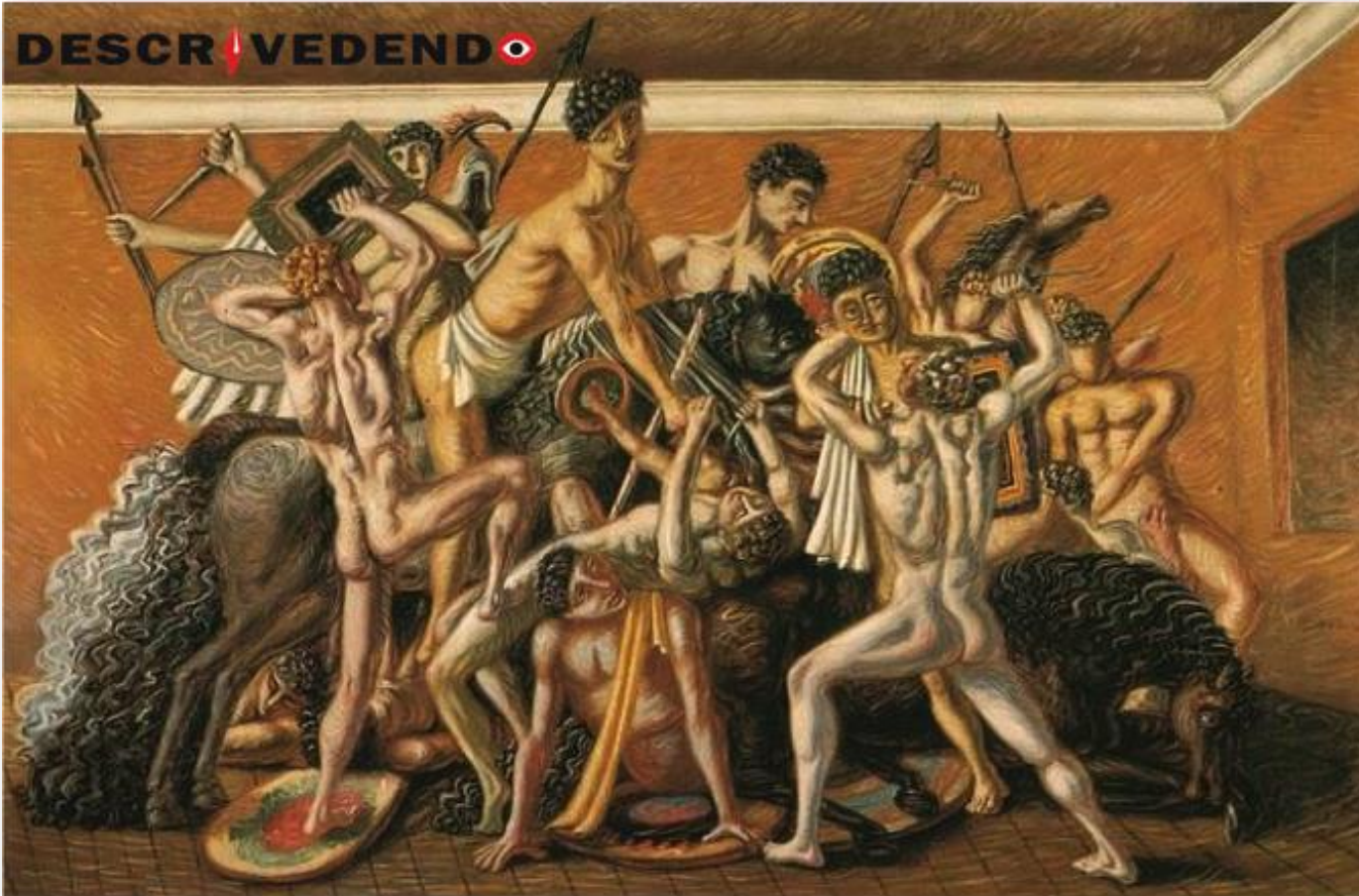
DescriVedendo allows the Museum to create accessible, inclusive and shared tours.

People following the visit, even when they have no vision problems, are surprised by the amount of detail they would not have otherwise noticed.

The language is accessible even without an archaeological or historical-artistic formation.

Some experiences





The School of Gladiators, Giorgio De Chirico

Presentation - Milan City
Disability Week, January 2018

ANS is a partner of the Municipality of Milan Museum Houses and Special Projects Unit
We provided students with training workshops on visual impairment and usability

Brera

A OCCHI APERTI



We created the Certified Descriptions of 6 Brera Masterpieces and create a "Slow-Art" path, completely accessible to everyone

DescriVedendo is part of Brera training offer:

- Free guided tour, conducted by the Educational Services
- Independent visit by written and audio text, freely available



Il Civico Museo Archeologico Vi invita al prossimo evento del progetto integrato
LE VOCI DEGLI ALTRI

Domenica 25 Novembre 2018 - ore 16.30
Sala conferenze, Via Marconi 2 - Angera (Va), Lago Maggiore

IMMAGINA E... VEDRAI!
Vedere e capire l'Arte e l'Archeologia con parole condivise

DESCRIVEDENDO
AD ANGERA

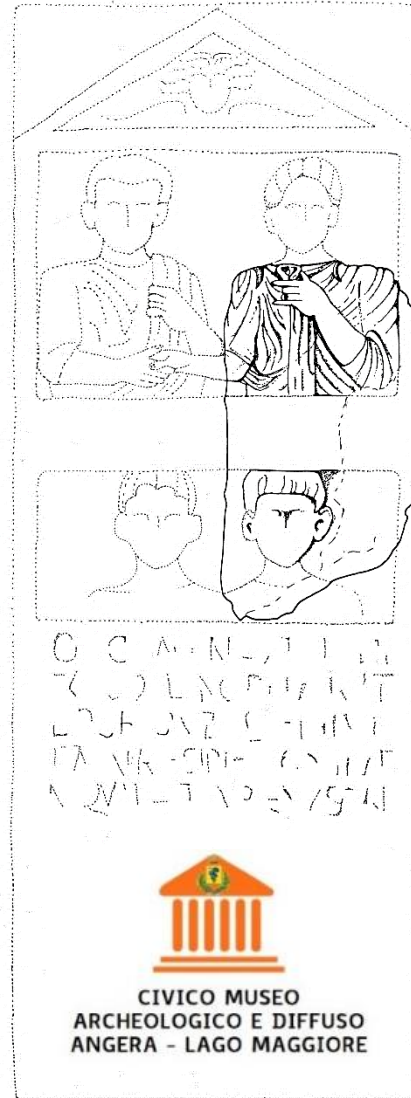
DESCRIVEDENDO è un progetto promosso dalla
Associazione Nazionale Subvedenti onlus - www.descrivedendo.it

Dopo Brera, Museo del Novecento e molti Musei del territorio, anche ad Angera potremo scoprire un progetto culturale di accessibilità e fruibilità, applicato per la prima volta ad un reperto archeologico. Descrivere un'opera d'arte richiede doti narrative ed evocative, soprattutto per ciò che è stato danneggiato dal tempo e ci giunge frammentariamente. Ma non solo, ogni pubblico è formato da Persone diverse tra loro: alcune potrebbero avere difficoltà visive, altre cognitive, altre ancora, semplicemente, potrebbero non essere abituate a fruire di arte e archeologia. Ciò nonostante, visto che il Museo è di tutti, l'esperienza della visita deve cercare di essere gratificante e costruttiva senza escludere nessuno. Crediamo che una descrizione adeguata possa permettere a ciascuno di lasciarsi trasportare dalla suggestione poetica che ha guidato la mano dell'artista, in un viaggio nel tempo verso mondi lontani e talvolta molto diversi dal presente.

Attraverso la forza evocativa del racconto sarà possibile vedere la bellezza e la storia con gli occhi della mente, partecipando ad una esperienza culturale veramente inclusiva.

Quante vite sono narrate nel bel reperto angerese che rivedremo insieme?
Dove sono nascoste le loro vicende nella frammentaria materia visibile rimasta?
Per una volta non ce lo diranno gli occhi, ma le parole!

PER INFORMAZIONI E PRENOTAZIONI: tel. 320.4653416 - email: museo@comune.angera.it



We started experimentation on archaeological fragments. The description concerns the entire find, reconstructed thanks to research and comparative studies; in this way the evocative narrative allows everyone to see with the mind the find as it was anciently, when it was intact, everyone sees what is no longer visible to anyone. In the end we tell the story of the discovery and the fate of the fragmentary find. It is possible to discover the find even by touch and with a tactile graphic reconstruction

Il 29 novembre 2018
Descrivedendo "La signora Virginia"

Vi aspettiamo per mostrarvi in anteprima il video clip ufficiale del progetto Descrivedendo e poi condurvi in un viaggio in cui le parole apriranno, in ciascuno, la porta dell'immaginazione. Un momento di condivisione per ammirare l'arte e, quindi da Danka Giaccon, lasciarsi trasportare dalla poetica di un'opera di uno dei maestri del Novecento, Umberto Boccioni.

MUSEO del NOVECENTO
Piazza Duomo 8, Milano

Due appuntamenti
ore 17.00 e ore 19.00
ingresso libero su prenotazione
rosa.garofalo@descrivedendo.it - 02 70632850



DESCRIVEDENDO
Artistica MENTE

VEDERE L'ARTE CON
GLI OCCHI DELLA
MENTE

Descrivedendo è un progetto
inclusivo di accessibilità
culturale.

La potenza evocativa della parola
permetterà a tutti di fruire delle
opere d'arte, unendo persone con
disabilità visiva e non in un percorso
inclusivo e partecipativo.

Descrivedendo sarà il filo conduttore
di un dialogo tra 3 importanti musei
Milanesi, Museo del Novecento,
Pinacoteca di Brera, Casa Museo Boschi
Di Stefano.

www.descrivedendo.it

Words open
the imagination doors

The evocative
power of words
unites people,
with visual disabilities
and not, in an inclusive
and participative path to
the discovery of art



ANS

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Il 30 novembre 2018
DescrìVedendo "Il Bacio"

Per una volta, prima immagina e poi guarda...
uno dei capolavori più famosi e fotografati
di Brera, Il Bacio di Francesco Hayez.
Le guide dei Servizi Educativi vi condurranno
idealmente "dentro il dipinto" protagonista dell'evento,
permettendovi di vederlo con gli occhi della mente.



"DescrìVedendo I Capolavori di Brera" è sviluppato grazie al
sostegno dei Lions Clubs Milano Borromeo e Milano Duomo

PINACOTECA DI BRERA
Via Brera 28, Milano

Due appuntamenti
ore 15.45 e ore 17.45
ingresso libero su prenotazione

<https://prenota.pinacotecabrera.org/?period=11-2018&category=giovani>



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Artistica **M**ENTE

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For once
... First imagine and then look

the Brera guides will take you
inside one of the most loved
paintings.

You'll learn to look even with
the eyes mind

DescriVedendo is part of the multimedia experience offered by Leonardo's Sala delle Asse Sforzesco Castle.

We wrote
short description
in-depth description
multimedia project description,
description of the plant pavilion.

Descriptions have been included in the audio guide and 2 times a month a guide guides the groups in the itinerary DescriVedendo



Milano



Last Dinner

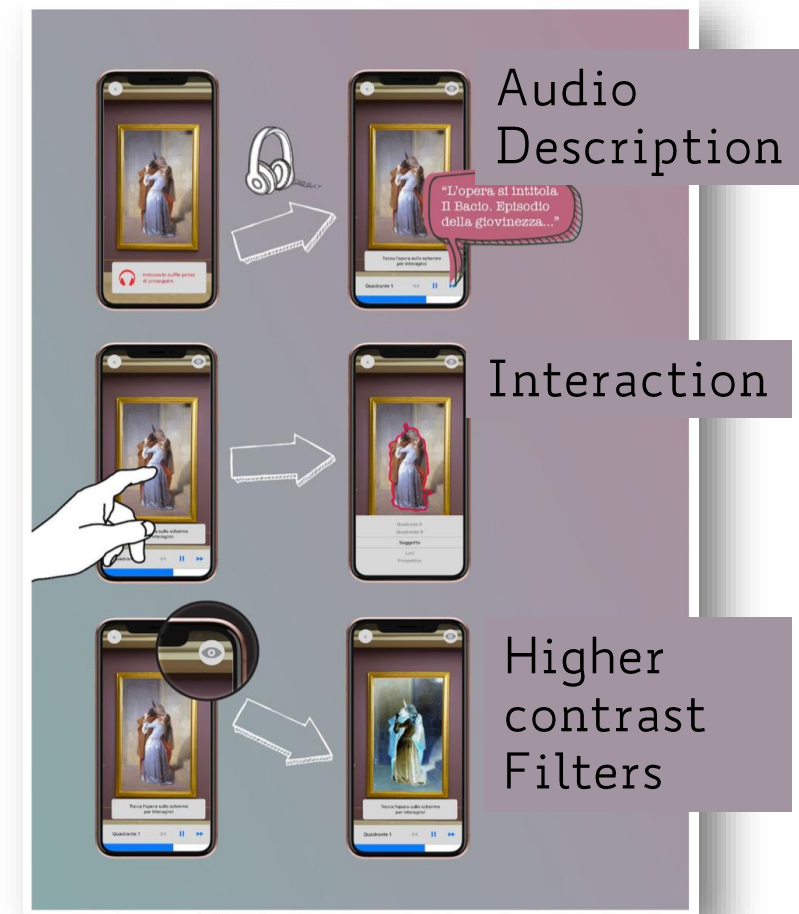
Certified description
for Audio Guide and official
APP (translated into 6
languages).



In Angera, next December, we'll reverse the concept of accessibility. Many people have never been able to see the Last Supper simply because it is very difficult to find tickets, due to the access limits imposed by conservation. During the show *In_Cenacolo_out* - *Dedicated to all those who would have liked so much, but could never see the Last Supper* we'll present the certified Description in the theater, simulating a guided tour and inserting texts by Leonardo, Matteo Bandello, Vasari, Goethe ...

DESCRIVEDENDO MusA – MUSeo Accessibile

We created the MUSA application.
The App MusA will allow all people who visit museums to benefit from the certified works DescriVedendo independently and in a way of equal opportunities, also thanks to the features of augmented reality.
The development will start in October 2019.
MusA is an ANS project in collaboration with the Computer Science department of the University of Milan and will be implemented with the contribution of







Marco Boneschi,

Methodologist and researcher with a great passion for art. Becoming visually impaired in 1991, he is dealing with sensory set-up and inclusive communication. He invented DescriVedendo, carrying out the basic research that gave rise to the guidelines of the method.



Nico Cavallotto

Expert in computer networks and software development, he deals with sports sensory skills and in particular with blind football. He developed and takes care of the DescriVedendo validation system.



Rosa Garofalo

Tiflologist, expert in assistive technology for visually impaired people and projects coordinator, is in charge of the promotion and public relations of the DescriVedendo method.



Laura Spoldi

Professional educator and writer, she work on projects aimed at people with disabilities and on supporting families in difficulty. She helps to develop language and texts for the described paintings.

ANS
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Onlus
*National visually impaired people
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www.subvedenti.it

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