

# RESEARCH THEME

XXXIX cycle – a.y. 2023/2024

**Title of the doctoral research**

**Museum Accessibility. Role and responsibility of communication design**

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**Abstract**

Three main factors motivate the importance and urgency of studies in the topic of this research proposal.

1. The recent European Directive 882/2019 on the accessibility requirements of products and services, on the rights of people with disabilities, signals the urgent need to study innovative solutions to obtain accessible design, highlighting also the benefits for all.
2. Last year the ICOM (International Council of Museums) approved a new museum definition, in which it is specified: “Open to the public, accessible and inclusive, museums foster diversity and sustainability” (Prague, August 24th, 2022).
3. The Istat Report on Italian Museums (Dec. 2019), returned these data: 53% of museums are equipped for physical accessibility, useful for people with motor disabilities, and only 12% of museum offer alternative uses to the visual, with tactile paths and information materials for the visually impaired and blind.

In this context, the research proposal is aimed at identifying the roles and responsibilities of communication design in the field of museum accessibility: what are the types of communicative artifacts? What applications of synesthetic translations to content? What digital technologies? What are the methods and processes for designing accessible artifacts in the museum context?

The main expected results include: a review of Italian and international good practices; and the definition of a toolkit for verifying sensory and communicative accessibility in the museum context.

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**Keywords**

Museum Accessibility, Synesthetic translations, Communication design