

RESEARCH THEME

XLI Cycle – a.y. 2025/2026

Title of the doctoral research Museum Accessibility. Theories, practices and experiments in 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 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, research proposals must have the objective of comparing themselves with theories and practices in use in communication design for museum accessibility, in the Italian and international context, as well as proposing new experiments.

The main expected results include: the definition of an international network of skills on communicative accessibility for museums and exhibition events, the experimentation of practices in typologies of museums of interest for communication design.

Keywords Museum Accessibility, Synesthetic translations, Communication design