

Cultural Heritage



Unlocking Europe's potential through **Design for All**



**Nov. 28-29
2018
Aurum
Pescara
Italy**

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ATHENA



RICAFEVENTI

Cultural Heritage for All

Program



TUESDAY 27 NOVEMBER

9.00-15.00

Tour of the registered foreigner participants at some examples of the Abruzzo cultural heritage

WEDNESDAY 28 NOVEMBER – International Conference (Tosti Room)

9.00-9.30 Registration of participants, welcome coffee and networking

9.30-10.20 Institutional greetings:

- Giuseppe Di Bucchianico, Conference chair
- Onny Eikhaug, President of EIDD-Design for All Europe
- Giovanni Di Iacovo, Councillor for Culture of the City of Pescara
- Sergio Caputi, Rector of the University of Chieti-Pescara
- Erminia Sciacchitano, Chief Scientific Advisor of EYCH 2018, European Commission DG Culture

10.20-10.50 Introductory intervention from EIDD Ambassador (Kercher)

10.50-12.40 Session 1: DfA and THE TANGIBLE CULTURAL HERITAGE

- keynote 1: Rosaria Mencarelli, Director Superintendency for Archaeology, Fine Arts and Landscape of Abruzzo (Italy): *Protection and usability of Cultural Heritage: a possible relationship? A necessary relationship*
- short 1: Maria Grazia Filetici, Special Superintendency for the Archaeological Heritage of Rome (Italy): *Accessibility in delicate archeological locations*
- short 2: Sabrina Ciancone, Mayor of Fontecchio (Italy): *The Faro Convention: community involvement in a post-disaster heritage*
- Panel 1: Rodrigo Rodriguez (entrepreneur), with R. Mencarelli, M.G. Filetici, S. Ciancone (mod.: Kercher)

12.40-13.50 Light lunch break

13.50-15.45 25th Anniversary of EIDD-Design for All Europe
Session 2: DfA and THE INTANGIBLE CULTURAL HERITAGE

- keynote 2: Claudio Bocci (Director of Federculture (Italy): *Local development based on culture*
- short 3: Thomas Desmet, Director of Inter (Belgium): *The inclusion of events and festivals*
- short 4: Dino Angelaccio, President of I.T.R.I.A. project (Italy): *The I.T.R.I.A. project*
- short 5: Fabio Viola, game designer and archaeologist (Italy): *Audience development through gaming*
- Panel 2: C. Bocci, T. Desmet, D. Angelaccio, F. Viola (mod.: Kercher)

15.45-16.15 Coffee break and networking

16.15-18.00 Session 3: DfA and THE NATURAL CULTURAL HERITAGE

- keynote 3: Onny Eikhaug, President of EIDD-Design for All Europe (Norway): *Tourism for All*
- short 6: Helle Bakkeland, Sales Director Flâm AS (Norway): *Flâm: Accessing the magic of the fjords*
- short 7: Claudia Comella, Architect, Comunità Montana di Valle Camonica (Italy): *UNESCO World Heritage Site Rock Drawings in Valle Camonica*
- Panel 3: O. Eikhaug, H. Bakkeland, C. Comella (mod.: Kercher)

THURSDAY 29 NOVEMBER – Parallel Workshops (d'Annunzio Room)

9.00-9.30 Welcome coffee and networking

9.30-10.00 Introduction to the workshops (plenary session)

10.00-12.00 Development of 3 workshops (in parallel sessions)

- 1-Cultural Heritage: impact on Tourism and Business Agenda (mod.: O. Eikhaug)
- 2-DfA and Cultural Heritage: how it works (mod.: P. Kercher)
- 3-Inclusive Cultural Heritage and Public Administration (mod.: C. Comella)

12.00-13.00 Presentation of workshop results (plenary session)

13.00: Closing of the Event

Parallel Exhibitions

28 AND 29 NOVEMBER
(d'Annunzio Room)

- EIDD – Design for All Europe Exhibition 2018
- Tutti a tavola! (The dinner is ready for All!): ceramic concepts collection
- Posters for the “Cultural Heritage for All” Conference. A didactic experience at Ud'A
- The Easy Reading Font: facilitate reading to everyone
- Europe for Italian Cultural Heritage
- Inclusive Design from AFA Katowice/Design Department

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