

PROGRAM

09:00 - 09:30

Registration & Arrival

09:30 - 10:00

Official Welcome

10:00 - 10:20

Tourism for All: The Untapped Billion-Euro Opportunity

Pete Kercher (Italy)

10:30 - 11:00

EIDD - Design for All: From Method to Movement

Rama Gheerawo (UK)

11:00 - 11:20

Coffee Break

11:20 - 11:45

The Importance of Responsible Interior Design: Transforming Spaces for Inclusive Tourism

Antonio de Antonis (Italy)

12:00 - 13:15

Design for All Practice Panel

Klaus Höckner (Austria)

Jannicke Hølen (Norway)

Gregor Strutz (Germany)

Moderator Rama Gheerawo

13:15 - 14:30

Lunch

14:30 - 15:45

City®ion Panel

Inclusion policies and community well-being
Alberto Zanobini, Regione Toscana (Italy)

Destination Burgas - it is easy to be here
Manol Todorov (Bulgaria)

Visit Sofia | Sofia Tourism Administration

Moderator arch. Elitsa Panayotova

15:45 - 16:00

Vision Ireland Wayfinding Centre
Reshaping the World of Transport and Mobility
TBD (Ireland)

15:30 - 15:45

Feel the music | Music for all
Ani Doncheva & Ralitsa Merdjanova (Bulgaria)

15:45 - 16:15

Coffee Break

16:15 - 16:30

Using AI to enhance visitor experience
Housseem Boudaya (Tunisia)

16:30 - 16:45

Revitalise - Sustainable Cultural & Nature Destinations

Petya Koleva (Bulgaria)

16:45 - 17:00

Immersive Tourism: Designing Experiences that Shape Destination Identity
Gergana Kabaivanova (Bulgaria)

17:15 - 17:25

AYA Estate Vineyards Wine & Destination Presentation

SPEAKERS



Pete Kercher is the co-founder of EIDD - Design for All, a former executive at BEDA, and a long-time voice shaping design policy in Europe. He brings a perspective few can match. His work connects policy, economics, and ethics in a way that is both grounded and quietly radical. Applying design methods to the strategic challenges generated by today's complex and continuously changing society to trigger interdisciplinary cross-fertilisation and synergy, he has written articles and manifestos for political, legal and design publications. He won't tell you what inclusion is. He will show you why it matters, economically, socially, inevitably.



Founder of INSTILL and President of EIDD - Design for All, **Rama Gheerawo**, works at the intersection of design, leadership, and systemic change at a global scale. Former Director of the Helen Hamlyn Centre for Design at the Royal College of Art, his work has pushed organisations to rethink inclusion not as compliance, but as a driver of performance, innovation, and long-term value. His influence extends across global platforms, including advisory roles with The Valuable 500, D&AD Awards, Dezeen Awards, and the Global Disability Innovation Hub. He makes a clear case, creatives don't just contribute to organisations, they are often the ones best equipped to lead them.



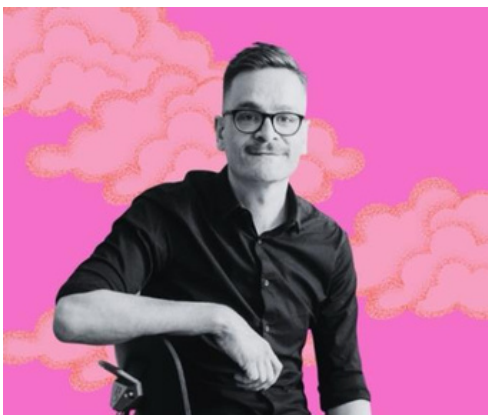
Antonio D. De Antonis is the President of APII - Italian Association of Professional Interior Designers. His work spans industry, academia, and international juries, contributing to platforms such as the IDA International Design Awards, SIDA Singapore Interior Design Awards, and initiatives like the New European Bauhaus. He brings the HORECA perspective, where interiors shape experience, behaviour, and value. With people spending over 90% of their lives in interiors, he makes a clear case that these spaces define how we live, move, and experience the world.



CEO of the Austrian Association Supporting the Blind and Visually Impaired, **Klaus Höckner** leads across accessibility, technology, and policy at both European and global levels. With deep expertise in ICT and standardisation, he has shaped frameworks within organisations such as the European Disability Forum and key international standardisation bodies, including ISO and CEN/CENELEC. He is a member of the Global Leadership Council of IAAP and has served on the European Commission's High-Level Expert Group on Artificial Intelligence. He brings a systemic perspective, positioning accessibility not as an add-on, but as a fundamental condition for how systems are conceived, developed, and governed.



Head of the Innovation for All programme at Design and Architecture Norway (DOGA), **Jannicke Hølen** advancing inclusive design and architecture at a national level. Through her role, she leads initiatives spanning funding schemes, awards, and expert support, connecting municipalities, businesses, and design professionals to develop better solutions for people and communities. With a background in business and leadership training from programmes such as GROW Design Leadership and Sustainability Leadership at Harvard, she brings a perspective where design is not a discipline, but a tool for systemic change.



Founder of Inkl.Design, **Gregor Strutz** works across spatial design and communication. Based in Berlin, his work focuses on accessibility beyond compliance, with particular expertise in orientation, wayfinding, and designing for people with visual and cognitive disabilities. He contributes to European initiatives as a National Expert for AccessibleEU and is actively engaged in teaching, research, and co-design processes that bring users directly into the design of environments. He focuses on how people actually navigate and understand spaces, and what breaks when design ignores that.



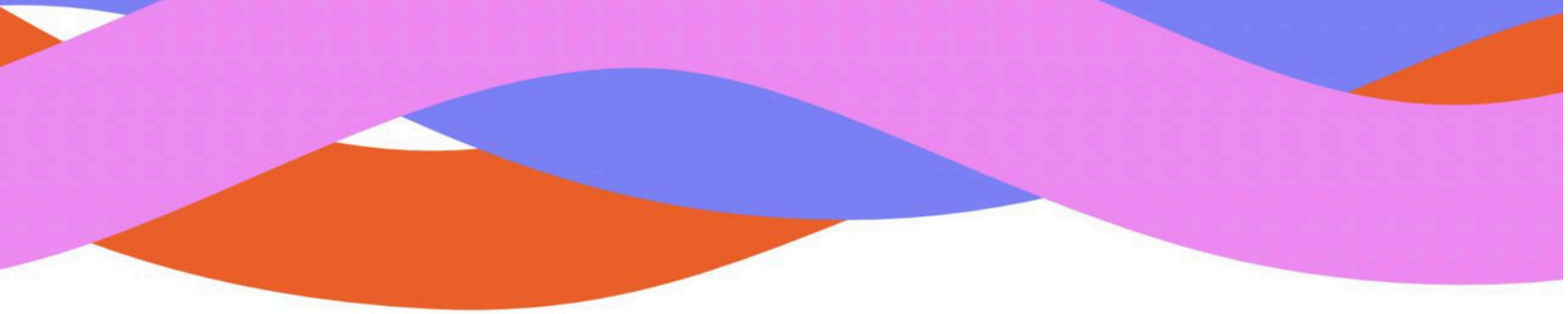
With over two decades in public health leadership, **Alberto Zanobini** has led major institutional structures within the Tuscany Region, from health administration to research, innovation, and human resources. Since 2015, he has been General Manager of the Meyer Children's Hospital Florence, one of the leading paediatric hospitals in Europe. His work connects long-term policy decisions with how services are actually delivered and experienced. He brings the perspective of design for policy, where strategies are not only defined, but shaped, tested, and translated into real outcomes, including initiatives such as Toscana Accessibile.



Deputy Mayor for Sports and Tourism at the Municipality of Burgas, **Manol Todorov**, brings experience across media, sport, and tourism, from journalism and public relations to leading national campaigns and managing major brands. His work is grounded in implementation, and Burgas is one of the places quietly proving what consistent commitment looks like, from accessible beaches to a broader vision of inclusive tourism. He brings the municipal perspective, where decisions become reality and inclusion becomes visible.



Ani Doncheva and **Ralitsa Merdjanova**, PhD, at Fest Team, believe that art and music serve as a bridge toward changing societal attitudes and including all social groups in Bulgaria's cultural life. Through Music for All, launched in 2025, they are opening live music to people with hearing impairments, turning concerts into shared experiences. Its primary goal is to ensure equal access to cultural life through technological and organisational solutions that integrate inclusion as a sustainable part of the company's business model and the concert industry as a whole.



Housseem Boudaya is a Tunisian visual artist, photographer, and founder of Hello Tunisia, a platform dedicated to reshaping the country’s international image through visual storytelling. His practice moves between cultural promotion, documentary storytelling, and community engagement, including over a decade of organising free guided tours in Sfax’s historic medina, bringing people closer to place and local narratives. Since 2025, he has been exploring the use of AI in cultural storytelling, developing new formats that make history more accessible, engaging, and relevant for wider audiences.



Petya Koleva, PhD, is a cultural strategist and knowledge curator working across culture, innovation, and digital transformation, and founder of Intercultura Consult. She creates environments where knowledge and value connect across sectors, developing innovation incubators and cross-innovation partnerships. Through her work with the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, she translates complex agendas into practice. She doesn’t separate preservation from change. She works where both must coexist.



Some destinations are visited. Others are felt. **Gergana Kabaivanova** doesn’t design tourism as an itinerary. As founder of Pendara, she works with local hosts, farmers, and artisans across Bulgaria, transforming lived culture into immersive experiences, where a meal becomes a story, and a place becomes something you step into. Her work asks a simple question: What if the identity of a destination is not promoted, but co-created with the people who live it? Come hungry. Not just for food.