



## **ACCESSIBILITY TO MEDIA, ENTERTAINMENT AND CULTURAL HERITAGE: HISTORIES, PARADIGMS, AND REVOLUTIONS**

**May 15-17, 2025**  
**University of  
Macerata**

Accessibility and inclusion are human rights that have consistently been invoked and upheld by major international organisations through conventions, charters, directives and regulations. The European Accessibility Act, which will apply across all European Union member states from June 2025, ensures widespread and meaningful accessibility to information, technologies and even social and cultural life for everyone, regardless of ability, leaving national governments little leeway for exceptions.

Over the past 50 years, many scholars (Grossi and Ravagnan, 2013; Stadler, Jepson, and Wood, 2022)<sup>[1]</sup> have shown that participating in cultural and entertainment activities plays a crucial role in enhancing the well-being and quality of life of people with and without disabilities. For the latter, at times, access is still limited and limiting, despite significant global progress in the last 20 years towards greater openness and an increased focus on accessibility and meaningful opportunities for inclusion.

This conference aims to assess the progress of accessibility to media, entertainment and cultural heritage, both in Italy and internationally, by discussing good practices and addressing current and future needs and opportunities. With a focus on technological development as a potential driver of accessibility, while keeping people, their diversity and needs central to the discussion, plenary lectures, individual presentations and thematic sessions aim to offer insights, models and paradigms that promote an increasingly universal, open and flexible approach to cultural accessibility in all its forms. The four workshops that precede the main program are aimed at all participants (professionals, scholars, students, managers) wishing to acquire detailed knowledge of specific areas and activities.

The conference will feature virtual and in-person sessions. Interpreting will be provided for in-person sessions. Additionally, participants coming to the conference can choose from four thematic workshops that are offered in either Italian or English.

The conference is part of the PNRR SAFINA project within the Vitality ecosystem, Smart solutions and educational programs for anti-fragility and inclusivity. The University of Macerata is a partner in this initiative. It is also supported by the international Master's programme in Accessibility to Media, Arts and Culture (AMAC).

[1] Grossi, E., Ravagnan, A. (2013). Cultura e salute. *La partecipazione culturale come strumento per un nuovo welfare*. Milano: Springer; Stadler, R., Jepson, A., Wood, E. (2022). Introduction: Special Issue on 'Events and Wellbeing'. *Event Management* 26(1), 1-5.

### **Topics of interest**

- Culture, entertainment, inclusion and well-being

- Digital accessibility and audiovisual media
- Old and new strategies for inclusion in live performances and events
- Access to, and participation in, cultural heritage
- Language strategies and inclusive communication
- Artificial intelligence, virtual reality, new technologies
- New languages and textualities for accessibility
- Inclusive design: guidelines and best practices in media and entertainment
- Experiences of co-creation in media and entertainment access
- Reception studies: tools methodologies, results

## Types of contribution

There are two types of contribution, which can be presented in Italian or English:

- in-person presentation: a 20-minute presentation, given in either Italian or English.
- video presentation: a pre-recorded video of 8 to 10 minutes, in Italian or English, with subtitles in the other language (e.g.: video in English, subtitles in Italian).

## Deadlines and contribution submission methods

**Abstract submission deadline:** February 28, 2025

**Notification of acceptance:** March 10, 2025

Registration is open until April 15, 2025

Visit the conference website for further information:

[masteramac.unimc.it/accessibility-conference/](http://masteramac.unimc.it/accessibility-conference/)

## KEYNOTE SPEAKERS

**Gabriella Cetorelli**, Ministry of Cultural Heritage, Department of General Affairs - Directorate General of European and International Affairs - UNESCO Office.

**Christopher Patnoe**, Head of Accessibility and Inclusion for EMEA at Google.

**Enrico Dolza**, Director of the Deaf Institute of Turin, Italy

**Aldo Grassini**, President of the Omero National Tactile Museum, in a dialogue with sculptor **Felice Tagliaferri**

## Thematic workshops

The conference is preceded by four workshops to be held on 15 May in the afternoon. All workshops will be led by instructors both with and without disabilities. The workshops will be held in either Italian or English, with the option of providing translation into the other language upon request.

**15:00 - 17:00**

**Planning, organisation, and funding of accessibility projects (ITA)**

**Andrea Rurale** (Director of the Master's programme in Arts Management and Administration, Bocconi University), **Marco Luchetti** (PhD Candidate, University of Macerata), **Anna Chiara Scarponi** (ENS - Italian Association of the Deaf and Hard of Hearing – Ascoli Piceno-Fermo) (ITA)

**15:00 - 17:00**

**Participatory accessibility for children and adults: projects and principles (ENG)**

**Elena Di Giovanni** (Full Professor, University of Macerata) and **Daniela Fiordalisi** (Disability Manager, University of Brescia) (ENG)

**17:00 - 19:00**

**AI, new technologies and accessibility (ENG)**

**Francesca Raffi** (Associate Professor, University of Macerata) and **Emanuela Pedrini** (UICI - Italian Institute of the Blind - Parma) (ENG)

**17:00 - 19:00**

**Museums, sign languages and inclusion in the artistic experience**

**Brunella Manzardo** (Education Department, Castello di Rivoli, Contemporary Art Museum) and **Violante Nonno** (Deaf Tourist Guide) (ITA)

## **Social programme**

The conference's social programme includes a **visit to the museums of Macerata**, led by people with disabilities, as well as **an accessible concert**.

### **SCIENTIFIC COMMITTEE**

**Silvana Colella**, University of Macerata

**Elena Di Giovanni**, University of Macerata

**Francesca Raffi**, University of Macerata

**Arianna Taddei**, University of Macerata

**Maria Chiara Andriello**, Accessibility Manager for RAI Servizio di Pubblica Utilità

**Sauro Cesaretti**, President Accessibility Days

**Giuseppe Balirano**, University of Naples l'Orientale

**Paola Catenaccio**, University of Milan

**Irene Ranzato**, Sapienza University of Rome

**Jorge Díaz-Cintas**, University College London

**Emilia Perez**, Constantine the Philosopher University, Nitra, Slovakia

**Agnieszka Szarkowska**, University of Warsaw, Poland

**Gert Vercauteren**, University of Antwerp, Belgium

### **ORGANISING COMMITTEE**

**Marco Luchetti**, University of Macerata

**Beatrice Moretti**, University of Macerata

**Sofia Cavalcanti**, University of Macerata

**Natascia Palladio**, University of Macerata

**Ilaria Marinozzi**, University of Macerata

**Sarah Solito**, University of Macerata

**in collaboration with**

Safina - Vitality. Smart solutions and educational programs for anti-fragility and inclusivity. WP1

Master AMAC – Accessibility to Media Arts and Culture

UNITE – Universally Inclusive Technologies to Practice English

Museo Tattile Statale Omero di Ancona

AIA (Associazione Italiana di Anglistica)

Accessible Cinema (FRED's programme)

Accessibility Days

OOONA

---

**Conference Website**

[masteramac.unimc.it/accessibility-conference/](http://masteramac.unimc.it/accessibility-conference/)

Contacts

[accessconference@unimc.it](mailto:accessconference@unimc.it)



**unimc**  
UNIVERSITÀ DI MACERATA

National Innovation Ecosystem grant  
ECS00000041 - VITALITY – SPOKE 7 SAFINA –  
CUP D83C22000710005 - funded by the European  
Union –  
NextGenerationEU under the Italian Ministry of  
University and Research (MUR).  
Sito web: <https://fondazionevitality.it/>

