PROGRAM

Finanziato dall'Unione europea NextGenerationEU | Ministero dell'Università e della Ricerca | Italiadomani | VITALITY

unimc UNIVERSITÀ DI MACERATA | aMac | UNIVERSITÀ DI MACERATA / MASTER ACCESSABILITY TO MEDIA, ARTS AND CULTURE

ACCESSIBILITY TO MEDIA, ENTERTAINMENT AND CULTURAL HERITAGE: Histories, Paradigms and Revolutions

May 15-17, 2025 – Polo Pantaleoni, University of Macerata

May 16

8:30 - REGISTRATION

9:00 - 9:30 - WELCOME AND OPENING ADDRESS

09:30 – 10:15 AULA BLU

Plenary Lecture - Gabriella Cetorelli
Ministry of Culture – Department of European Affairs - UNESCO Office

10:15 – 11:00 AULA BLU

Plenary lecture - Suor Veronica Amata Donatello
Head of the Pastoral Ministry for Persons with Disabilities – Italian Episcopal Conference

11:00 - 11:30 COFFEE BREAK

PROGRAM

11:30 - 13:30 PARALLEL SESSIONS

Session 1 – Inclusion, Access, and Participation in Culture

AULA ROSSA 2

- **Cabrera, Jordi** - “The reception of AD in action scenes: methodological considerations to measure presence, emotion and comprehension” (EN)
- **Desilla, Louisa** - “Anchoring Meaning to Fictional Worlds: Challenges and Creativity in HE Audio Description Training” (EN)
- **Fryer, Louise** - “AD by Stealth: Integrated and Traditional AD in a Tale of Two Puppet Shows” (EN)
- **Martin, Caroline; Hidalgo, Santiago** - “Film students and audio description: results of a francophone inclusive media training pilot project in Québec, Canada” (EN)

Session 2 – Museums, Spaces, and Cultural Practices

AULA VERDE

- **Brasini, Lucia** - “Subtitling a video is not enough to make it accessible! Two case studies from the ACCESS Project in Emilia-Romagna for cultural accessibility for deaf people” (IT)
- **Celo, Pietro; De Lorenzi, Paolo; Vian, Nicole** - “The Italian Sign Language translation of art as an intramorphic process: the experience of the exhibitions at the San Domenico Museums in Forlì” (IT)
- **Illuminati, Valeria** - “Audio description meets terminology. How to make artworks and terminology accessible in museums: challenges and strategies” (EN)
- **Dinamo, Valeria; Savini, Francesca** - “AN ACCESSIBLE HOME: The journey of the Fondazione Teatro Ragazzi e Giovani Onlus” (IT)
- **Coppola, Diletta** - “Art at your hand: Tactile Italian Sign Language as a tool for accessibility for the deafblind” (IT)

13:30 - 15:00 LUNCH BREAK

PROGRAM

15:00 - 17:00 PARALLEL SESSIONS

Session 1 – Frameworks and Dynamics of Cultural Systems

AULA ROSSA 2

- **Morales Beltran, Veronica** - "Inclusive Language and Disability Representation. Promoting Respect and Understanding" (EN)
- **Petrova, Alexandra; Emilova, Irena Kirilova** - "The impact of culture and accessibility of destinations in the experience economy" (EN)
- **Bonino, Brigida; Giannini, Franca; Lupinetti, Katia** - "From Real Museums to Inclusive and Accessible Virtual Museums" (EN)
- **Savarese, Maria; Napolitano, Domenico; Sicca, Luigi Maria** - "Rethinking Accessibility through the Embodied Experience. An Ethical Inquiry" (EN)
- **Perez, Emilia; Uzzo, Gabriele; Dolza, Enrico** - "Subtitling Sign Languages: State of Art and New Frontiers" (EN)

Session 2 – Innovation, Technology, and Cultural Change

AULA VERDE

- **Agorni, Mirella; Alabiso, Federica** - "TICHO – Translation and new technologies at the service of accessibility in a museum in Veneto" (IT)
- **D'Ortenzio, Silvia; Fiorentino, Giuliana** - "Improving museum accessibility through text simplification, explanations in Italian Sign Language (LIS), multimedia, and multimodality: The case of the National Archaeological Museum of Campobasso" (IT)
- **Giuliani, Alessandro; Cingolani, Sofia; Perna, Roberto** - "Urbs Salvia Smart: Accessibility and innovation for inclusive archaeology" (IT)
- **Graziano, Federica; Bifulco, Francesco** - "Cultural accessibility and management sustainability: The role of emerging technologies in ongoing experiments in the metropolitan area of Naples"
- **Socrati, Andrea** - " 'L'ombra vede'. A multisensory and inclusive exhibition on the artist Enzo Cucchi" (IT)

17:00 - 17:45 AULA BLU

Plenary lecture - Aldo Grassini and Felice Tagliaferri

Aldo Grassini, President of the Omero National Tactile Museum, in conversation with sculptor Felice Tagliaferri

17:45 - 18:15 AULA BLU

Plenary lecture - Maria Chiara Andriello (online)

Head of Accessibility for the Public Service Division – RAI (Italian Public Broadcaster)

Title: "Servizio pubblico radiotelevisivo e accessibilità: 1984 – 2025. Cosa è cambiato in 40 anni".

21:00 CONCERT

PROGRAM

May 17

9:00 - 9:45 AULA BLU

Plenary lecture - Enrico Dolza
Director of the Deaf Institute of Turin, Italy

10:00 - 11:45 PARALLEL SESSIONS

Session 1 – Multimodal Approaches to Culture and Communication

AULA ROSSA 2

- **Frete, Florencia** - "Opera North's Accessibility Approach: History and Current Trends" (EN)
- **Sileo, Angela** - "Accessibility in Animated Cartoons: The "Cartoon Able" Project" (EN)
- **Sadati, Zohreh; Sadadti, Seydehzohreh** - "Bridging the Gap: Exploring Accessibility and Inclusion in Cultural Spaces" (EN)
- **Moreschini, Arianna** - "Audio description and the comic book medium: a practical case study through Yugo Limbo's 'Viscera Objectica'" (EN)

Session 2 – Cultural Practices and Social Transformations

AULA VERDE

- **Ramazzotti, Federica; Neri, Elisa** - "Redefining the museum experience starting from accessibility: The project for the Museo Città di Ostra" (IT)
- **De Lorenzi, Paolo; Sciancalepore, Laura** - "Audio description breaks down the most insidious architectural barrier: darkness. How to make a performance accessible" (IT)
- **Fiorillo, Mario** - "For a culture without barriers: Collective enjoyment, cultural rights, and social solidarity in the Italian legal system" (IT)
- **Scortichini, Manuel** - "Redefining Data Boundaries in Museums: Navigating Indoor Visitor Tracking for Enhanced Exhibition Experiences" (EN)

11:45 - 12:00 COFFEE BREAK

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12:00 - 12:30 AULA BLU

Plenary lecture - Christopher Patnoe (online)
Head of Accessibility and Inclusion for EMEA – Google
Title: “Accessibility and Technology: Iterative Innovation”

12:45 - 14:15 PARALLEL SESSIONS

Session 1 – Cultural Heritage: Practices and Perspectives

AULA ROSSA 2

- **Okano, Koko** - “Japanese-Italian relations. Making art accessible to visually impaired visitors in museums” (EN)
- **Ducros, Isabella** - “Enhancing accessibility in digital museum projects with DiPA Tool” (EN)

Session 2 – Media, Performance, and Contemporary Narratives

AULA VERDE

- **Gumier Garcia, Vanessa** - “Participa(c)tion in cultural heritage: The multisensory falla” (EN)
- **Holsanova, Jana** - “Enhancing Audio Description Through Mental Imagery and Embodiment” (EN)
- **Szkriba, Sonia; Flis, Gabriela** - “Bridging the Gap: The Evolving Role of Theatre Captioners in Poland” (EN)
- **Verebova, Eva; Chantal Čuláková, Romana; Perez, Emília** - “Creative Approaches to Theatre Accessibility: Mapping Community-Driven Professional Strategies” (EN)

14:15 - 14:30 CLOSING REMARKS

PROGRAMMA

ONLINE SESSIONS

- ***Snyder, Joel -*** *"Audio description: From Ekphrasis to AI. A Brief Account from the United States"*
- **Landi, David** - "QuestIT: I progetti del team Ricerca e Sviluppo su 'AI for social good'"
- **Pérez, Luis** - "Universal Design for Learning (UDL) - Quick Review"

- **Mastrodomenico, Martina** - "Intelligenza Artificiale e Realtà Virtuale come strumenti di inclusione: profili giuridici e prospettive regolatorie"
- **Cammarota, Federico** - "Deep learning, agenti AI e inclusione: linee guida verso i musei del futuro"
- **Torelli, Luca** - "Musei giapponesi e visitatori senior: casi studio innovativi per l'inclusione e il benessere"
- **Xavier,Catarina; Martins, Cláudia** - "Database of Non-Professional Audiodescriptions for People with Visual Impairment"
- **Martínez Urtiaga, Laura** - "The usage of Audiodescription as a Didactic Resource in Translation Studies"
- **Romero-Muñoz, Alejandro** - "Experimental multimodal creativity in audio description. A heart rate study on objectivity and subjectivity"
- **Karantzi, Ismini** - "New insights in AD delivery: comparing two genres"
- **Lawton, Pamela** - "How can incorporating all the senses during the act of drawing connect people with vision loss or blindness as well as fully-sighted people to themselves and their surroundings in fresh ways?"
- **Zanchi, Anna** - "Good practices to facilitate the fruition of cultural heritage for people with deafness: Italian and German experiences and future developments"
- **Mestres, Alba** - "The Accessibility Chain: A Challenge and Opportunity for Cities and People with Disabilities"
- **Ferri, Delia** - "The Role of the European Union in Ensuring Accessibility of Media, Entertainment and Cultural Heritage: European Paradigms and Socio-Legal Perspectives"

https://masteramac.unimc.it/online-presentations/