

# „Culture for All“ EIDD Annual Conference 2005

12-13 May, Berlin

Venue: German Federal Government Press and Visitor Centre,  
Reichstagsufer 14, 10117 Berlin

A conference organised by EIDD in cooperation with its national member organisation Europäisches Institut Design für Alle in Deutschland (EDAD).

With the patronage of the Representative of the German Federal Government for the concerns of disabled people, and supported by the German Federal Government and the City of Berlin.

In order to start taking steps towards achieving some of the aims expressed in the EIDD Stockholm Declaration© and to demonstrate the wide, horizontal relevance of Design for All to all interested communities, the EIDD has decided to focus its 2005 Annual Conference on the topic of Culture for All.

## **Contents:**

The topic of culture has an enormous range of ramifications, all of which stand to profit extensively from the coherent application of the theory and practice of Design for All. The main headings on which this Conference will concentrate are:

- 1) Cultural Heritage – Access to Buildings, Nature Reserves and Artefacts
- 2) Urban Environments and Public Transport in a Cultural Context
- 3) Cultural Tourism and Marketing.

The Conference Programme and all important information can also be found on the websites: [www.design-fuer-alle.de](http://www.design-fuer-alle.de) or [www.design-for-all.org](http://www.design-for-all.org).



## PROGRAMME (Subject to modifications)

Thursday 12 May, 12.00 – 17.30

### 12.00-13.00 Registration of participants. Coffee

### 13.00-14.30 Opening Session

Moderator: Mr. Martin Marquard, Representative of the local Government of Berlin for the concerns of disabled people

- Welcome speeches:
  - Mr. Karl Hermann Haack, Representative of the German Federal Government for the concerns of disabled people
  - Ms. Monika Griefahn, Chairperson of the Committee on Culture and the Media of the German Parliament
  - Frau Barbara Kisseler, State Secretary for Culture, Federal State of Berlin
  - Dr. Peter Neumann, President EDAD, Germany
- Keynote speech on Culture and Democracy: Mr. Pete Kercher, President EIDD - European Institute for Design and Disability, Italy
- Keynote speech on Design for All: Mr. Finn Petré, Vice-President EIDD, President EIDD Sverige, Sweden

### 14.30-15.00 Coffee break

### 15.00-17.30 First Focus Session:

#### Cultural Heritage – Access to Buildings, Nature Reserves and Artefacts

Moderator: Dr. Avril Accolla, Honorary Secretary EIDD, Treasurer IIDDD, Italy

- Challenges (setting the scene): Mr. Finn Petré, Vice-President EIDD, President EIDD Sverige, Sweden
- Processes and Solutions:
  1. A New Policy on Access to Cultural Heritage Buildings: Mr. Per-Anders Johansson, Project Manager, National Property Board, Sweden
  2. Accessibility of Ecclesiastic Institutions: Ms. Elfriede Begrich, Regional Bishop, Protestant Church of Germany
  3. Montserrat Abbey, a Welcoming Centre for All: Mr. Francesc Aragall, President Design for All Foundation, Spain
  4. Making Nature Reserves Accessible: Ms. Gracia Santiago, Dirección de Accesibilidad, ONCE Foundation, Spain
  5. Touching the Untouchable, 3-dimensional Models of Paintings, Sculptures and Building Facades: Mr. Jordi Colldeforns, Professor, Sculpture Department, Barcelona University, Spain
  6. Museums Responding to the Double Challenge: Mr. Erik Åström, Head of Department, National Council for Cultural Affairs, Sweden

20.00 Conference Gala Dinner with live music at the Federal Press Centre, Schiffbauerdamm 40, 10177 Berlin

We will be welcomed by Ms. Udine Kurth MP, spokesperson for tourism and manager of the parliamentary group of “Bündnis 90/Die Grünen”.



Friday 13 May, 9.00 – 16.00 (16.00-18.00 Guided tour)

**09.00-10.30 Second Focus Session:  
Urban Environments and Public Transport in a Cultural Context**

Moderator: Karin Bendixen, Communications Officer EIDD, President Design for Alle.dk, Denmark

- Challenges (setting the scene): Mr. Michal Ozmin, Honorary Treasurer EIDD, Chairman IDD, Ireland
- Processes and Solutions:
  1. Barcelona and its Heritage Buildings: Mr. Xavier Alegre, Secretary of Accessibility, Barcelona City Council, Spain
  2. A Total Approach to Culture for All, the Waterford Example: Ms. Rita Lacey, Social Inclusion Officer, Waterford City, Ireland
  3. Accessible Travelling to Culture: Ms. Ellen Engel, German Railway, Germany

**10.30-11.00 Coffee break**

**11.00-13.00 Third Focus Session:  
Cultural Tourism and Marketing**

Moderator: Dr. Rüdiger Leidner, Seconded National Expert at the European Commission, Belgium

- Challenges (setting the scene): Dr. Peter Neumann, President EDAD, Germany
- Processes and Solutions:
  1. The Danish Accessibility Label, Providing Information to the General Public: Ms. Ulla Kramer, "Tilgængelighed for Alle", Denmark
  2. Accessible Cultural Tourism and Marketing in the Federal State of Brandenburg, Germany: Mr. Christian Tänzler, Press Relations Officer of Tourism Marketing Brandenburg and Mr. Raimund Jennert, Directing Manager of the Federal Tourism Association of Brandenburg, Germany
  3. Accessible Palaces and Gardens in Berlin-Brandenburg: Ms. Wilma Otte, Foundation for Prussian Palaces and Gardens Berlin-Brandenburg, Germany
  4. Accessible Cultural and City Tourism in the City of Kristiansand/Norway: Ms. Astrid Staalesen, Leader of the Council for disabled people, Kristiansand
  5. Accessible Cultural and Industrial Tourism – the UNESCO World Cultural Heritage Site „Völklingen Ironworks“ as example: Mr. Norbert Mendgen, Directing Curator of „Völklingen Ironworks“, Federal State of Saarland/Germany

**13:00-14.30 Lunch break**

**14.30-16.00 Closing Session**

Moderator: Mr. Pete Kercher, President EIDD, Italy

- Panel discussion
- Conclusions/ Final Act
- Closure

**16.00-18.00 GUIDED TOUR**

