

MEDIA INFORMATION

Munich, 2022, June

This is a press release in easy language.

DIE NEUE SAMMLUNG – THE DESIGN MUSEUM STARTS THE PROJECT: AN INCLUSIVE DESIGN EXPERIENCE

In Europe, we divide languages into 6 **language levels**:

A1, A2, B1, B2, C1 and C2.

A1 is the easiest to understand,

C2 is the hardest to understand.

This press release is available in 2 language levels:

- A2 in German and in English
as accessible documents.
- C1 in German and in English
as accessible documents.

You can also watch [the press release as a video in German Language](#).

Die Neue Sammlung – The Design Museum

is starting a new project: **An inclusive design experience.**

With this new project,

Die Neue Sammlung – The Design Museum

wants to make its exhibition more **accessible.**

Accessible means: every person has access.

The museum wants to make good design accessible for everyone.

It also wants to become more **inclusive.**

That means that people with and without disabilities

can experience the exhibition in several ways.

That is why the museum's program

has **analog and digital** elements.

Analog means: the texts are printed on paper or on a wall.

There are objects that you can touch.

Digital means in this case: the texts and other information
are available for your smartphone, tablet and computer.

Who will benefit from the project

An inclusive design experience?

The project is especially for people who

- cannot hear well.
- cannot see well.
- have a speech disorder.
- have learning difficulties.
- have reduced mobility.

These people can **decide for themselves**

how they want to learn about the objects in the museum.

But **every visitor** is welcome to use the inclusive features.

All the information is available digitally
right next to the objects.

For people visiting from other countries,
the information is available in **English**.

What is the goal of the project?

The project is called **An inclusive design experience**.

It started in February 2022.

The goal is to give the visitors of the museum
accessible information on objects.

Objects are the things that you can see in an exhibition.

You can already read and listen to texts
in the **language levels A2 and C1**.

They are available in **German** and in **English**.

With the project **An inclusive design experience**,
there will be even more language levels.

You can choose yourself how difficult the text should be.

All the texts will be available in **German** and in **English**.

For **blind people**, there will be oral descriptions of the objects
in **German** and in **English**.

For **deaf people**, there will be videos in **sign language**:
in German Sign Language with German **subtitles**.

The information will also be easily accessible
for **people with reduced mobility**.

**When did the museum start
to become more accessible?**

Die Neue Sammlung – The Design Museum
already started to become more accessible **in 2020**.
Since then, information is available in easy language
as analog and digital texts.
For example on the museum's website
where you can listen to the texts.

In the project **An inclusive design experience**,
the museum will develop new possibilities
to make exhibitions more accessible.
With this project, Die Neue Sammlung – The Design Museum
helps to fulfill a promise:
In the future, every state museum in Bavaria
should be **inclusive**.

The following elements should be accessible for everyone:
the museum itself, like the toilets and the elevators,
but also the information.

For people who cannot see well,
there will be **objects** that they can **feel**.
There will also be a **digital guiding system** for blind people.

Who is responsible for the project

An inclusive design experience?

Angelika Nollert from Die Neue Sammlung – The Design Museum had the idea for this project.

Caroline Fuchs works for the museum and is responsible for the project.

The museum created a new position for the project manager.

Frauke Maria Petry from Munich

started this job in February.

She is an **art historian** and a **cultural manager**.

An art historian studies the history of art.

As a cultural manager,

she takes care of the advertising, the money and new programs for an exhibition.

Frauke Maria Petry knows a lot

about how you can convey art digitally.

She gained her experience in Berlin and in Düsseldorf.

Who supports and funds the project

An inclusive design experience?

Jörg Haller from **capito München** helps the museum to become more inclusive.

capito München is part of his company.

His company is called ARGUS! Kultur&Kommunikation.

Jörg Haller knows a lot about accessibility in museums.

People with disabilities also participate in the project.

Die Neue Sammlung – The Design Museum is very progressive thanks to the collaboration with experts and with people with disabilities.

The **Bayerische Staats-Ministerium für Wissenschaft und Kunst** is the Bavarian Ministry of science and the arts.

The Ministry funds the project:
it gives money to the museum.

Even after the project ends,
the museum wants to become more and more inclusive.

Who is part of the team for the project:

An inclusive design experience?

- Angelika Nollert
She is the director of Die Neue Sammlung – The Design Museum.
 - Caroline Fuchs
She works at Die Neue Sammlung – The Design Museum.
She manages 2 departments of the museum:
photography and graphics.
Graphics can be posters or drawings, for example.
 - Jörg Haller
He is from capito München
and an advisor in the project.
 - Frauke Maria Petry
She works at Die Neue Sammlung – The Design Museum.
She manages the project.
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FURTHER INFORMATION

Die Neue Sammlung – The Design Museum

Frauke Maria Petry

Project management: An inclusive Design Experience

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