

THE PERCEPTION OF BEAUTY

THE IDEA:

to enable people with sensory disabilities, beginning with blind people, to fully appreciate the beauty of art, in a city like Florence.



KEY PARTNERS:

tourist guides, tour leaders, museums and art galleries, handicraft shops but also other asset like kitchen schools (tuscan cuisine using local produce) and little tours operators specialized in incoming that will be able to handle all the reservations (hotel, restaurants etc.)



KEY ACTIVITIES:

tourism for sensory disabled people, involving all the associations and public-social administrations etc.

A research & development in museums / galleries / workshops will be necessary, to involve also schools of art and architects studies for plans of sensory reproductions (theme: how to perceive art), and 3D models, in order to deepen targeted tourism by involving all sectors listed above.

VALUE PROPOSITION:

This will be a specialized form of tourism, centered around access to art, craftsmanship, cooking of the territory by using other senses, feeling and touching the beauty, providing not only the templates in various materials but also the readings of witnesses to the masterpieces and their creators.



“Madonna del cardellino”
Raffaello

RELATIONSHIPS: involve individuals and communities through dedicated personal assistance.

CHANNELS: website/app/facebook and socials, links to websites aimed at people with sensory disabilities (es. blind people etc.), links to several tour operators and public administration that are involved in this project.

COSTS: the creation of the website, a person dealing with secretarial, co-ordination of the various sectors and assistance.

It will be possible to provide access to packages with several services, tourist guides and museum booking, visits to workshops, etc., as well as hotel reservations, restaurants etc.; to be able to choose whether to have an all-inclusive package or just to reserve a specific service.

Where possible, efforts will be made to involve disabilities associations, public-social administration and to access European funds.



EVOLUTION:

Once that the idea is realized in a real and concrete project, it will be interesting to involve new structures (not many museums etc. are accessible to people with sensory disabilities) and widen the project to include the communities of other sensory disabilities such as deaf-blind people.

EVOLUTION:

An Italian StarpApp, INTACT, is dealing with a glove that allows the deaf-blind people to communicate ([DbGlove, www.dbglove.com](http://www.dbglove.com)); the glove allows them through the pressure of specific points of the gloved palm to send a message to a computer and its interlocutor to write a message that through the glove and contact of the sensors on the palm to respond and communicate with the disabled subject.

It would be wonderful if in the near future this product was accessible more widely allowing us to communicate the art not only through touch but also, thanks to this glove, enable us to tell the story that has carried these Artists to express themselves and to share their story.