

DESIGN AND TECHNOLOGY. PEOPLE, ENVIRONMENT, SYSTEMS

Ammin/DAD - Communication and signage in the enhancement of cultural heritage. Design methodologies and approaches for diversified users

Funded By	Politecnico di TORINO [Piva/CF:00518460019] Dipartimento DAD
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Context of the research activity	Research on physical, cognitive, and cultural accessibility in communication and signage related to cultural and environmental heritage. The study focuses on how visiting and understanding museums, historic sites, and territories often face physical or cognitive barriers that limit inclusivity. It aims to foster design strategies and projects that enhance universal access and improve the experience and understanding of cultural heritage for all.
Objectives	The study aims to initiate an analysis of the phenomenon of signage design, with particular attention to its role in the experience and accessibility of cultural heritage. Signage is not merely a tool for orientation; it also serves as a vehicle for values, meanings, and messages that contribute to shaping the cultural experience. In its first phase, the research will conduct a benchmarking activity of systems developed in Italy and abroad, examining both well-established examples and experimental projects that integrate innovative technologies and inclusive approaches promoted by institutions and organizations engaged in cultural promotion and dissemination. In parallel, a literature review will define the state of the art and identify the most significant perspectives in this field. On this basis, the medium-term goal is to create the conditions for identifying an experimental context in which to carry out a survey and mapping of communication needs. This phase may be strengthened through collaborations with institutions and associations working on accessibility and inclusion, fostering participatory and co-design processes that directly involve the relevant stakeholders. The long-term objective is the development of tools, guidelines, and methodologies for a more conscious design approach that considers the multiple aspects of experiencing cultural sites. The outcomes will be collected in an operational toolkit conceived not only as a guide for designing innovative signage systems but also as an instrument to assess the impact of the adopted solutions and the experimental methodology. In this way, the research aims to provide a cultural and scientific contribution

to the international debate on design for cultural heritage, with particular attention to accessible and inclusive communication.

**Skills and
competencies
for the
development of
the activity**

- Previous experience in projects for the enhancement of cultural and territorial heritage;
- Excellent skills in graphic and communication design, visual identity systems, and information design;
- Skills and interests in drawing and representation, using various techniques such as illustration, graphic design, and photography;
- Expertise in printing methods and techniques;
- Skills and interests in design for inclusion and accessibility;
- Competence in the meta-design approach (brief analysis, exploration process, scenario analysis, target identification, concept development, benchmarking, project development);
- Excellent knowledge of graphic design software such as Adobe Illustrator, Photoshop, and InDesign;
- Skills in CAD design, 3D modeling, and rendering.