

Accessibility Conferences: “Inclusive Communication in Cultural and Artistic Practice”

November 14, 2025 INFONET Alliance organized a new online event within the series “Accessibility Conferences.” The topic of the day: **“From Awareness to Participation: Inclusive Communication in Cultural and Artistic Practice”**.

Guest expert: **Marta Żaczkiewicz (Poland)** is an accessibility researcher, audio describer, subtitle specialist and author specializing in inclusive communication in the cultural and public sectors. She has over fourteen years of professional experience in creating audio descriptions and subtitles for film, theatre, museums and public institutions, and she works internationally on accessible content, multimodal interpretation and audience-centred design. Her work emphasizes co-creation with consultants with disabilities and frames accessibility as cultural participation rather than a technical obligation.

Her conference presentation, *“From Awareness to Participation: Inclusive Communication in Cultural and Artistic Practice,”* explored how institutions can move from declarative awareness to sustainable accessibility systems. Drawing on examples from Europe and her own fieldwork, she demonstrated how blind, deaf, neurodivergent and older audiences experience cultural spaces, and highlighted strategies for designing communication that is clear, inclusive and responsive to diverse needs. Through case studies involving audio description, subtitles for the Deaf and hard to hear, alt text, Easy-to-Read materials, tactile interpretation and QR-based access to sign language videos, she illustrated how accessible formats can become an integral part of curatorial and organizational practice.

As a PhD researcher at the University of Antwerp, she studies accessibility of multimedia, examining how audiovisual content meets the needs of blind and deaf audiences. Her work aims to support cultural institutions in building long-term, systemic approaches to accessibility grounded in collaboration, clarity, and user-centered design.

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