Share, listen

A Manifesto for the ACCESSIBILITY of GRAPHIC ARTWORKS

and learn together.

A Manifesto for the ACCESSIBILITY of GRAPHIC ARTWORKS

An Invitation to Create, Exhibit, and Communicate Without Barriers

PLUG and **Forword**, united in the Posterheroes project, share a common vision: Visual art - like every form of cultural expression - **must be accessible to all**, because access to culture is a universal right, not a privilege.

This manifesto is, f**irst and foremost, for ourselves**. It's a memento, a starting point. It reminds us that accessibility is not the destination, but a continuous, and **conscious process of listening, designing, and caring**. There is always room for improvement. There is still much to learn.

We live in a world rich in visual and cultural inputs. But for millions of people, everyday experiences like **visiting an exhibition**, **looking at a poster**, or **listening to a story** remain hindered by physical, sensory, cognitive, or linguistic barriers.

Ignoring these individuals means **to exclude** a fundamental part of our society.

We believe that every graphic work, every visual message, can and should be **inclusive**, extending its reach and **amplifying its impact**.

Accessibility is a FORM of CREATIVITY

Within the Posterheroes project, accessibility turns into **concrete actions**. Over the years, in collaboration with our partners, we've produced:

- **audio descriptions** of the winning posters in both Italian and English, to narrate each piece of art through words, allowing those who cannot see it to build a rich, faithful mental image aligned with the artist's intent;
- **tactile transpositions**, of selected posters, transforming visual surfaces into experiences that can be explored through touch;
- an **accessible podcast** sharing the stories of the authors - giving voice to their thoughts, inspirations, and the meanings behind the posters;

- a continuous, and shared reflection on what it means to **perceive, understand, and feel** - beyond sight or any single sense.

These are not simply add-ons to the project: they are integral to our vision. Creating an audio description or **podcast episode is not just a technical task**. It means imagining together with the listener.
It means **translating form into emotion**, vision into connection.
It means **extending art to those who might otherwise be excluded**.

Every accessibility choice is, above all, a creative choice.

An invitation to EVERYONE

This manifesto is an **invitation** to:

- designers - to **create and design project with those who perceive reality differently in mind**;
- curators and cultural institutions - **to embed accessibility into exhibitions**, **festivals**, **and digital materials**;
- Posterheroes participants - **to place diversity at the heart** of their creative exploration;
- audiences - **to demand a more just, equitable**, and **enriched cultural landscape**.

A poster made accessible does **not lose its power**: it **gains meaning**, **beauty**, and **social resonance**. Inclusivity is not a concession.
It is a cultural value.

Share, listen

Let us place **people** at the center, before formats, before aesthetics. Together, let's build **a visual culture** that is **more accessible**, **more thoughtful**, **more human**.

and learn together.

One POSTER at a TIME.