



Kulttuurikaikille
Kultur för alla
Culture for All

CULTURE FOR ALL 2016



I ♥ TEATRO ACCESIBLE:

Technology and innovation
for social inclusion in Scenic Arts.

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TEATRO
ACCESIBLE



STARTIT

WHY?



... Because Marisa **loves** the theater



MORE VIDEOS ON YOUTUBE #YOVOYALTEATRO and #TEATROACCESIBLE
<https://www.youtube.com/watch?v=upQlkj0UUtk>

... Because we are AGAINST THE STIGMA



... suffered by people with mental disorder

MORE VIDEOS ON YOUTUBE #CONTRAELESTIGMA

<https://www.youtube.com/watch?v=pzOG-KVsDW4>

DID YOU KNOW...

About **80 million** European Union citizens have a disability?

IN THE WORLD:

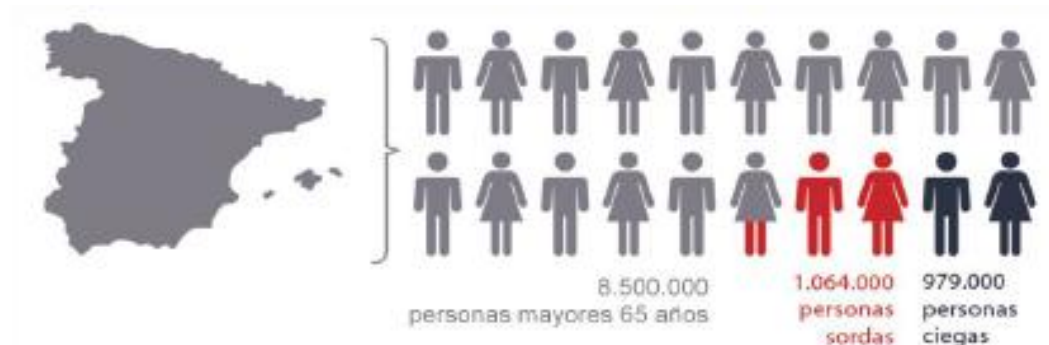
360 million people with hearing disability,
285 million people with visual disability,
600 million people older than 65 years old,

IN SPAIN:

1.064.000 people with hearing disability,
979.000 people with visual disability,
8,5 million people older than 65 years old,

**THEY CANNOT ACCESS TO
CULTURE, ENTERTAINMENT AND EDUCATION**

The associative movement have been demanding accessibility to eliminate communication barriers for decades.



HOW?



HOW TO OFFER ACCESSIBLE THEATER?

ADAPT THE PLAY

The first thing to do is to prepare the accessibility and translation contents. To this end, THE SCRIPT and A VIDEO of the play are required.

By using the software, **STARTIT** rapidly creates a single file with both the surtitling (in several languages) and the audio-description.

INCREASE YOUR OUTREACH

We offer you the communication channels of Accessible Theatre: social networks, users' associations, webpage, mobile app, newsletter, press releases and much more.

We can reach many more people together!

OFFER ACCESSIBLE THEATRE

We have reached the key point! Play some accessibility and translation services live with **STARTIT**.

Don't leave anyone behind and offer different options:

1. ACCESSIBILITY SERVICES

2. SOFTWARE AND EQUIPMENT

3. DISSEMINATION AND AWARENESS



ACCESSIBILITY AND TRANSLATION SERVICES



SURTITLING FOR THE
DEAF



AUDIO DESCRIPTION
(DESCRIPTIVE AUDIO)



MAGNETIC LOOP



HALL SOUND



SIGN LANGUAGE



SURTITLING
IN SEVERAL LANGUAGES



TOUCH TOUR



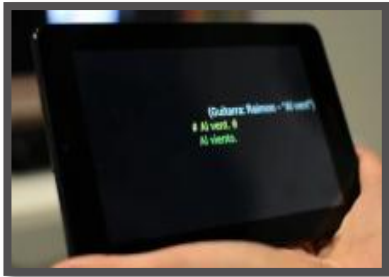
<https://www.youtube.com/watch?v=wwZ6bOFt7WE>

STARTIT: A digital tool and mobile app for accessibility in performing arts



STARTIT allows you to offer accessible theatre and opera to people with any sensory disability, as well as the elderly and foreigners.

- ✓ SURTITLING IN SEVERAL LANGUAGES
- ✓ MAGNETIC LOOP
- ✓ HALL SOUND
- ✓ AUDIO DESCRIPTION
- ✓ SIMULTANEOUS INTERPRETATION



Download STARTIT for PC:
www.startit-app.com

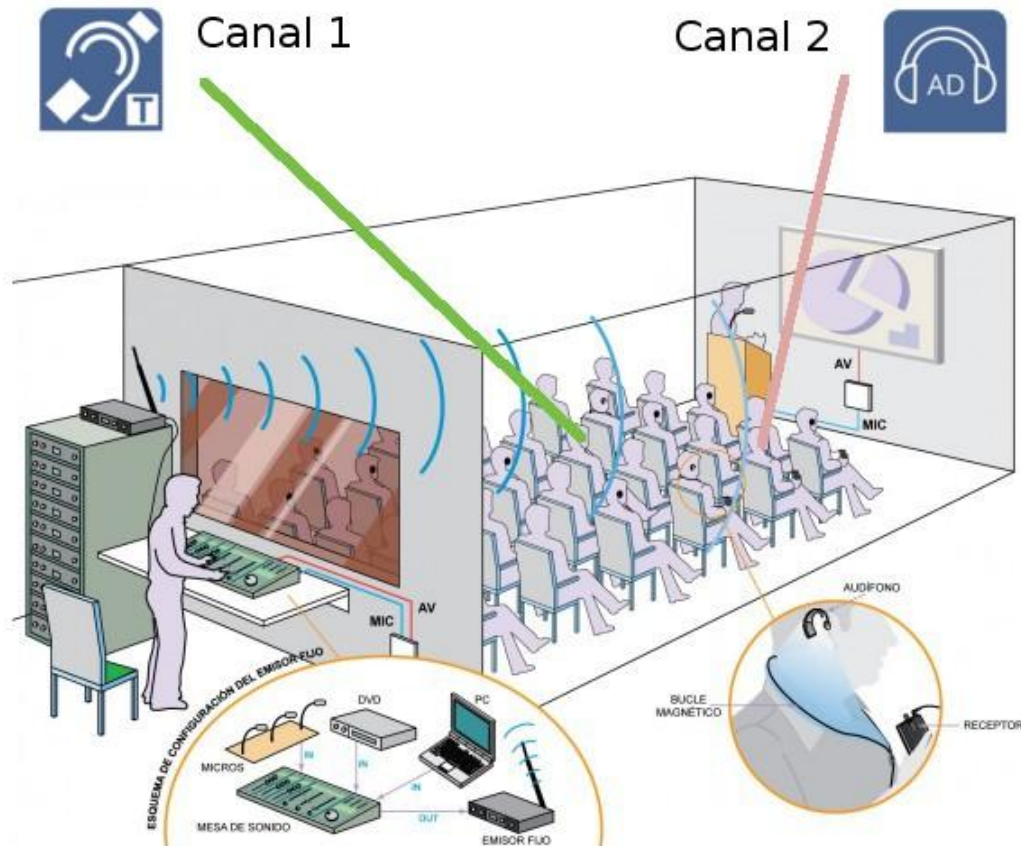


Download STARTIT App:



WIRELESS SYSTEM (multiple channels)

- ✓ MAGNETIC LOOP
- ✓ HALL SOUND
- ✓ AUDIO DESCRIPTION
- ✓ SIMULTANEOUS INTERPRETATION



DISSEMINATION AND AWARENESS



TEATRO PARA TI,
TEATRO PARA TODOS.



Different channels:

- Website
- Mobile application
- Twitter and Facebook
- Digital magazine and newsletter
- Associations

Download TEATRO ACCESIBLE App:



EN CARTEL

Program	Date and Time	Location	Action
MEDEA	05 FEBRERO, 2016 - 21:00 (VIERNES)	Teatro Circo Murcia (Murcia)	LEER MAS
LLUVIA CONSTANTE	13 FEBRERO, 2016 - 19:00 (SABADO)	Teatro Bellas Artes (Madrid)	LEER MAS
LLUVIA CONSTANTE	14 FEBRERO, 2016 - 19:00 (DOMINGO)	Teatro Bellas Artes (Madrid)	LEER MAS
JUAN JOSE	17 FEBRERO, 2016 - 20:00 (MIERCOLES) 19 FEBRERO, 2016 - 20:00 (VIERNES)	Teatro de la Zarzuela (Madrid)	LEER MAS
LA VIDA DE GALILEO	25 FEBRERO, 2016 - 20:30 (JUEVES) 26 FEBRERO, 2016 - 20:30 (VIERNES)	Teatro Valle-Inclán (Madrid)	LEER MAS
LA PLAZA DEL DIAMANTE	05 MARZO, 2016 - 19:00 (SABADO)	Teatro Bellas Artes (Madrid)	LEER MAS

VER TODA LA PROGRAMACION

FESTIVAL YO VOY AL TEATRO I GO TO THE THEATER FESTIVAL

ABRIL - MAYO 2016

[MADRID BARCELONA]

EL FESTIVAL DE TEATRO ACCESIBLE

TEATRO PARA TI, TEATRO PARA TODOS



Toda la programación en
yovoyalteatro.org

Y en redes sociales
#yovoyalteatro



Iniciativa promovida por:

Fundación
Vodafone
España



CRI
nueva
VíaA

APTENT



TEATRO
ACCESIBLE

VIDEO ON YOUTUBE #YOVOYALTEATRO

<https://www.youtube.com/watch?v=bNcQUAxQ3VQ>

WORKSHOPS WITH USERS AND CULTURAL MANAGERS



WHAT HAVE WE ACHIEVED?
WHAT CHALLENGES AHEAD?

WHAT HAVE WE ACHIEVED?

+ 4,000 people with disabilities enjoy the Theatre



6 seasons	64 venues
28 cities	19 festivals
+ 200 plays	+ 500 performances

WHAT CHALLENGES AHEAD?

“CULTURE OF ACCESSIBILITY IN CULTURE”

“ALL THEATER VENUES ACCESSIBLE FOR ALL”



CONVINCE THE CULTURAL SECTOR

Raise awareness of the benefits of accessibility and culture for all.

REACH MORE PEOPLE

Reach more people with and without disabilities, the elderly, etc.
Many do not know us.



Theatre for you,
Theatre for **EVERYONE.**

APTENT.es



TEATRO
ACCESIBLE



STARTIT

KIITOS

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