

# Easy language as a key to the museum

Nadja Al Masri-Gutternig

SALZBURG MUSEUM  
AUSTRIA

Access to Arts and Museum





## Easy language as a key to the museum

### Salzburg Museum:

- Museum for art and cultural history.
- Trustee of Salzburg's cultural history.
- A place where one can exchange views regarding the cultural and social development of Salzburg.

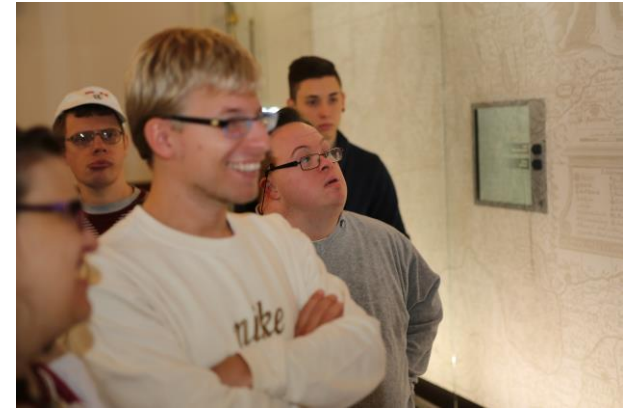




## Easy language as a key to the museum

A communication in plain language is if its wording, structure, and design are so clear that the intended audience can easily find what they need, understand what they find, and use that information.

– *International Plain Language Federation*



Bischof.  
Kaiser.  
Jedermann.

# 2016

Landesausstellung  
200 Jahre Salzburg  
bei Österreich

Erzähl mir Salzburg!

## Easy language as a key to the museum

### Innovation:

- Text in simple and plain language
- Not an additional offer to the existing information
- The texts are placed equally in regards to the other information
- = **Exhibition is accessible and enjoyable for all**





## Easy language as a key to the museum

- Through the use of the integrated plain language texts the Salzburg Museum illustrates how important the independent cultural participation of every person is.
- the museum published a handbook on plain language, which included important experiences and findings on the topic. This can be used as assistance for other cultural institutions interested in creating barrier free content.
- It can be downloaded for free from the homepage of the Salzburg Museum.
- <http://www.salzburgmuseum.at/index.php?id=2101>





## Easy language as a key to the museum

### Process:

- The texts were corrected by people with disabilities.
- Once placed in the museum, the texts were examined by the researchers at Universities of Salzburg in order to evaluate if the texts were effective in its content and placement.
- Further they examined the readers of these text through the use of eye tracking.
- The texts were then additionally used for german language courses held for people with poor german language knowledge.



# Easy language as a key to the museum

## Cooperation and Partners:

- Pädagogische Hochschule Salzburg and CAPITO Oberösterreich: The creation of the plain texts
- Schwerpunkt Wissenschaft und Kunst der Universität Salzburg: The evaluation of the texts and empiric study regarding the effectiveness
- Fachhochschule Salzburg: Examination of the readers through the use of eye tracking.
- Sprachenzentrum der Universität Salzburg: The creation of a german language course in the museum.



## Easy language as a key to the museum

### Impact:

- **Allowing** for an inclusive and enjoyable experience of all content in the museum for all people.
- **Allowing** for meaningful and self-determined visits at the museum for people with and without disabilities
- **Allowing** the society to engage in a discussion regarding the need, the future and the value of the plain language.





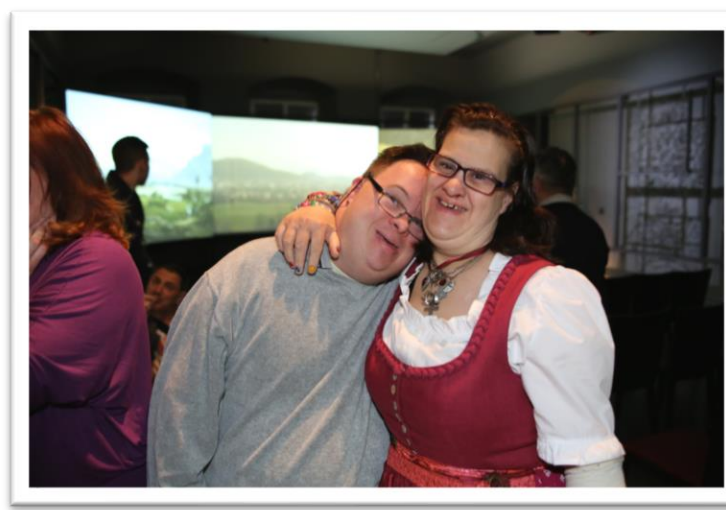
# Easy language as a key to the museum



## Future Impact:

- All exhibitions since 2016 included plain language texts (11 Exhibitions).
- The creation and maintenance of all plain language texts for exhibitions has its fixed allocation in the Salzburg Museum`s budget.
- Driving the innovation in different media platforms in order to create a holistic barrier free experience: i.e. The Salzburg Museum`s Homepage in plain language
- = Translating the project into an on-going process





**Johannes Hollweger:**

„I used to not completely understand what was going on in the museum. I didn't understand what was being exhibited and what it was all about. I could not understand the texts that were on the wall. I always needed other people to explain it all to me. Now I can understand the texts on my own and don't need help to understand the exhibition. This makes me proud“

**The goal for any barrier free project is to include everyone. When building a ramp, one does not discard the stairs. In our project having both texts next to each other allows for a enjoyable and inclusive experience for every man and woman.**