



Open CAMERA: THE HISTORY OF PHOTOGRAPHY IN YOUR HANDS

Promoting accessibility, participation, and well-being through photography.

Turin, from October 19, 2023

At CAMERA, we prioritize every audience, continuously seeking the best forms of dialogue. This dedication gave birth to our new **permanent multimedia exhibit *The History of Photography in Your Hands***, tracing the pivotal moments of the history of photography within the hallway (Manica Lunga).

It is a long timeline created through texts, images and digital content to allow everyone, including the blind and visually impaired, to explore the fascinating history of photography. The evolution of photography over time is told through a selection of the most relevant images, covering the main genres and modes through which photography has evolved over nearly two centuries, from portraiture to reportage, from art to fashion photography, to images generated by artificial intelligence.

The itinerary includes the ironic portrait of the Countess of Castiglione by Pierre-Louis Pierson, the famous *Lunch Atop a Skyscraper* by Charles C. Ebbets, *Migrant Mother* by Dorothea Lange, the dreamlike room filled with goldfish by Sandy Skoglund, Buzz Aldrin's first steps on the moon in the iconic shot by Neil Armstrong, and the fake image of Pope Francis in a Balenciaga down jacket by Pablo Xavier.

There will be no photographs on the walls as in a traditional exhibition, but rather visual-tactile panels made using the sophisticated thermoforming technique, which allows a faithful reproduction of the image and highlights the main features of the subject through a transparent resin relief. The presentation of the image from a purely visual point of view and, on the same support, the possibility for the blind or visually impaired to explore it tactilely, thanks to the resin reliefs, offers a homogeneous itinerary where the message conveyed remains complete and incisive. Each panel has **Braille captions** and **detailed video descriptions are also available in LIS (Italian Sign Language)**. To tell the story of photography in a comprehensive way, it is necessary to place the image in the broader social and political context: images alternate with videos, which can be enjoyed through screens equipped with a state-of-the-art amplification system that promotes accurate, non-invasive audio. Images and videos are installed through a system of tracks so that the path can be progressively integrated with new content.



The accessible paths at CAMERA are designed with the project support of **ETT, the creative digital industry of the SCAI Group**, and in collaboration with Tactile Vision Onlus and Associazione Arteco. As part of Open CAMERA, ETT actively participated in developing the multimedia design and created a large part of the set-up. The new hub for people flow management features two backlit walls and a monitor that provides up-to-date information on CAMERA activities.

The setup for *The History of Photography in Your Hands* consists of a multimedia experience divided between a static wall and a dynamic wall.

The static wall features a track supporting multisensory visual-tactile panels, along with a structure for installing monitors connected to directed audio devices. On the other hand, the dynamic wall has two touch monitors that allow visitors to navigate the *Imaginarium*, CAMERA's digital platform for image education.

The multimedia exhibition is part of the **Open CAMERA** project, which was created to enhance inclusivity by breaking down physical, cognitive, and sensory barriers, and obtained funding through the National Recovery and Resilience Plan. Mission 1 - Digitization, Innovation, Culture and Tourism - Component 3 - Tourism and Culture 4.0 (M1C3), Measure 1 "Cultural Heritage for the Next Generation," Investment 1.2 "Removing physical and cognitive barriers in museums, libraries and archives to enable wider access and participation in culture" funded by the European Union - NextGenerationEU.

In addition to the permanent exhibition, the project features significant renovations of spaces and flow dynamics, which aims to eliminate architectural barriers and make CAMERA a relaxing space of mental and physical well-being, where everyone can adapt their visit experience to their individual times and needs.

The architectural project was developed by Studio Ata and will be completed by 2023.

The main measure is a system of ramps from the sidewalk outside to the exhibition and other service areas. The new reception area is more accessible and doubles as a ticket office, while on the opposite side is the book and merchandising shop; the bookstore, all of which is accessible, is now in a brighter and airier environment. The itinerary includes new seating and a quiet, serene space at the end of the hallway where visitors can read, consult digital content on a tablet, take a break between exhibitions, or even breastfeed. To enhance the sense of well-being and improve air quality, two green areas with special essences have been created.

The accessibility improvements at CAMERA also received significant funding from the Piedmont Region.



INFORMATION

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