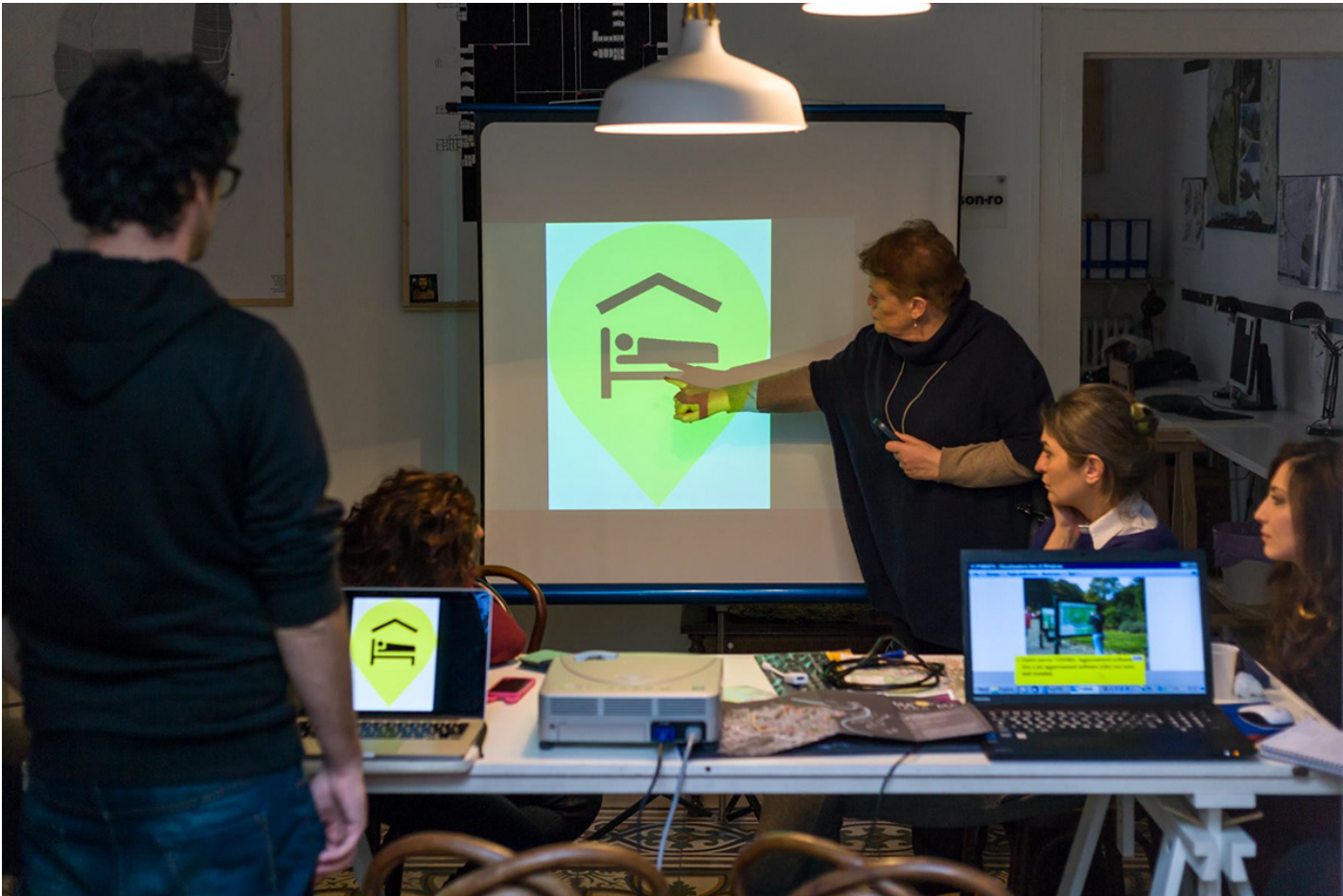




The project on accessibility and usability of regional tourist services, funded by the Basilicata Region as part of the 'Open Tourism' initiative, focuses on mapping and analyzing data related to accessibility in the Lucania region.

Project	MateraMare
financed by	Regione Basilicata
carried out by	Collettivo Fara
with	isiTT,viaggio italia,OPENCITY, openLab, UPTITUDE, Mesonro, LAB4B, ZEROBARRIERE, Sassi e Murgia
year	2016-2017
City	Matera, Basilicata
contact	<a href="http://www.mesonro.it/">http://www.mesonro.it/</a> , <a href="http://c-fara.com/">http://c-fara.com/</a> <a href="https://www.materamare.it">https://www.materamare.it</a>
project role	participant



The project brought together prominent organizations, including isiTT, Lettura Agevolata, and renowned Italian experts in inclusive architecture and design. The collaboration with architects and designers with disabilities has been crucial, as their lived experience provides deep insight into the real needs of users and the most effective technical solutions.

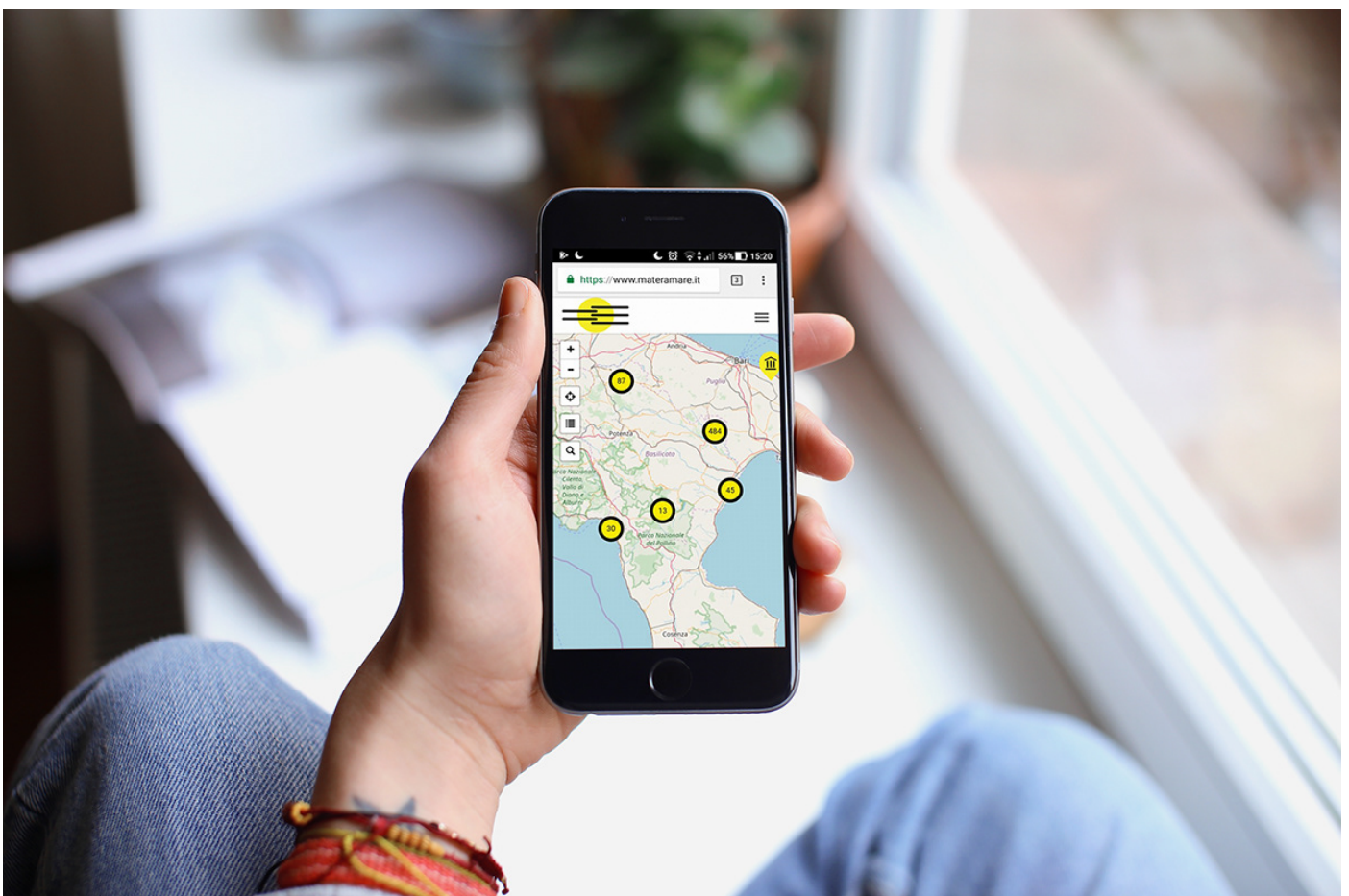


In the city and coastal towns, mapping days were organized with trade associations and specially trained architects. The focus went beyond just motor accessibility to include the often invisible senso-perceptive barriers. These group mapping sessions also offered a chance to test the [www.materamare.it](http://www.materamare.it) platform, identify routes, and carry out inspections, technical surveys, and detailed measurements.

Considering the needs of different categories of users, has been analyzed the level of accessibility (Accessible, not accessible, partially accessible) of

- Points of interest
- Service
- Indication

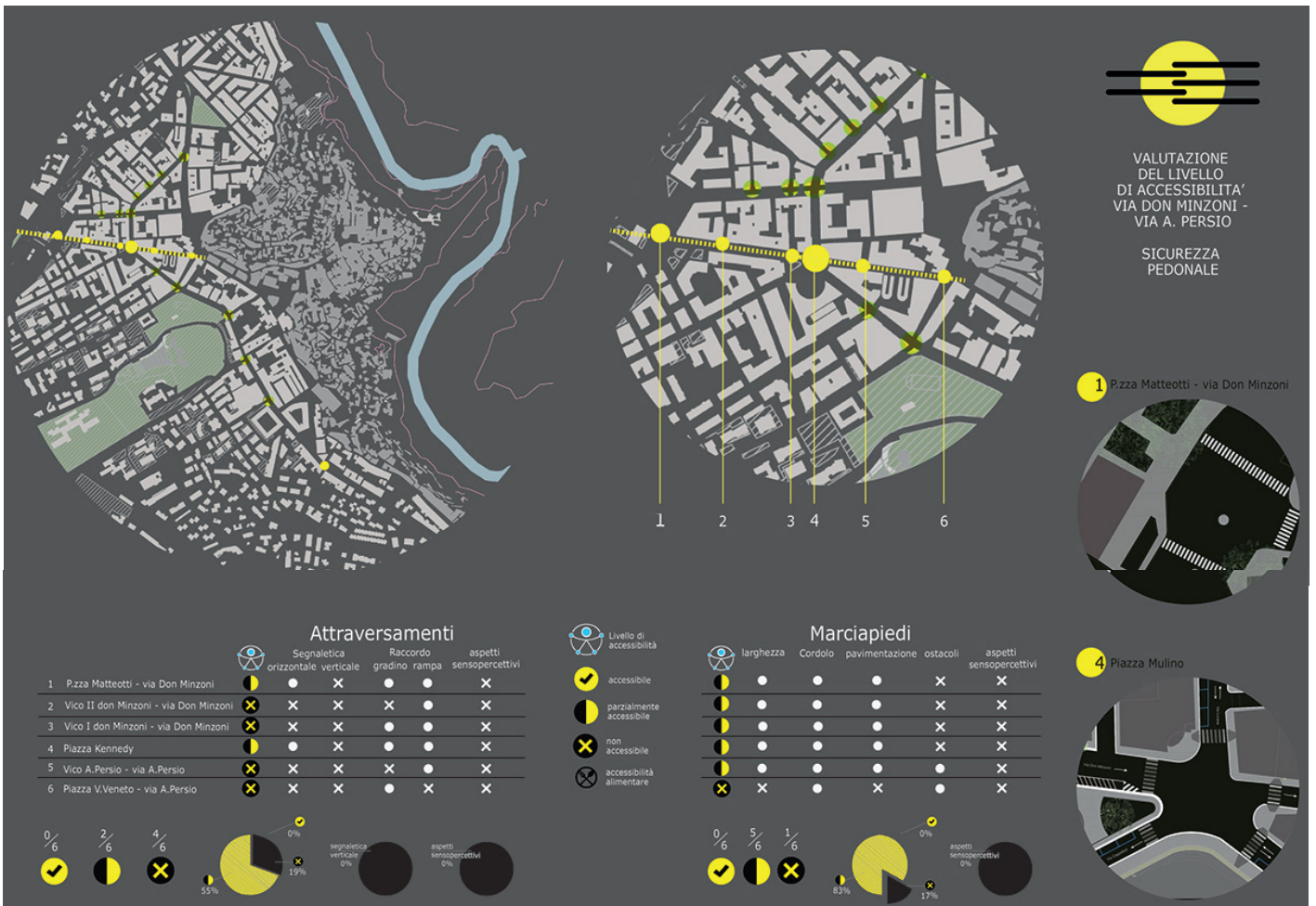
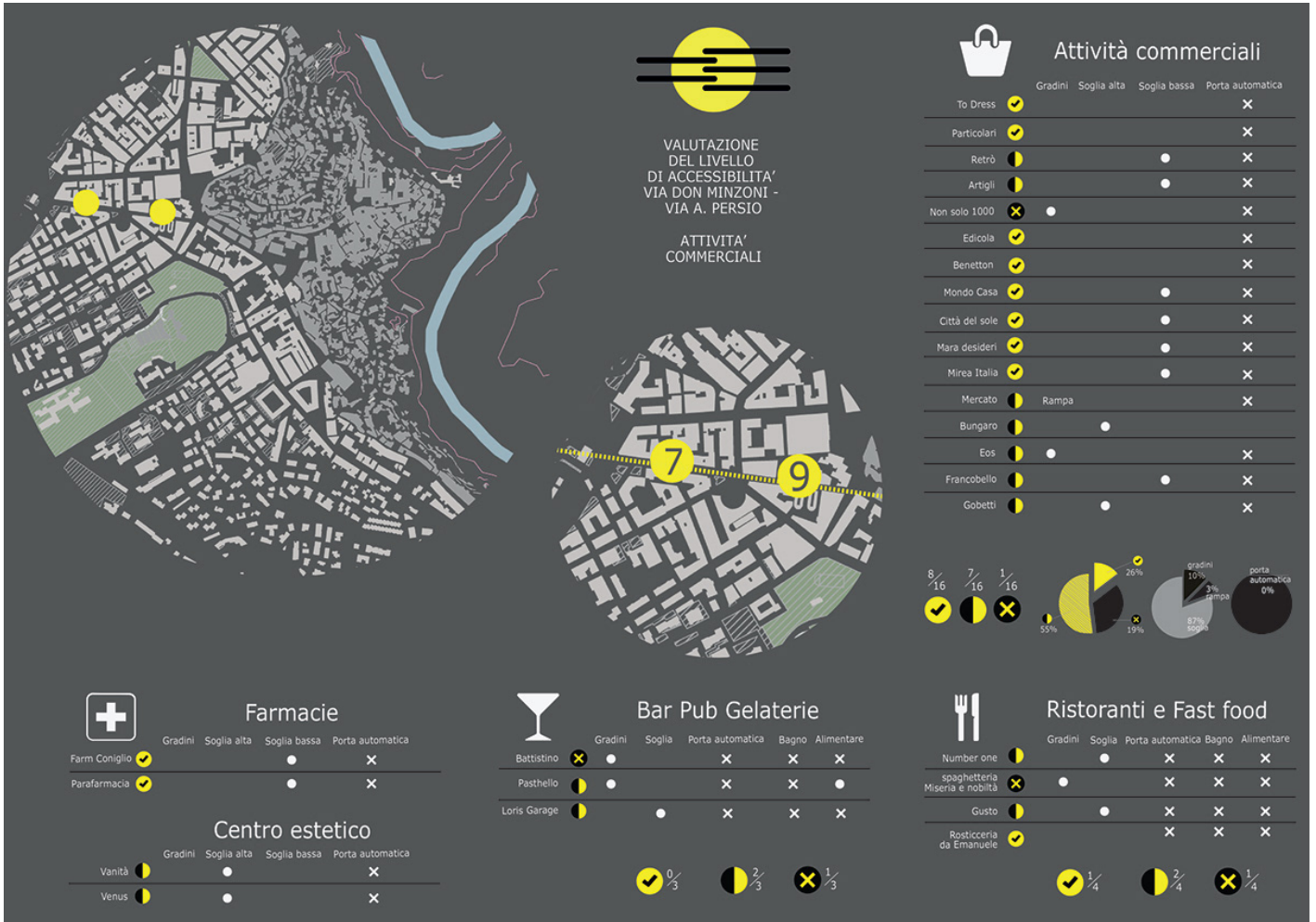
It has been evaluated the motor accessibility as well as senso-perceptive and food accessibility.





Overall, more than 150 services, over 500 points of interest, and more than 200 road signs across more than 10 cities have been mapped. The data collected on the [www.materamare.it](http://www.materamare.it) platform have been analyzed and presented through detailed infographics.

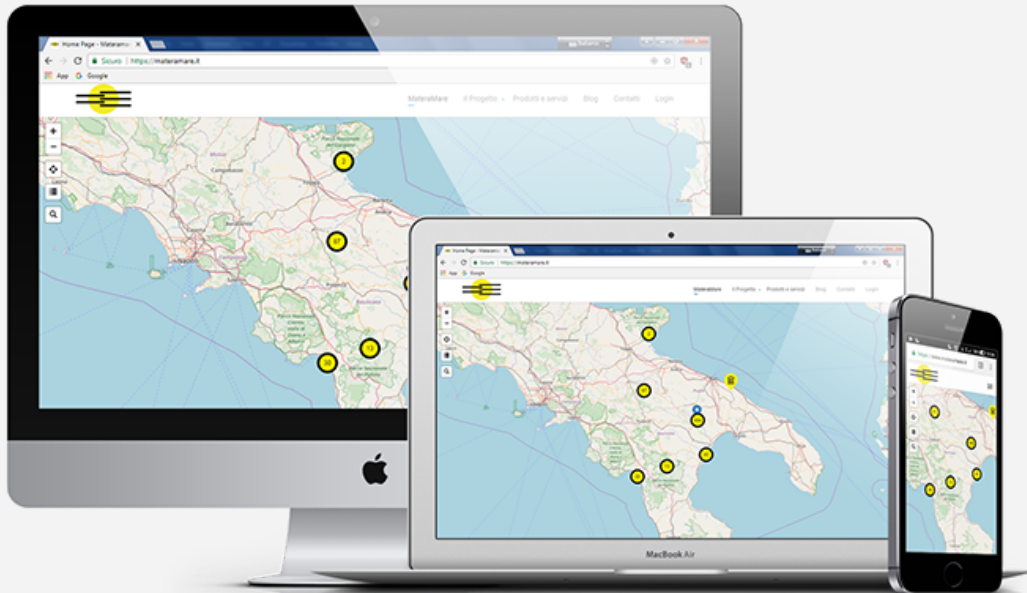
The project results were shared and discussed during a two-day event involving technicians, experts, institutional representatives, tourism consortia, trade associations, and citizens. Key topics included synergies and methods for developing a strategy of Accessible Tourism and UNESCO's vision for an inclusive, useful, and sustainable tourism model.



The final outcomes of the project include accessible travel tools such as paper maps, the digital platform ([www.materamare.it](http://www.materamare.it)), and tactile-visual cards—essential resources for navigating and understanding a complex environment like Matera independently.

All these materials were developed with the support of the association "Lettura Agevolata," which specializes in inclusive graphic design aimed at enhancing readability for people with specific visual impairments. To ensure optimal legibility, careful attention was given to elements such as color, icons, light contrast, fonts, and the amount and hierarchy of information, all tailored to the scale and format of each medium.





The project has received broad support and interest.

They have been organized

- training sessions,
- Mapping days in other Lucanian towns,
- the tactile-visual map of the municipality of Ginosa
- An Accessible Tourist Itinerary(Tappa in Basilicata di Viaggio Italy),
- an accessible event(Un giorno da segnare - Ass. Vicolò),
- Improvement plans for hotels and Bed and breakfast in the city of Matera
- Technical advices on Accessibility

