

From Hashtags to Heritage: How Disabled Youth in China Advance Museum Accessibility

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Rare & Roll

China Disability Research Society

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ICOM Dubai, UAE



01

MY JOURNEY





Booking Cares Fund Award Ceremony



Booking.com



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Rare & Roll

€200,000

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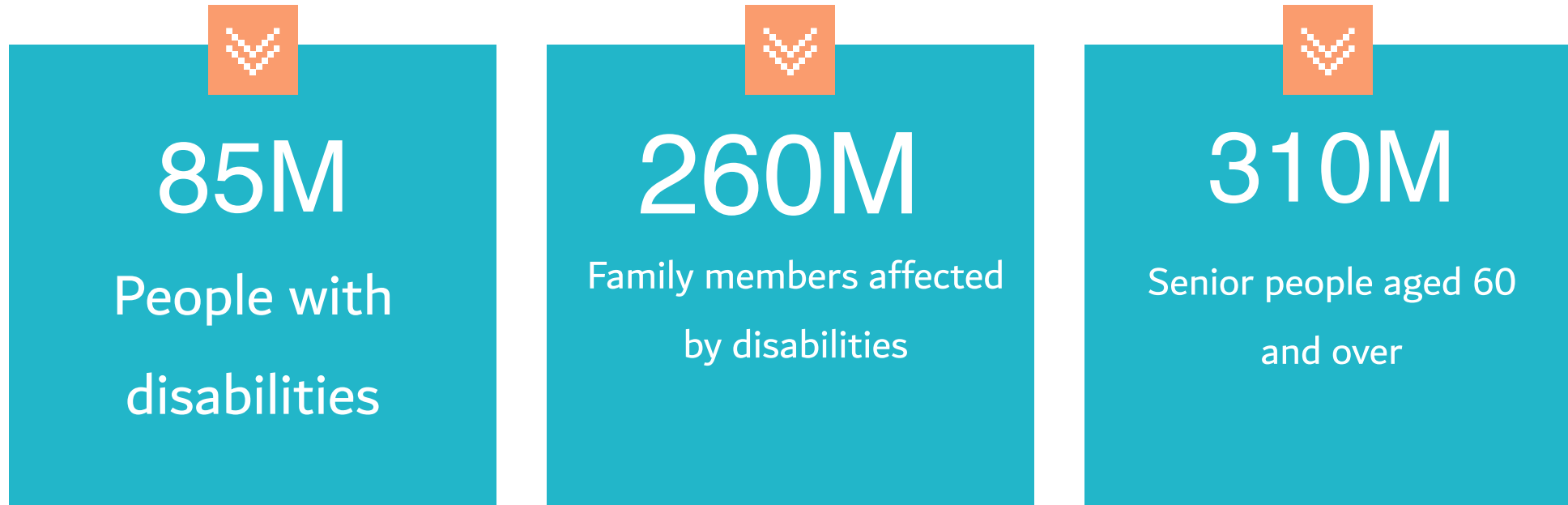


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A Changing Demographic Structure



Can museums respond to the growing needs of persons with disabilities and others with access requirements?

A BOTTOM-UP APPROACH

02



FROM AUDIENCE TO ACTORS



LOCAL ACTIONS

In 2021, we launched a small-scale local initiative to conduct accessibility audits of museums and cultural venues in Nanjing. Through crowdsourced data collection, we found that among the 60 museums assessed, 28 had



NATIONWIDE INITIATIVE

In 2023, we partnered with
Zhihu, China's leading
knowledge-sharing platform, to
launch a digital initiative to
promote accessibility for
museums across China, raising
public awareness of equal
cultural rights of persons with



Museums for All

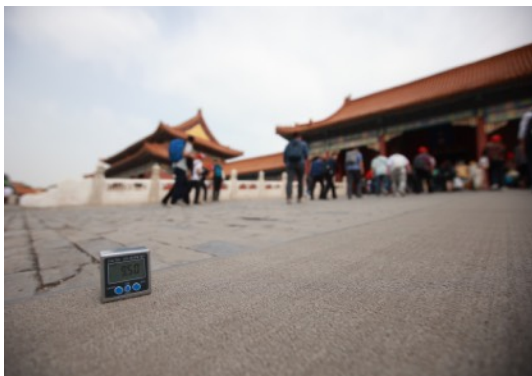
Access Guides and Audits for 31 Museums

10 Expert Interviews on Inclusive Museums

10 Case Studies on Inclusive Museum Practices



Phases of Change



Research and Accessibility Audit



Documentation & Reporting



Digital Communication & Public Engagement



Institutional Collaboration & Policy Influence

31 Access Guides

Across 12 Cities

Developed through online research
and on-site audits, with evaluations by
visitors with disabilities across
transport, physical access,
information, and exhibition experience.

一张图故事



标题：故宫的无障碍努力

背后的故事：故宫的无障碍改造历史要追溯到20世纪初。当时，受到西方文化影响的末代皇帝溥仪为了骑自行车，锯掉了宫内的多重门槛。不过，这些门槛并没有被随意丢弃，而是被安上了榫头，门框上凿出了卯眼，以确保它们能够被正确地放回原处。2001年7月13日，中国成功申办第29届夏季奥运会和残奥会，这为中国的无障碍环境建设带来了历史性的转机。2002年11月，故宫正式宣布投资百万，正式开始铺设无障碍通道，通道南起故宫内太和门东侧的昭德门，北止

故宫博物院是一座特殊的博物院，因为它建立在明清两朝皇宫——紫禁城的基础上。在故宫，你既可以看到大气巍峨的宫廷建筑，又可以欣赏到两个王朝留下来的奇珍异宝，在186万余件文物中回顾历史的变迁和艺术的成就。

故宫在无障碍方面做出了很大的努力，铺设了无障碍坡道，修建了无障碍的洗手间，还制作了官方的手语导览和适合轮椅使用者的无障碍路线图。虽然轮椅伙伴现在还没有办法进入大部分的展览馆，但这并不影响我们去欣赏中国的古建筑之美。

总体推荐度	★★★★★	(4星)
展馆无障碍设施	★★★★	(3星)
展馆无障碍服务	★★★★★★	(5星)
特殊人群政策	★★★★★★	(5星)
展品内容和体验	★★★★	(3星)
抵达交通无障碍	★★★★★	(4星)

找到故宫入口/出口

观众一律从午门(南门)进入故宫，从神武门(北门)出来，有其他特殊情况可以从东华门(东门)离开故宫。

下图中的地方就是午门，故宫的入口。



▲图：午门入口

下图中的地方是神武门，故宫的出口。“故宫博物院”这几个大字在故宫的出口处。



Vlogs, and Interviews



新加坡国家博物馆，亦是一个社会福利空间：新加坡国家博物馆项目经理Alicia Chew专访（双语）



Most importantly
Nothing about us
without us



03

CO-CREATION AND INCLUSIVE GOVERNANCE



案例征集 | 全民博物馆：在无障碍和包容性方面的创新实践案例

Call for Good Practices | Museums for Everyone: Innovative Practices in Accessibility and Inclusion



An inclusive governance practice

- 60 museums
- 16 selected cases
- 7 experts with disabilities
- 4 editors with disabilities
- 1 bilingual publication



An inclusive governance practice



Consultation

OPD is consulted in developing the criteria for identifying good practices in accessibility and inclusion in museums. The expert panel functions under the guidance and governance of an OPD.

Evaluation

7 experts with disabilities from academia, industry, non-profit organizations, and government agencies are invited to serve on the panel to review submissions and vote on the cases.

Publication

4 persons with disabilities serve as editors for the final bilingual publication produced by UNESCO and Chinese Museums Association (ICOM China).

Museum Maze

LI Jiamu, a 17-year-old wheelchair user, is commissioned to illustrate for the selected museums, showing representation of Chinese youth with disabilities.



Formal recognition and co-ownership

- Officially credited as editors
- Listed in the expert directory
- Formally acknowledged in the publication's credits

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Acknowledgment

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First and foremost, we extend our deepest appreciation to our key partner organizations. The Chinese Museums Association (CMA) has provided strategic guidance in alignment with the priorities of museums in China and mobilized extensive participation from the country's museum sector. Nanjing Qitu Network & Technology Co., Ltd. (Rare & Roll) has expanded the outreach of this initiative much beyond the culture sector and contributed essential perspectives on accessibility. We commend our partners for their support in promoting the importance of barrier-free museums and their commitment to fostering inclusive cultural spaces.

We owe a profound debt of gratitude to the selection panel experts who have generously dedicated their expertise and time to identify the best practices presented in this collection. This is truly an intersectoral panel, with Xiaogang Lyu (The Palace Museum), Wentao Liu (World Expo Museum), Yan Bu (Shaanxi History Museum), Dan Li (Arts Access (Shanghai)), and Qingqing Liu (Children's Museum Research Center, Beijing Normal University) representing the museum sector, Fang Wang, Ge Song, Zhirong Zeng, Fanhua Meng, and Jin Zhang from China Disabled Persons' Federation (CDPF), Prof. Xuan Zheng (Beijing Normal University), Liwei Sun (Beijing Xiaogang Foundation), Yijun Zhao (Beijing Union University), Rui Zheng (Shenzhen Association of the Blind), and Yi Zhang (Ecoland Planning and Design Co., Ltd. (Beijing)) representing the disability community and academia.

The 16 selected cases presented in this volume demonstrate the breadth of innovative approaches to accessible services among museums in China, providing innovative models and practical experiences worthy of further exploration and promotion on a global level to continuously advance accessibility for all. The lessons learned from 59 other submissions will nevertheless also be instrumental in shaping the upcoming guidelines to improve the accessibility to museums. We thank all the submitting museums for their generous sharing.

This publication would not have reached its final form without the efforts of Xun Ji, Jiling Shi, and Min Tang from Rare & Roll, Qingqing Liu, and Dan Li, who have provided editorial support. We especially commend the work dedicated by Jiamu Li, a 17-year-old high school student, wheelchair user, and maze artist, who has contributed his artwork to the publication.

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We hope the Museums for All: Innovation Practices in Accessibility and Inclusion 2024 Call for Good Practices of Universal Accessibility among Museums in China - Collection of Selected Case Studies will further inspire innovative practices, dialogue, and collaborative action at the intersection of culture and accessibility.

**Accessibility is not only about ramps and captions.
It is also about participation, representation and
inclusion.**

04



A STEP FORWARD



Make An Impact

Policy influence and response to needs of the community

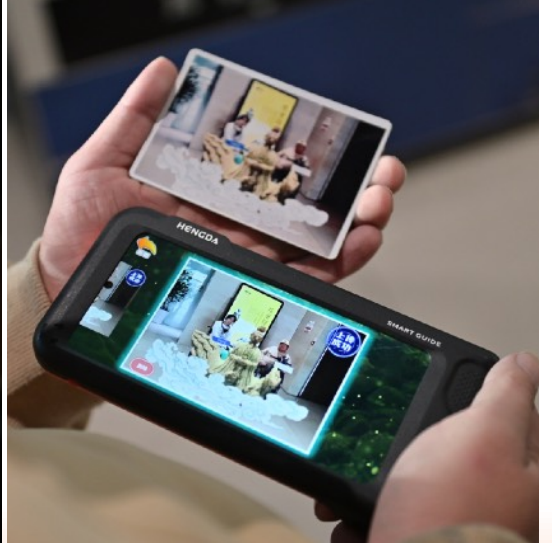
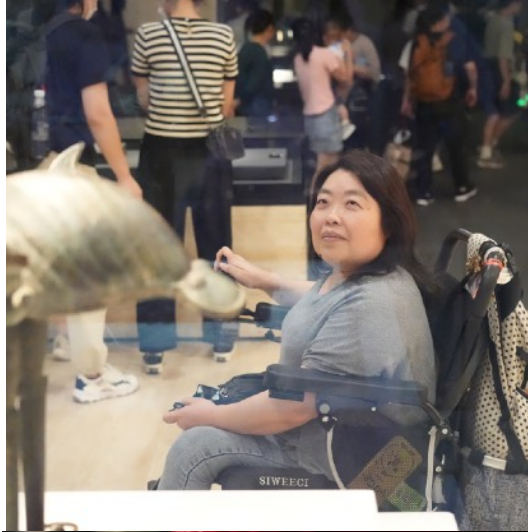
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Institutional Change

2018 - 2025

- China's Law on the Construction of Barrier-Free Environments enacted in September, 2023
- The Guidelines on Museum Accessibility in China launched in October, 2025





奇途无障碍 RARE AND ROLL

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