What's the big IDEA behind Universal Design?
Our Goals for YOU!

• A great experience for everyone! Please silence your phones

• Understanding the difference between ADA code and Universal Design.

• Being able to recognize what isn’t Universally Designed in your museum and exhibit designs… and subtle changes you can make to improve.

• Seeing Universal Design as a constant process of improvements.

• Learning from each other – please ask questions at the end!
Quiz results
The Panel

• Krista Macy, IDEA Center, SUNY at Buffalo, School of Architecture

• Anne Fullenkamp, Senior Director of Creative Experiences, Children’s Museum of Pittsburgh

• Donna Migliaccio, Director, Utica Children’s Museum

• Greg Belew, Principal, Hands On! Studio

Moderator: Barbara Leggett, Principal, Leggett Consulting
The IDEA Center

Krista Macy, Associate AIA
Architectural Design Research Associate
The IDEA Center engages in research and design focused on advancing equity and inclusion.
Universal Design is NOT...
Accessibility ≠ Universal Design
## Accessibility vs. Universal Design Example

<table>
<thead>
<tr>
<th>Accessibility</th>
<th>Universal Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conventional hotel with minimal accessibility features as required by ADA and state law</td>
<td>Hotel that is inspired by the mission of including all people in all features and amenities.</td>
</tr>
<tr>
<td>No special effort to provide services for a range of needs and preferences</td>
<td>All services designed to accommodate a wide range of needs and preferences</td>
</tr>
<tr>
<td>Only the code-required percentage of rooms accessible to people with disabilities</td>
<td>All rooms provide a basic level of access with many other rooms that provide greater access</td>
</tr>
<tr>
<td>Bathrooms comply with required codes for wheelchair access</td>
<td>Bathrooms exceed code requirements and provide high levels of convenience, privacy, and sensory enhancement for all</td>
</tr>
</tbody>
</table>
Universal Design

A process that enables and empowers a diverse population by improving human performance, health and wellness, and social participation.

Steinfeld and Maisel (2012)
GOALS OF UNIVERSAL DESIGN
DEFINITION
Universal design is a process that enables and empowers a diverse population by improving **human performance**, **health and wellness**, and **social participation**.
BODY FIT [human performance] accommodating a wide range of body sizes and abilities
COMFORT [human performance]
keeping demands within desirable limits of body function
AWARENESS [human performance] ensuring that critical information for use is easily perceived
UNDERSTANDING [human performance] making methods of operation and use intuitive and clear
WELLNESS [health & wellness] contributing to health promotion, avoidance of disease and hazard
SOCIAL INTEGRATION [social participation]
design that treats all groups of people with dignity and respect
PERSONALIZATION [social participation]
design provides opportunities for choice and expression of individual preferences
CULTURAL APPROPRIATENESS [social participation] design respects and reinforces cultural values and the social and environmental context.
Children’s Museum of Pittsburgh

Anne Fullenkamp, Associate AIA, LEAD AP
Senior Director, Center for Creative Experiences
WHY did CMP seek isUD certification for MuseumLab?
MuseumLab is national model, highlighting Pittsburgh’s collaborative commitment to public education, innovation and experiential learning.
MuseumLab FACTS

✓ 5,000 sq. ft. of new exhibit space
✓ LEED and Well Building Certification
✓ Designed for 30,000+ more people
✓ Train 250+ teachers annually
✓ Launch new research initiatives
STARTING POINT

✓ 130 year old building
✓ Multiple tenants
✓ Limited budget
✓ Accelerated schedule
✓ Broad public use
✓ Create a beautiful ruin
✓ Clearly differentiate between old and new
✓ Commission new site-specific artworks
✓ All furniture is moveable and flexible
✓ Staff in every space
isUD HITS – signs
isUD MISSES – signs
isUD HITS – restrooms
isUD HITS – front entry
isUD MISSES – front entry
isUD MISSES – new doors
Lessons Learned

✓ UD is a work in progress - some UD is better than none.
✓ Remember – ADA and UD work hand in hand.
✓ UD is about people – train visitor facing staff what UD means, not just facilities and exhibits.
Utica Children’s Museum

Donna Migliaccio
Director
Why did UCM get involved with The IDEA Center?
Intersection of ICAN & the Utica Children’s Museum

➢ The Community
➢ The Challenge
➢ The Need
➢ The Impact
➢ The Team

Funded in part by
What was the first step?
Educating Key Players

- Architectural Firm
- Exhibit Designers - Hands On! Studio
- Construction Management Team
- ICAN Executive Team
- Finance Team
- Grant Writer
- Museum Staff
- Maintenance Team
What is Trauma-Informed Care?
Consulting the Experts

➢ Social Workers/Clinicians
  ➢ Mental Health
  ➢ Social-Emotional Health
  ➢ Behavioral Health
➢ Parents
  ➢ Personal Experiences
➢ Community Agencies
  ➢ Autism Spectrum
  ➢ Developmentally Delayed
  ➢ Refugee Population
  ➢ Domestic Violence
  ➢ Substance Use Disorders
Why is this approach important?
Museums for ALL 2.0

- Accessibility
  - Physically
  - Emotionally
  - Financially
- Teaching Cultural Diversity
- Fostering a Growth Mindset
- Sustainability of the new Museum
- Learning in a Welcoming Environment
- FUN in a Welcoming Environment
Hands On! Studio

Greg Belew
Principal, Designer & Architect
World Market
Questions?

Krista Macy, IDEA Center, SUNY at Buffalo, School of Architecture

Anne Fullenkamp, Senior Director of Creative Experiences, Children’s Museum of Pittsburgh

Donna Migliaccio, Director, Utica Children’s Museum

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