

CULTURE AT YOUR FINGERTIPS

**TACTILE-VISUAL GRAPHICS
FOR THE ACCESSIBILITY OF
CULTURAL CENTRE COLLECTIONS
FOR THE VISUALLY IMPAIRED**

- Tactile-visual pictures
- High relief
- Inclusive labels
- Exhibition booklet



Laville
braille

SPECIALIST INTACTILEARTWORK



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Sommaire

- p.4 OUR BELIEFS
- p.5 INNOVATIONS FOR ACCESSIBILITY
- p.6 FROM DESIGN TO MANUFACTURE
- p.7 ATTENTION TO DETAIL

TECHNIQUES

- p.8-9 BIWRITING
- p.10-13 BIGRAPHIC
- p.14-15 DARK RELIEF HIGHLIGHTING
- p.16-17 TACTILE HIGH RELIEF

PRODUCTS

- p.19-20 VISITOR GUIDE
- p.21-22 TACTILE-VISUAL EDUCATIONAL CHART
- p.23 HIGH RELIEF BOARD
- p.24-25 MUSEUM LABEL
- p.26 PLAN AND BIGRAPHIC MAP



Editorial



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Baptiste DUPONT-GRILLET
Director
Laville Braille
baptiste@lavilleimpressions.fr

Visits adapted to visually impaired people

AS part of your **accessibility for all policy**, your museum or cultural venue now has the possibility of offering visually impaired visitors (blind and partially sighted) **adapted visits**.

Your questions:

- How can we engage with visually impaired people?
- What interests them and what might make tactile sense to them in our collections?
- How do you read an image with your hands?
- How do you design a tactile image?
- How much does it cost to create an adapted offering?
- How can we support them during their visit?

Our answers:

For the past 17 years, we have been helping cultural venues to meet the needs of this audience. We support them with our "grammar" of tactile graphic image transcription and our relief printing techniques.

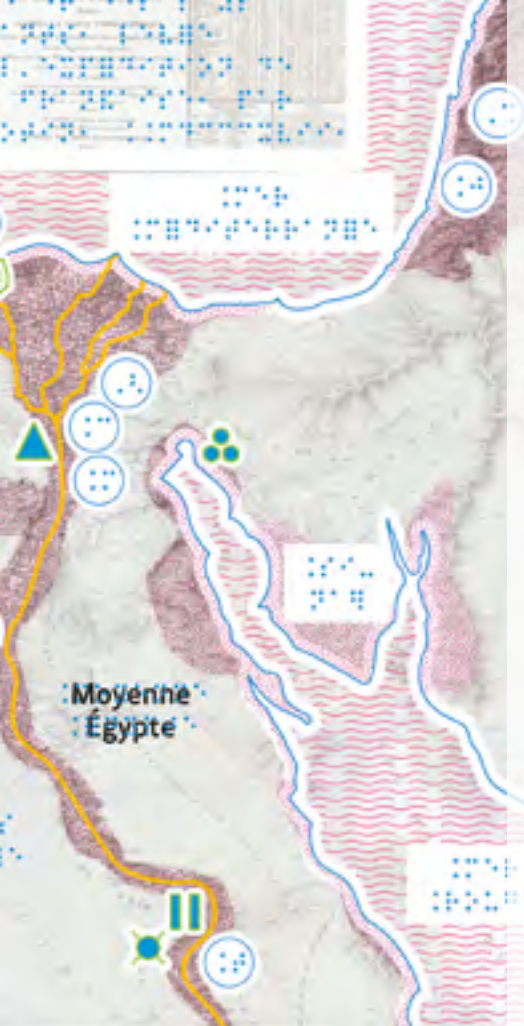
Owing to our expertise, our clients have access to clever and fun tactile-visual mediation tools.

These **tailor-made tools** are now affordable, whatever the size of your museum. This allows you to bring to your collections a stimulating dimension for visually impaired visitors, but also for other sighted visitors, especially those who are not necessarily familiar with museums.

Our team is extremely proud to see that our **graphic and technical innovations** help to create a link between cultural venues and these new audiences, happy to share experiences by means of tactile media.

”
SCAN
DISCOVER





1

OUR BELIEFS



Generalising tactile pictures and Braille in cultural venues

Our teams have taken the techniques of thermo-relief, embossing and resin colour printing a step further to find ways to continuously improve their height and produce relief prints in Braille at costs that are much more affordable than with traditional processes.

Developing the tactile culture of blind and severely visually impaired people

LAVILLE BRAILLE is determined to develop the tactile image culture of visually impaired people. The more tactile images a blind person encounters, the more they will improve their tactile culture and the more they will enjoy going to cultural venues with adapted visits.

Facilitating dialogue between blind and sighted people

We pay particular attention to the aesthetic, tactile and visual quality of our creations. The bigraphic process (relief printing and colour printing) provides optimal adaptation for visually impaired people. It also allows sighted companions (museum staff, mediators, friends, family) to guide blind people in discovering the information presented. This shared approach leads to a more meaningful dialogue, with each better understanding the representations of the other.

Tactile pictures are for everyone

We have come to see that tactile-visual transcriptions also enhance the enjoyment of "visually unimpaired" people (including children) by sparking their curiosity. Our innovative creations, which emphasise the colours of the pieces while enhancing them with attractive reliefs, are very successful with all audiences.

Touching and seeing: who can resist?

Far from detracting from visitors' appreciation of art and culture, our techniques combining colour and relief actually enhance your collections.

Emplacement des œuvres au
de l'exposition *Picasso.mania*

Voici le parcours audio tactile de
l'exposition *Picasso.mania* qui comp
onze œuvres décrites et reproduites
tactile.

Ces reproductions tactiles sont
disponibles dans les salles et associ
une piste audio.

Vous trouverez l'emplacement de c
œuvres sur ce plan.



© STUDIO APA CREATION

2

INNOVATIONS FOR ACCESSIBILITY

2009 • BIWRITING

A technique that allows Braille to be superimposed on a text in large print, without hindering the reading of either one. As such, our materials are accessible to blind, visually impaired and sighted people who can read the same text together, facilitating dialogue and inclusiveness in addition to accessibility.

2011 • BIGRAPHICS

Superimposing raised contours on a four-colour print. This technique is ideal for visually impaired people who can then combine their sense of touch with their vision to better understand a work, plan or image, by means of tactile-visual design.

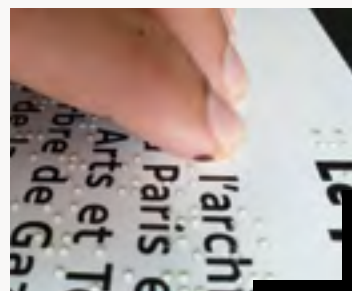


2012 to 2021 • INVENTION OF TACTILE-VISUAL GRAMMARS

A tactile picture should be neither too simple nor too complex. If it is too simple, it will not arouse emotion or interest. Too complex, it becomes unreadable for blind people. Together with museums and associations specialising in visual impairment, we have invented various tactile-visual grammars to make our mediation tools ever more inclusive, educational and attractive.

2019 • “HIGH RELIEF” PRINTING

Laville takes the tactile picture technique a step further by producing true “high reliefs” by superimposing resin layers. **This printing process, which is very close to conventional 3D printing, opens up new avenues of tactile transcription for the most complex works of art.**



5

CULTURE AT YOUR FINGERTIPS

FROM DESIGN TO MANUFACTURE

DESIGNERS

- Co-creation of your materials with our project managers who are passionate about culture.
- We play a proactive part in helping you select the objects and works that make the most sense for visually impaired visitors. We then draw on the cultural expertise of your teams, your set design and your museography to design mediation tools that correspond to your aspirations.



**DEVELOP THE INCLUSIVENESS OF YOUR MUSEUM
TO VISUALLY IMPAIRED PEOPLE**

BRAILLISTS

- In-house Braille transcription expertise.
- We can transcribe texts in any language in braille (Braille and large print) and propose changes to texts to make them more accessible. As such, we guarantee texts without any Braille "mistakes".



**DON'T WORRY, WE PROOFREAD AND TRANSCRIBE
YOUR CONTENT**



GRAPHIC DESIGNERS

- Our graphic designers are specialised in accessibility and create tactile pictures.
- We have created communication tools to explain our choices of tactile semiology and to work in close collaboration with your teams: sample book of relief levels, digital print proofs, tactile print proofs on thermal inflation paper, prototype in real printing conditions, single point of contact, etc.

**CREATE
WITH PRECISION**

MANUFACTURERS

- All printing is carried out in our Paris workshop.
- We guarantee high-quality materials and relief, as well as reliable lead times and controlled costs.



**CONTROL COSTS AND LEAD TIMES
INTEGRATED PRODUCTION WORKSHOP**

4

ATTENTION TO DETAIL



OUR CREATIONS ARE **GUARANTEED FOR** **THREE YEARS**

- Excluding deliberate damage.
- Anti-tag and anti-UV varnish for outdoor purpose.

MODEL MAKING **AND SHAPE CUTTING**

- Simple or complex, we can provide specific cut-outs to adapt our creations to a specific project or piece of furniture.

VARIED MATERIALS, **RESISTANT RELIEFS**

- The materials we use for our mediation tools are particularly varied: **PVC, acrylic, Dibond, Corian, wood, metal, paper,** etc.

Our relief resins are made for daily and intensive use and are compatible with hydroalcoholic gel and bactericidal and virucidal disinfectants.

USER **SAFETY**

- **Rounded edges and corners** to ensure the safety of blind users.

7

CULTURE AT YOUR FINGERTIPS

"La bouée rouge"
Paul Signac

Tactile drawing techniques

Biwriting ◦ Tactile-visual bigraphic ◦ Drawing easy to touch
and to understand ◦ High relief

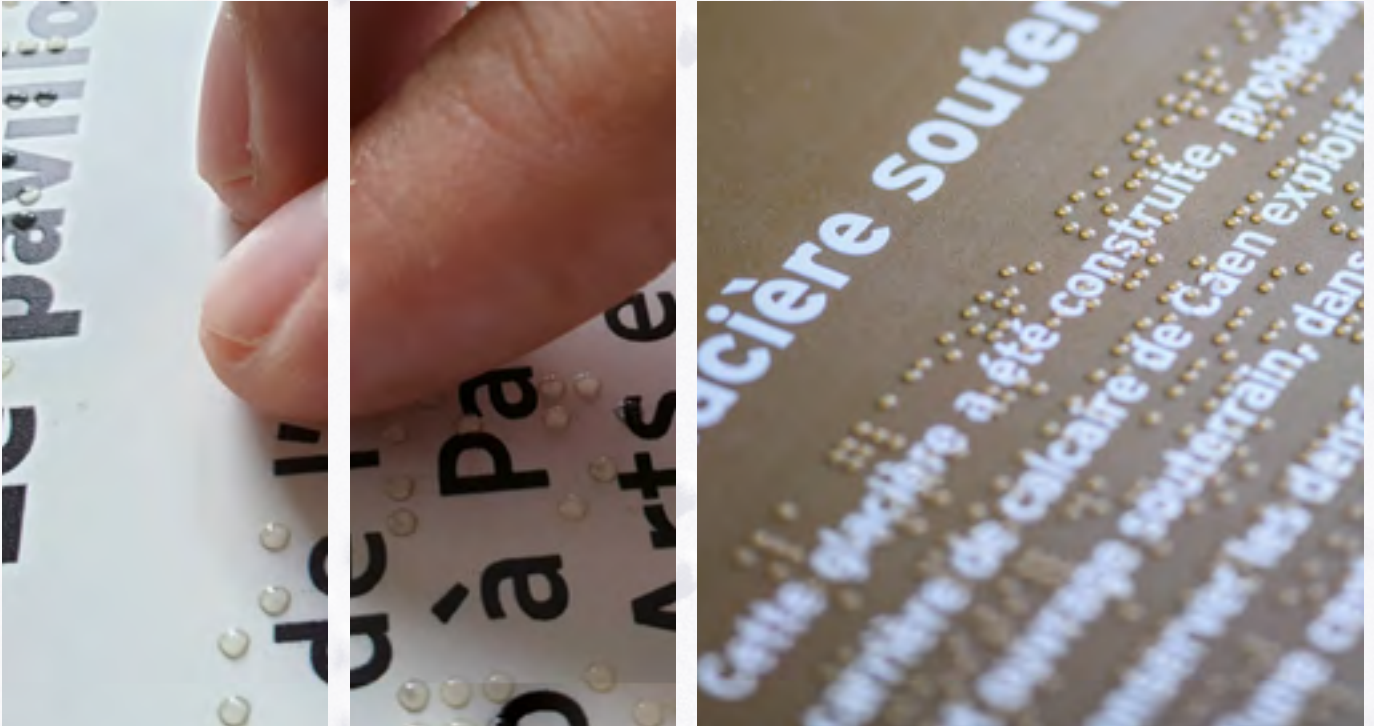


LAVILLE BRAILLE

1. Biwriting

→ Superimposition of Braille and large print.

Resins we use for Braille, **mat** and **transparent**, are specially designed not to interfere with the reading of the text by sighted people.



ADVANTAGES

• Accessibility

Documents become accessible to most visually impaired people and not only to Braille users.

• Space saving

Braille and large print take up about five times more space than conventional text in 12 point font. By superimposing them, we avoid having one document for blind people, another for visually impaired people and a third for sighted people.

• Promotes autonomy

As both sighted and blind people are able to read the same line of text, this process enables the companion or the museum staff to help the visually impaired person to understand the text correctly and quickly in order to be able to answer their questions about the text more accurately (and vice versa).



INTENDED AUDIENCE:

- Blind and visually impaired people & their sighted companions
- Elderly people

APPLICATIONS:

- Signs
- Visitor guides
- Museum labels, etc.

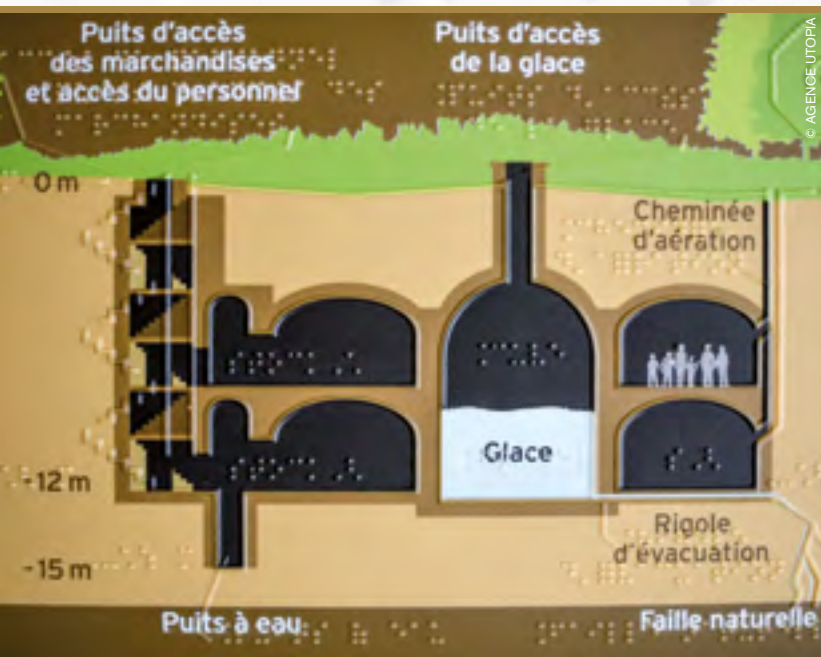
Cheminee
d'aération



Glace

2. Tactile-visual *bigraphic*

→ Superimposition of a colour print and a relief process



ADVANTAGES

• Multi-sensorial and fun

By combining touch and sight, the bigraphic rendering of an image sparks interest and curiosity while encouraging memorisation and appropriation.

• Promotes dialogue between blind and sighted people

This shared approach leads to a more meaningful dialogue, with each better understanding the experiences of the other.

INTENDED AUDIENCE:

- Blind people
- Visually impaired people
- Children and people with impaired understanding

APPLICATIONS:

- Object
- Tactile drawing
- Representational painting
- Educational outline
- Maps and plans

←
Tactile drawing
Bigraphic



ZONA UMIDA LUNGO LA DOALTEA NEL COMUNE DI QUART

Un angolo irra da riscoprire

ARBUSTI ED ALBERELLI DEL SOTTOBOSCO

Corniolo (*Cornus mas*)
trattata di un piccola pianta che raggiunge al massimo i 5 metri di altezza, facilmente riconoscibile per la foglia, con una nervatura centrale e 3-4 paia di nervature secondarie, che in autunno assume la tipica colorazione rossa. Il corniolo produce un frutto carnoso rosso che ha diversi usi alimentari, particolare nella produzione di marmellate e distillati. Il legno è utilizzato per la realizzazione di pipistrelli.

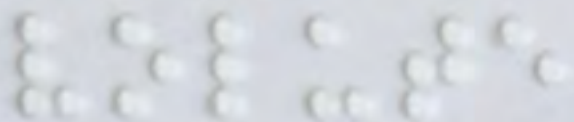
Acinospino (*Crataegus monogyna*)
l'acinospino è un alberello di circa 6 metri di altezza, caratterizzato da rami spinosi e da una vistosa fioritura bianca primaverile. Le foglie e i fiori erano usati in medicina popolare per la prevenzione dei disturbi cardiovascolari e per le loro proprietà sedative e rilassanti in caso di insonnia.



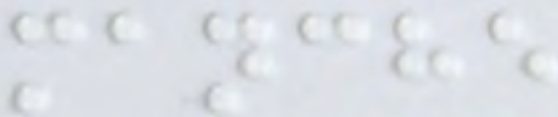
Corniolo - foglia estiva



volute



manche



Sounding Board
Tactile drawing



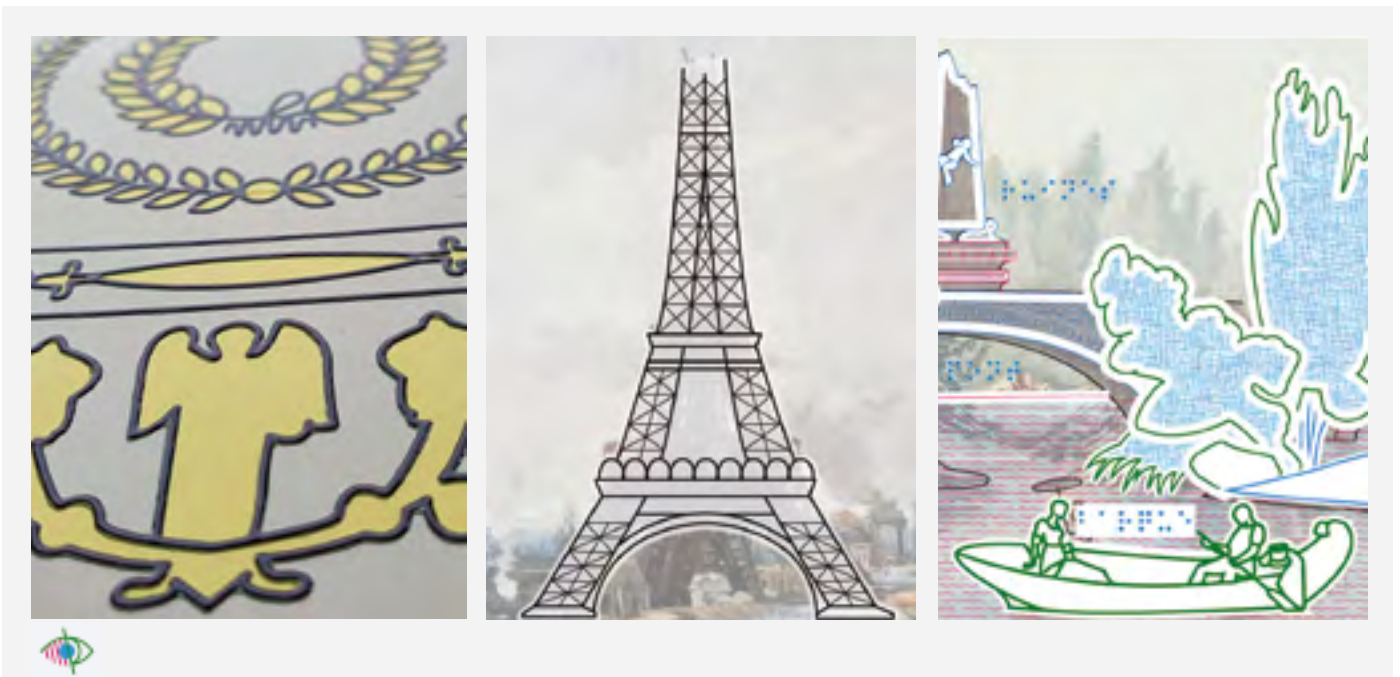
13

TACTILE-VISUAL BIGRAPHIC

3. Dark Relief highlighting

“easy to touch, look and understand”

→ To highlight the most significant elements of an artwork or an object thanks to a tactile-visual grammar easy to see, to touch and to understand: highlighting of the contours in **black relief** and **simplified treatment of colors**.



ADVANTAGES

• Promotes understanding

Map out a complex work or object to highlight the most essential elements to facilitate understanding.

• Optimal process for visually impaired people

By toning down the overload of colours and using a contrast effect, and by highlighting certain essential elements (which may be particularly significant details) by means of dark relief contours, we make the visual reading of an object easier and more comfortable for a visually impaired person.

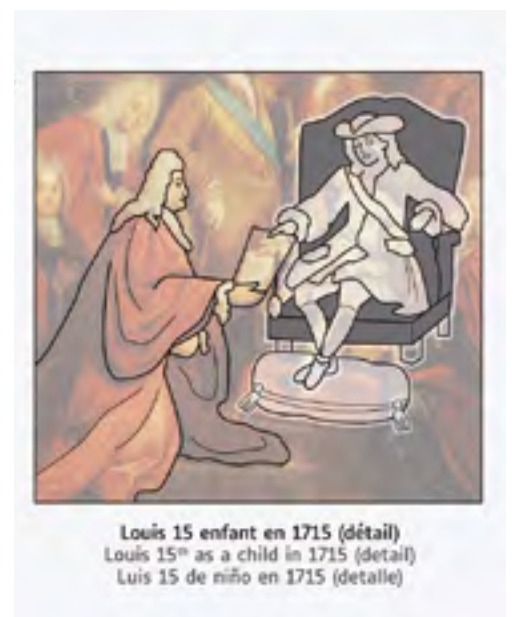


INTENDED AUDIENCE:

- Blind, visually impaired & severely visually impaired people
- People with intellectual disabilities
- Dyspraxic people with visuospatial disorders, children

APPLICATIONS:

- Detailed artwork
- Architecture
- Pattern
- Educational outline
- Plan and map



Louis 15 enfant en 1715 (détail)
 Louis 15th as a child in 1715 (detail)
 Luis 15 de niño en 1715 (detalle)

Board represents
the Soviet Pavilion made
for the Universal Exhibition
in 1937

statue

15

DARK RELIEF HIGHLIGHTING "EASY TO TOUCH, LOOK AND UNDERSTAND"



16

LAVILLE BRAILLE

4. Tactile *high relief*

→ Transcription of artwork of art with up to 9 levels of relief and 5 mm in height.



© KERN TRANSCRIPTION

ADVANTAGES

• Progressive complexity

Not all visually impaired people share the same tactile culture. Some are blind from birth and others have seen or are still able to make out shapes and colours. Some blind people are used to tactile images and museums, others still have limited capabilities in terms of tactile representation. By being able to transcribe both the main elements of a composition and the details of an artistic work on different levels of relief, we design a mediation tool that adapts to each person's capabilities.

• Learning through fun

By differentiating the most essential features of a work of art with areas of relief and detailed elements, we produce an educational and playful interpretation of the original work. Through the high relief process we guide the eye and/or the hand to what is essential, and we translate the original work for audiences less familiar with museums.

INTENDED AUDIENCE:

- Blind & visually impaired people, but also the general public.

APPLICATIONS:

- Modern and contemporary art
- Piece of Art
- Statue
- Moulding
- Bas relief
- Picture
- Coin and medal

←
"Spring"
Giuseppe Arcimboldo
Tactile high relief



Products

Visitor guides • Tactile-visual educational chart • High relief board
Museum label • Plan and bigraphic map

Visitor

GUIDE



→ A multi-page bound guide in A4 or A3 format to guide a visually impaired person through their visit.

→ Black or four-colour printing of the text in large print with superimposed Braille in transparent matt resin or embossing. Option to add tactile pictures.

- **Material:** PVC or paper
- **Quantity:** from one to several hundred copies

Visitor

GUIDE

« Connaissez-vous vraiment le Louvre ? Mon aventure sur les traces d'un mystérieux messager vous plongera au cœur du musée et de son histoire.

Pour découvrir les secrets de ce lieu, vous devrez utiliser votre sens du toucher afin d'explorer les illustrations en relief de mon enquête ! »

Miss Holmes



20

LAVILLE BRAILLE

Board

OR TACTILE-VISUAL EDUCATIONAL CHART

Tactile-visual transcription of an image

→ **Tactile-visual transcription** of an image, diagram, drawing, object, map or plan on a rigid and resistant material.

→ **These tactile-visual charts** can be affixed to museum furniture for use by all audiences or can be used by mediators as a range of occasional mediation tools for specific audiences or for off-site events.

- **Process:** bigraphic and biwriting
- **Material:** PVC (rigid or composite), dibond, corian, metal, wood, adhesive...
- **Minimum format :** A4
- **Quantity:** from one to around ten copies (per image).



Board

OR TACTILE-VISUAL EDUCATIONAL CHART

Tactile-visual transcription of an image



High relief

PRODUCTS

BOARD

Tactile-visual transcription of complex works



© KERN TRANSCRIPTION

→ **Ideal for transcribing complex works of art** or suitable for objects with many details, owing to the possibility of creating large areas of relief and fine line details. These tactile-visual boards can be affixed to museum furniture for use by all audiences or can be used by mediators as a range of occasional mediation tools for specific audiences or for off-site events.

- **Up to nine different levels** of relief
- **Up to 5 mm** high
- **Material:** PVC, dibond, corian or metal
- **Minimum format:** A4
- **Quantity:** from one to around ten copies (per image)



23

HIGH RELIEF BOARD

Museum LABEL

CARNAVALET MUSEUM

Berceau du Prince impérial

Ce berceau très décoré a été offert par la Ville de Paris à Napoléon 3 et l'impératrice Eugénie lors de la naissance de leur enfant. C'est un architecte, Victor Baltard, qui l'a dessiné. Tous les éléments qui le constituent, en bois, bronze, émail, argent, etc., ont été fabriqués par des artisans d'art parisiens.

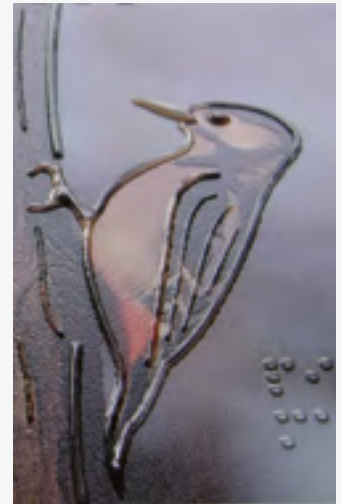
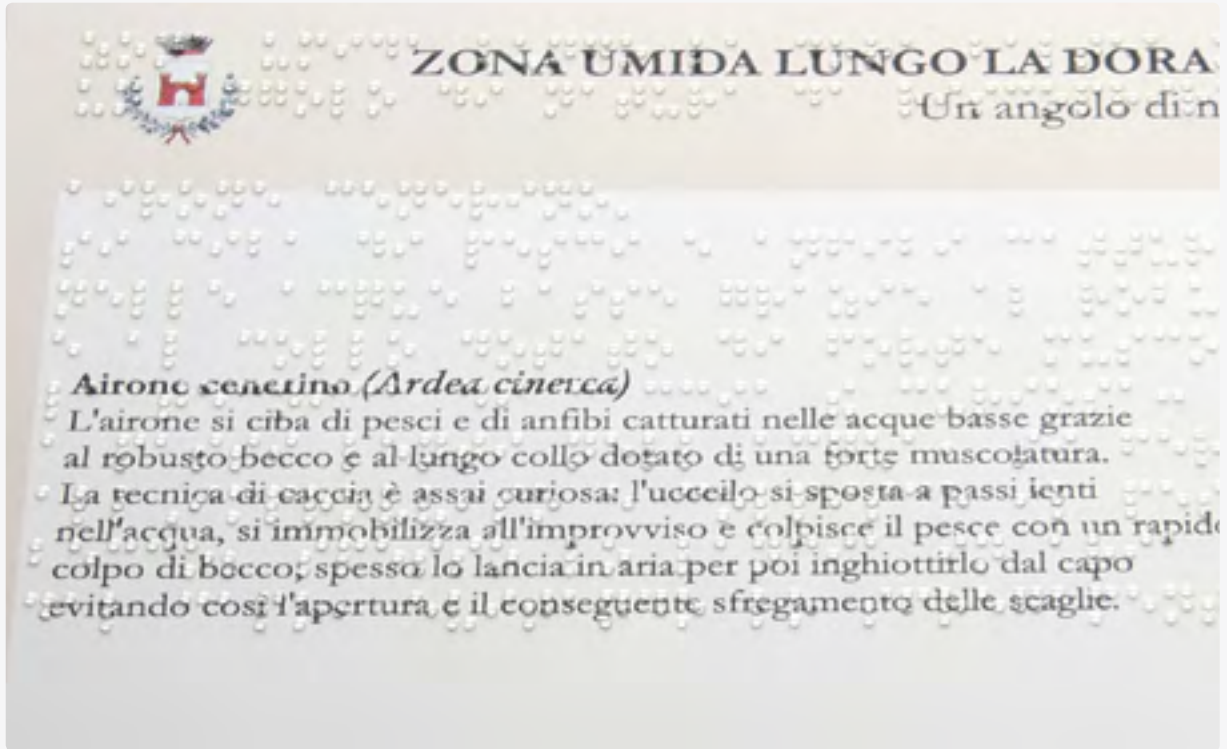
The Cradle of the Imperial Prince

This very decorative cradle was a gift from the City of Paris to Napoléon III and the Empress Eugénie on the birth of their child. It was designed by architect Victor Baltard. All of the materials from which it was made—wood, bronze, enamel, silver, etc.—were crafted by Parisian artisans.



Museum

LABEL

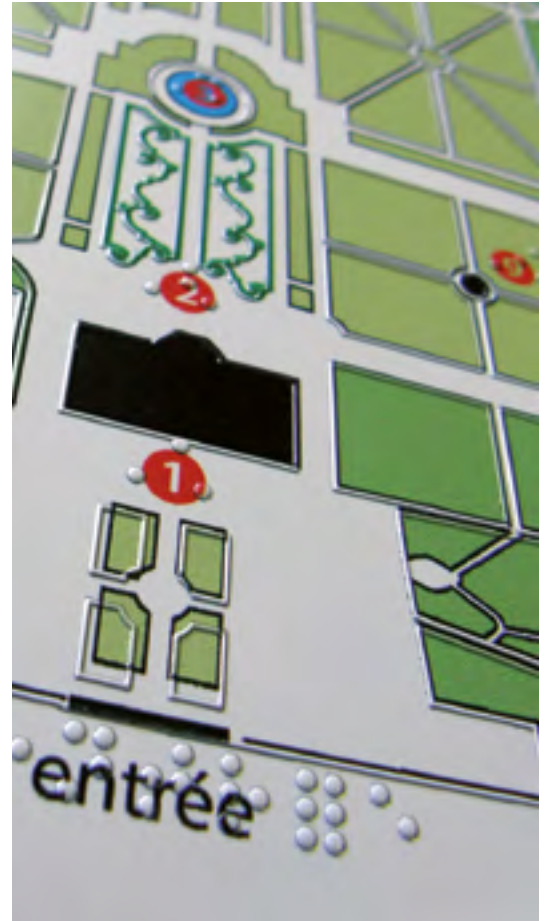
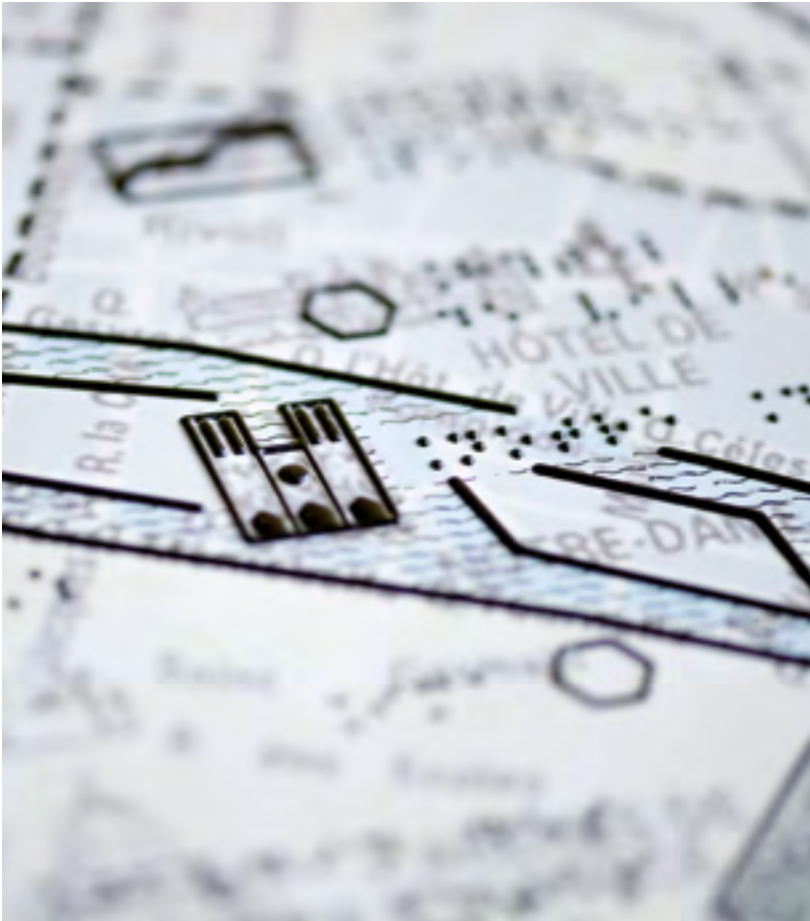


→ **Tactile device** affixed horizontally or at a slight angle. This device combines biwritten texts, tactile pictures in bigraphics and/or high reliefs, in order to make an object or a work accessible to all audiences.

- **Material:** PVC, dibond, corian, metal, wood...
- **Possibility of complex cut-outs** or models to adapt to a piece of furniture or museographic context.
- **Finish:** anti-tag and anti-UV varnish. Chamfering of edges and corners to secure the devices.

Plan AND BIGRAPHIC MAP

Floor, building, site, transport network and town plans, geographical maps, etc.



→ **Few maps** and plans are adapted for visually impaired people. However, a visually impaired person feels an acute need to be able to prepare in advance when going to a new place in order to understand the distances, the route, the structure, etc.

→ **Our mastery** of a tactile-visual grammar tried and tested for 18 years allows us to design plans and maps adapted to the autonomy needs of visually impaired people.

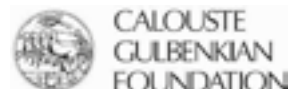
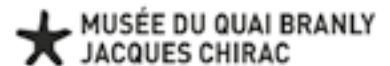
- **Material:** paper, PVC, dibond
- **Indoor use** with the possibility of outdoor use



THEY PUT THEIR TRUST IN US

ACCESSIBILITY, INCLUSION, SHARING

We work with our clients to promote access to culture and support their efforts to open up to an ever wider audience.



Laville
braille

CULTURE AT YOUR FINGERTIPS

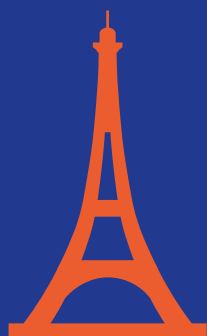
To meet us, discuss and ask for questions...

Contact us: **+33 (0)1 40 38 84 80**

Find us: **www.lavillebraille.fr**

Write us: **projets@lavilleimpressions.fr**

To meet us 189, rue d'Aubervilliers • 75018 Paris • FRANCE



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SCAN
DISCOVER

