



## ACCESSIBILITY OF THE MAIN EUROPEAN TRADE FAIR SITES

European Year of Equal Opportunities for All 2007

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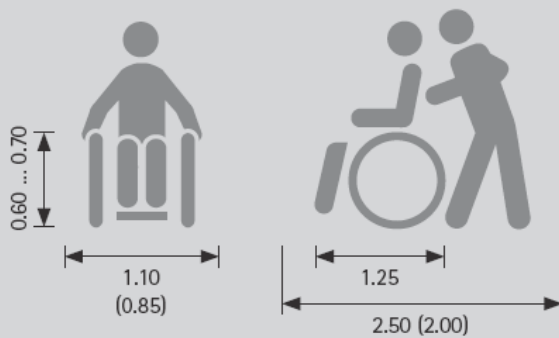
### Key concepts

- **Design for all:**  
access for all visitors, regardless age and ability (*human right*)
- **Weakest visitor's point of view:**  
a comfortable and successful exhibition for everyone (*design approach*)
- **Venue environment:**  
an appealing and easy place of joint use where people come together (*vision*)
- **Ease of access:**  
ease of success (*competition factor*)



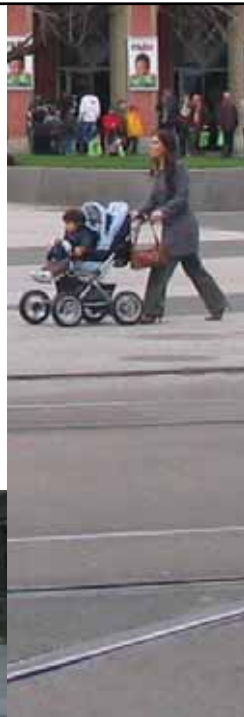
## Research contents

- **state-of-the-art** information on the accessibility of EMECA venues
- **design guidelines** and parameters for a better accessibility for all



## Research goals

- Guaranteeing **access** to vulnerable users, thereby improving accessibility for all users
- Pursuing and enhancing the **autonomy** of individual users in visiting fairs
- Improving visitors' reception, **comfort** and safety
- Enhancing the continuity in the connection between the fair's **collective space** and the public spaces in the urban fabric
- Allowing for good access to exhibitions from **public transport systems**




**Research method**

- Testing questionnaires
- On-site visits
- Best practices

**Discipline involved**

- Architecture
- Urban planning
- Urban design
- Medicine

EMECA RESEARCH: TECHNICAL SHEET			
GENERAL INFORMATION			
EXHIBITION CENTRE NAME	Town/City		
	Province/County		
	Country		
CITY	Name	Inhabitants(number)	
METROPOLITAN AREA	Name	Inhabitants(number)	
INAUGURATION DATE		(mm-dd-yyyy)	
TOTAL SURFACE AREA		(m <sup>2</sup> )	
NUMBER OF EVENTS PER YEAR		(number/year)	
MAXIMUM NUMBER OF VISITORS PER EVENT		(number/event)	
MINIMUM NUMBER OF VISITORS PER EVENT		(number/event)	
TOTAL NUMBER OF VISITORS PER YEAR		(number/year)	
TYPE OF URBAN CONTEXT			
ARCHITECTURE		Number of pavilions	
		Single floor pavilions	<input type="checkbox"/> yes <input type="checkbox"/> no
		If no, number of floor per pavilion	
TYPE OF ECONOMIC CONTEXT			
MAIN TYPE OF EVENT			
TITLE OF MAIN EXHIBITION EVENT			
CONGRESS CENTER		<input type="checkbox"/> yes <input type="checkbox"/> no	
OWNERSHIP		<input type="checkbox"/> public <input type="checkbox"/> private	
LANDMARK			
REGIONAL ACCESSIBILITY (geographical)			
TEN corridor		<input type="checkbox"/> yes <input type="checkbox"/> no	
AIRPORT	Distance by road	(km)	
	Travel time	(minutes)	



**STATE OF THE ART**

- Venue structure and context
- Infrastructure connections and distances
- Weakest user accessibility
- Public transport schedules





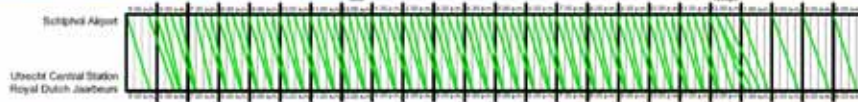
## Veakest user accessibility

<b>RAIL</b>		2	14
Accessible platform	2		
Assistance service for not accessible platform	0		
Barriers on the pedestrian route	0		
Specially designed path	2		
<b>MICRO</b>		5	14
Accessible platform	5		
Assistance service for not accessible platform	2		
Barriers on the pedestrian route	2		
Specially designed path	0		
<b>TRAM</b>		0	14
Accessible platform	0		
Assistance service for not accessible platform	2		
Barriers on the pedestrian route	1		
Specially designed path	3		
<b>BUS</b>		4	14
Entrances and exits to buses at pavement level	4		
Buses with steps	1		
Barriers on the pedestrian route	1		
Specially designed path	1		
<b>CARTAN</b>		2	14
Barriers on the pedestrian route	2		
Specially designed path	0		
Path clearly indicated	12		
<b>MAIN CORRIDOR ACCESSIBILITY</b>		14	14
<b>PRIVILEGE PATHS</b>		1	14
<b>WHEELCHAIR SERVICE</b>		12	14
<b>ACCESSIBLE FACILITIES</b>		9	14
Ticket	0		
Lift	0		
Restaurant bar	11		

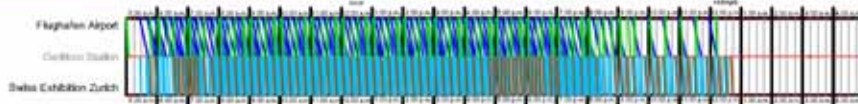
## Public transport schedules



ROYAL DUTCH JAARBEURS: TRANSPORT TABLE FROM SCHIPHOL AIRPORT TO EXHIBITION CENTRE - WEEKDAY



SWISS EXHIBITION ZÜRICH: TRANSPORT TABLE FROM FLUGHAFEN AIRPORT TO EXHIBITION CENTRE - WEEKDAY



## DESIGN GUIDELINES

- **Outside access**  
from the urban context to the gates of the fair district
- **Inside access**  
from the venue gates to the halls and the stands
- **Online access**  
from the PC to the website and navigation



## GUIDELINES

*best practices ...learning from each other*

### Outside access

The walkways should be dimensioned according the pedestri traffic flow

Contrast coulored walkways

Arcades,shelf, ledge



**GUIDELINES**

Wheelchair accessible drinking fountains



Benches



Adequate pedestrian lighting

**GUIDELINES**

Sidewalk extension



Traffic refuge



Raised crossing



## GUIDELINES



Mild gradient for pedestrians

Paths at the same level



## GUIDELINES

Tactile surface treatment  
when using ramps



Blind specialized paths

## GUIDELINES



Disable dedicated parking facilities in the best locations

Separated exhibitors parking facilities



## GUIDELINES



Bike paths and parking



## GUIDELINES

*best practices ...learning from each other*

### Inside access



Visual and touch signals, easy readable by all, accessible info-point and well-informed staff at the main junctions



## GUIDELINES

Signalling reserved access and shortcuts leading to disabled-friendly services



## GUIDELINES

Complementary wheelchairs available at the fairs' reception (both manually and electrically operated)



## GUIDELINES

Accessible and guarded wardrobes and luggage deposits, both at the entrance of the exhibition and at individual halls



## GUIDELINES

Accessibility and suitable provision (frequency and location) of furniture (seating, tables, drinking fountains, snack vending machine, info panels)



## GUIDELINES



Using the european key for acces to the handicapped restrooms and its distribution at the entrance



## GUIDELINES



Accessibility of all accessory services in the fairgrounds (bars, restaurants, conference rooms, business rooms, secretarial offices, restrooms, etc)



## GUIDELINES



Accessibility for all to booths and stands (same level or ramps) allowing vulnerable users to approach products on display



## GUIDELINES



Avoidance of architectural micro-barriers installed during setup (floor cables, packaging materials, installation equipment)



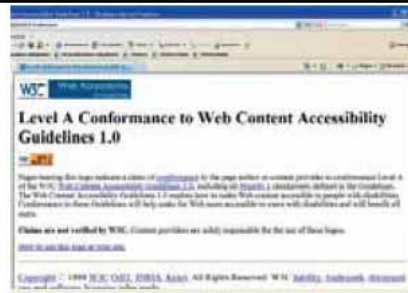
## GUIDELINES

Stairways near the lift



## GUIDELINES

### Online access



Vulnerable user dedicated website

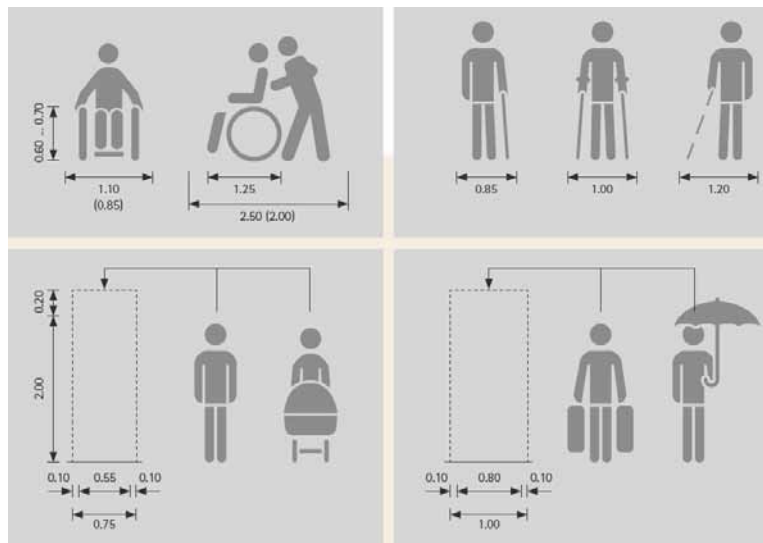


Barrier-free access to the website (graphics, colours and sound)



## DESIGN PARAMETERS

### Vulnerable user encumbrance measurements



## PARAMETERS - some examples

Problem solving check list related to critical ranges of distances

exhibition stand

> 500m >300 m > 150m

venue gate



public transport station / parking

150m < 300m < 500m



benche < 300 m < benche  
5-10 minutes  
4 km/h walking speed



slope

3% 5%



8%