



## ART FOR ALL

EROL TASGIN, NESTA CREATIVE ENTERPRISE PROGRAMME PARTICIPANT, SHARES HIS STORY ABOUT HOW THE SKILLS HE HAS LEARNT WILL HELP TO ENRICH THE LIVES OF MANY DISABLED PEOPLE.

“Turkey is a country that has a high percentage of people who have some type of disability – approximately five million (which is 6.6 per cent of the population). Having lived closely with a person who has a disability, and witnessed first-hand the difficulties they face, I wanted to specialise in making products and services accessible.

Through participating in the Creative Enterprise Programme, I came up with new ideas and projects, developed new partnerships and ultimately improved my business strategy. This led me to collaborate with the British Council; I became the Accessibility Consultant for the third digital exhibition of ‘Museum without Walls’ – ‘Dancing with Witches’.

This exhibition showcases art works by artists from the UK and Turkey. By bringing the museum into the digital space, it provides a new, innovative exhibition experience with ‘Arts for all’ as its main principle. It emphasises that art is not a luxury and should be accessible to everyone.

Visitors have the freedom to explore the exhibition and are offered a variety of features, including audio descriptions and Turkish/international sign language about the works and artists. Through all stages of development, we were customer-focused and consulted disabled people to ensure we met their needs.

The UN’s Convention on the Rights of Persons with Disabilities states that all members of society should be considered from the outset when designing a product and we did just that with this project. With diversity at the heart of the British Council, it has been the perfect match for my business.”

*In partnership with Nesta, Creative Enterprise Programme offers practical support and capacity building to creative entrepreneurs around the world. During 2018-19, 60 people participated in the programme. ‘Museum without Walls’ digital art platform has reached over half a million people worldwide since it began. Check out the latest exhibition, ‘Dancing with Witches’ [here](#).*

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