

## Consulting on Accessibility:

Opportunities & Challenges  
to Contribute with Oblique  
Approaches & new Insights

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Karin Bendixen, Bexcom  
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## Keywords for my Presentation

- My platform & approach
- From moral issue to a basic human right—a challenge for accessible advisors and it provides opportunities
- The design Case: Musholm Bay Holiday Resort, Denmark—a challenging Project





## Challenges!

- The development of UD/DfA has become a more legally founded strategy for equality
- From equality as a moral and normative issue to a basic human right based on legal requirements
- Owners and architects have higher expectation to the consultants
- From checklists to process
- Errors occur **throughout** the construction process when it comes to accessibility

# DESIGN CASE: MUSHOLM BAY HOLIDAY RESORT

A challenging Project



## Case: Musholm Bay Holiday Resort

- Owner: The Muscular Dystrophy Foundation
- Architects: AART Architects, Aarhus, DK
- Consultancy period: Aug. 2012–Nov. 2013
- Will open in 2015



## The Expansion of the Holiday Resort

is divided into two sections:

- a new multi-purpose sports hall with an activity ramp shaping the architecture
- a number of new holiday flats



## A new Multi-Purpose Sports Hall

- The multi-purpose sports hall includes an activity ramp
- The activity ramp offers a wide range of platforms and activity spots



## Activities: Multi-Purpose Sports Hall

- Different activities challenge the guests—like a climbing wall for All



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Animation – a film presenting the architecture

### MUSHOLM BAY HOLIDAY RESORT

MUSHOLM BAY HOLIDAY RESORT SETS NEW STANDARDS FOR ACCESSIBLE ARCHITECTURE.



AART architects A/S | BSAA URBANlab | Kainicke & Overgaard Arkitekter | Bexcom v Karin Bendixen | MOE | DAN |

[Link to: Animation – a film presenting the architecture](#)

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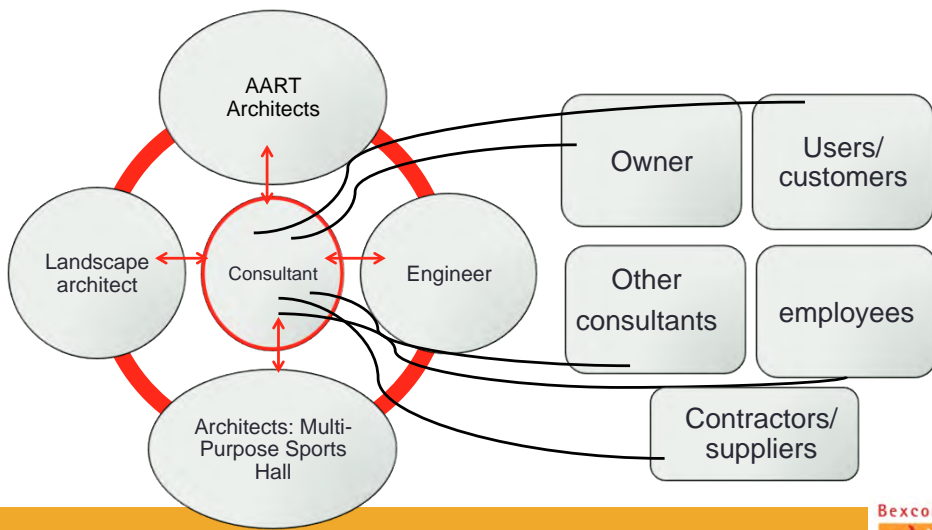
We chose the Working Slogan “Going together”, as an Added Value to the Vision



## People involved in the project

Internal

External



## Who are Invited?

- Differently-abled individuals are frequently the targets of buildings, environment, design products and services but are seldom invited to contribute as engaged participants in the design processes
- Why? For many reasons... (ignorance, where do they “find” people with disability, it is a time-consumer...etc)
- This is where the consultant has a communicative and important role



## Involving Users/Customer/Guests

- User/customer profiles are needed
- Users are not experts (on different disabilities) and experts are not users.
- The result of your work is no better than the people you choose to bring into the project!
- You need to know about disabilities or hire people who have the knowledge.





## The fuzzy Frontend & the Process



- Different methods was used during the project

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## User Quotes after the first fuzzy Front-end Meeting:

“

*You should stick to the Ramp. The ramp is what makes your competition entries different from anything else I have seen before—and excellent idea with an "activity tower".*

“

*1000 thanks for an unforgettable evening. There was a lovely atmosphere and I felt a tremendous enthusiasm for the project. Great!*

“

*the attitude towards that everyone should be able to participate in the same activities, That is almost passé—at least in the world I live in. In order to treat people equally, we must treat them differently.*

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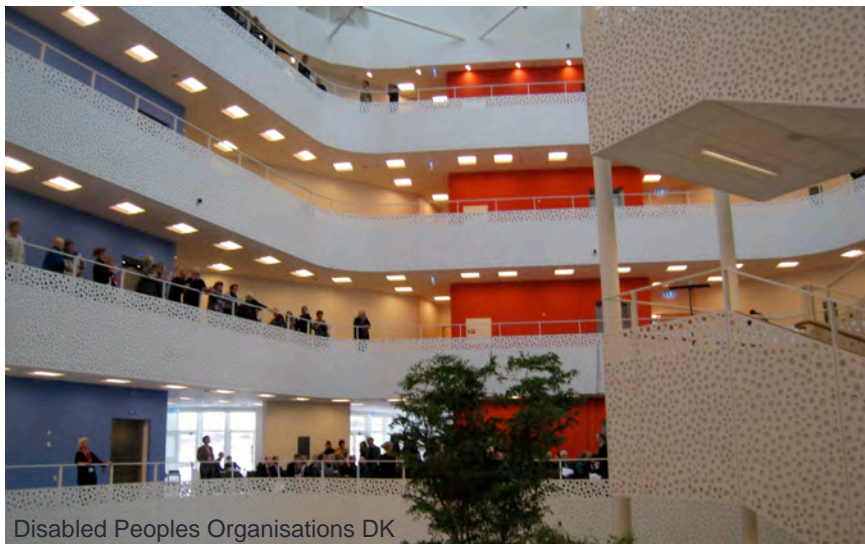


## Team: Study Visit & Common Platform



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## Team: Study Visit—the Worlds most Accessible Office Building



Disabled Peoples Organisations DK

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## Bring the Team together and make them Participate

- Ensure a committed team
- Ensure a common platform (attitude & approach)
- Make a joint strategy that is supported by everyone
- Bring users and team together
- Don't tell it. Show it!



## Full Scale Test with ALL



## Full-size Testing with ALL!



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## “Obvious”—a Key Word

- What is obvious for the architect might not be obvious for the user
- What is obvious for the user might not be obvious for the architect, the owner or supplier
- The consultants role is to explain and visualise “obvious” for everyone

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## UD & Cross-functional Cooperation

- It is important to recognise that Universal Design is the result of cross-functional cooperation and process.
- There is no one method or approach that we can rely on, we actually have to look to different professions for inspiration and mix and develop the methods to obtain the best result for UD and the project.



## The Common Thread—A Strategy from the Start

Musholm Bay Holiday Resort  
Final report:  
"Accessibility—the Red Thread" vol 2



Karin Bendixen/Bexcom  
25. november 2013

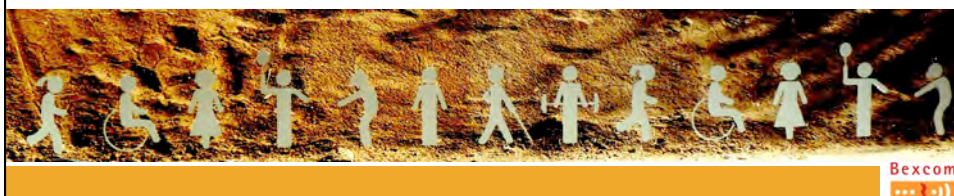


## The Consultants Challenge & Opportunitie

”

...It is about creating the challenging link between theory and practice in a way where everyone can go together and make each other better!

Anders Tyrrestrup, Founding partner, AART architects, Aarhus, Denmark



## Thank you!

Karin Bendixen  
www.bexcom.dk  
k.bendixen@bexcom.dk  
+45 30236655

