-> digital poster

Communicating Universal Design

Communication is an underused tool in promoting Universal Design. At Felix Media, we experiment with storytelling and different formats to engage both hearts and minds.



What?

The commitment is there. But where do you start? And how do you turn good intentions into action?

The need for greater knowledge was one of the key findings of a 2022 survey examining the state of universal design in Norwegian museums.
We wanted to do something about that.

In 2024, Felix Media received a grant from the Norwegian Directorate for Children, Youth and Family Affairs to create an inspirational magazine for the museum sector.

It's not a handbook
It's not a checklist
It's not a catalogue of ready-made solutions

It's an introduction to a way of thinking — and a way of working.

Why?

Universal Design is often spoken of in terms of minimum standards in legal and technical requirements. Or it is addressed in terms of CRPD and human rights.

Our goal is to inspire action – not just because the law tells you to or because it is the 'right' thing to do, but because you genuinely wish to remove barriers in society.

We work to change the perspective:

From **problem** to **opportunity**
From **impossible** to **possible**
From **us and them** to **simply us**

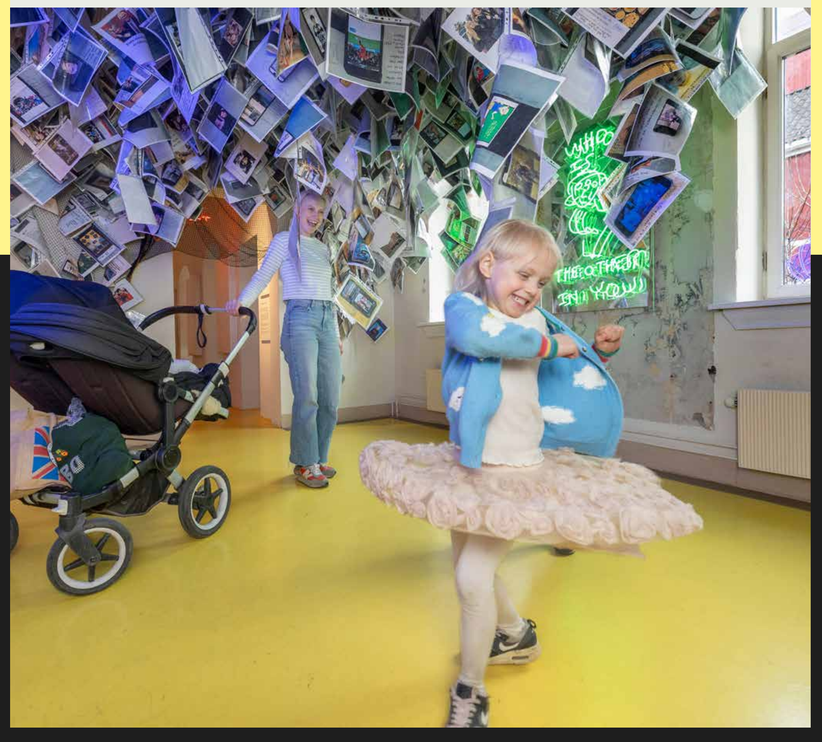
How?

To achieve real change, we must engage both hearts and minds.

Through storytelling and strategic communication, we help people move from indifference or a compliance-driven approach, to a deep understanding of what is at stake and a genuine commitment to identifying and removing barriers.

We are inspired by Climate Communication, presenting solutions rather than a tale of a world on the brink – to inspire action, not apathy.

-> visit the project at
felixmedia.no/museums-for-all



The Intercultural Museum in Oslo.
(Photo: Fredrik Naumann/Felix Media)

What people need:

1 Independence
2 Spontaneity
3 Safety

How to make it happen:

1 Ownership
2 Mapping
3 Participation

The Felix Media Team

Want to know more? Contact us -> marianne@felixmedia.no +47 920 25 673



Marianne Alfsen
Project manager, concept developer and journalist



Lena Storvand
Concept developer and journalist



Fredrik Naumann
Photographer



Anna Maria Pirolt
Graphic designer



Annett Garvik
Lived experience consultant

FelixMedia