

The Samarkand Half Marathon, cultural accessibility and 'going digital' during COVID-19
Tuesday 24 November 2020, 1.00 – 2.30pm
Alsu Akhmetzyanova, Head of Education, Arts and Culture Development Foundation
(Uzbekistan, ITP Fellow 2019)

Introduction

The Samarkand Half Marathon is an annual charity event the main aim of which is to draw public attention to the problem of accessibility and inclusiveness of cultural and art institutions, as well as promoting a healthy lifestyle and developing sports tourism in Uzbekistan.



The event consists of educational and cultural programs as well as the race itself. The funds raised at the event go to the creation of accessibility, thus, last year Arts and Culture Development Foundation (ACDF) was able to purchase the special equipment needed for audio description for some of the theatres of Uzbekistan in order to create the opportunity for vision-impaired people to "watch" plays.

Contents and potential learning outcomes

Alsu's session will look at the ways ACDF have created a digital way of working during the COVID-19 pandemic and how this will impact on the future. She will focus on a project which went digital – the Samarkand Half Marathon 2020 on the theme of autism.

The session aims to share experiences, challenges and outcomes of the project to inform participants and support them in creating, shaping and delivering their own digital output in the culture and heritage sector.



Structure of the session

The session will be for 1hr 30mins and will include a presentation and a visit to the website, time for participants to share information, followed by open discussion and Q&A.

Please contact the ITP team at cmessenger@britishmuseum.org for more information and to register for the session.