

Example project on designing for diversity

“The Botanical Garden for All!”



Background

The Botanical Garden at Lund University in Sweden was established at the end of the 17th century. The establishment with greenhouse and outdoor cultivation comprises of eight hectares, where it grows about 7,000 species and 25,000 different cultivated plants. The growth of Lund City has implied that the garden today is situated in the central part of Lund.

The Botanical Garden shall be an attractive visiting place for all people interested in the subject – but also be accessible for the public for recreation. Besides information and to take part of education and research the garden shall carry on a comprehensive out-turned activity. The garden carries today on a broad activity within the areas of botany, horticulture, preserving of plants, and knowledge of environment, not only for university education and research, but also for preschools, schools, the general public, foreign visitors, the mass media, and authorities. The number of visitors is continuously increasing, and the garden has about 200.000 visitors yearly.

Project assignment

The garden's commission of activity, in combination with new and increased needs and demands from a more and more diversified and increasing crowd of visitors, make heavy demands on developing the activities. The Botanical Garden has decided to promote a larger comprehensive activity development project called: ***The Botanical Garden for All!***

In this project the Botanical Garden will strengthen accessibility – in a wide sense – for different groups of visitors, and enhance the experience in the greenhouses. The project will focus on one division in the greenhouse called *The House of Palms*, which has tropical rain forest climate. All greenhouse visitors pass this division, and the experience here will thus be the introduction to the visit to the greenhouses.

How can we make the visitor to experience more? By help of different techniques and possibilities within multimedia: light, sound, image, video, different kind of feedbacks and so on – our goal is an augmented interactive experience for all kind of different visitors. The visitors shall experience the world of plants and trees – getting knowledge of all varieties and their usage by reading, sensing, smelling, tasting, looking and listening... The Botanical Garden means that the experience by visiting a tropical division in the greenhouses can be intensified by a combination hearing all the sounds from the rain forest, and at the same experience the high temperature, high humidity and thrilling scents, smells, and odours.