

WEB  DAY
2026

**Progettare per l'inclusione
culturale.
CSS ed accessibilità come
strumenti chiave**

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40Factory



WEB DAY 2026

Kudos



Hello Folks!



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@4FACTORY



Cultural accessibility and inclusion

What does the WCAG tell us? 🤔

🌍 WCAG 2.1 and 2.2 include criteria concerning the comprehensibility of content, which **depends not only on the user's physical ability** but also on **their literacy, native language, and cultural context.**

W3C[®]

Some criteria to consider:

- 📌 Education level and reading skills
- 📌 Economic conditions
- 📌 Socio-political context
- 📌 Cultural background and norms
- 📌 Religion and belief systems

Some examples

$\mathbb{R}(\cdot, \cup, \cdot)$

Cultural background



10	8
75	11

USA 🇺🇸

Error-related
color

China 🇨🇳

Fortune/success-related
color

10	8
75	11

USA 🇺🇸

Attention-related
color

Egypt 🇪🇬

Prosperity-related
color

Colors based on the user's language

with CSS Variables 🎨

Let's Code 🧑💻

variable.css

```
:root {  
  --background-color: #FFFFFF; /* Neutral white, default color */  
}  
  
[lang="zh"] { /* Chinese */  
  --background-color: #ff5151; /* Blue tone for Chinese, avoiding white */  
}  
  
body {  
  background-color: var(--background-color);  
}
```

Reading and Writing

من اليمين إلى اليسار

(it says from right to left, just like the text is meant to be read in Arabic 🙄)

↔ LTR <--> RTL

(^_^)

Lorem ipsum, dolor
sit amet
consectetur
adipiscing elit.

لوريم إيبسوم هو ببساطة
نص شكلي بمعنى أن الغاية
هي الشكل وليس

(^_^)

~~---> margin-right <---~~

✓ margin-inline-end ✓

Some implementation tips

31(" • u - ") ✨

margin[block|inline]

Let's Code 🧑💻

margin.css

```
.example {  
  margin-block-start: 10rem; //equivalent to margin-top in ltr  
  margin-block-end: 10rem; //equivalent to margin-bottom in ltr  
  
  margin-inline-start: 10rem; //equivalent to margin-left in ltr  
  margin-inline-end: 10rem; //equivalent to margin-right in ltr  
}  
  
.example-together {  
  margin-block: 10rem; //equivalent to margin-top and margin-bottom in ltr  
  margin-inline: 10rem; //equivalent to margin-left and margin-right in ltr  
}
```

padding[block|inline]

Let's Code 🧑💻

padding.css

```
.example {  
  padding-block-start: 10rem; //equivalent to padding-top in ltr  
  padding-block-end: 10rem; //equivalent to padding-bottom in ltr  
  
  padding-inline-start: 10rem; //equivalent to padding-left in ltr  
  padding-inline-end: 10rem; //equivalent to padding-right in ltr  
}  
  
.example-together {  
  padding-block: 10rem; //equivalent to padding-top and padding-bottom in ltr  
  padding-inline: 10rem; //equivalent to padding-left and padding-right in ltr  
}
```

inset[block|inline]

Let's Code 🧑💻

inset.css

```
.example {  
  position: absolute;  
  inset-block-start: 10rem; //equivalent to top in ltr  
  inset-block-end: 10rem; //equivalent to bottom in ltr  
  
  inset-inline-start: 10rem; //equivalent to left in ltr  
  inset-inline-end: 10rem; //equivalent to right in ltr  
}  
  
.example-together {  
  position: absolute;  
  inset-block: 10rem; //equivalent to top and bottom in ltr  
  inset-inline: 10rem; //equivalent to left and right in ltr  
}
```

overflow[block|inline]

Let's Code 🧑💻



overflow.css

```
.example {  
  overflow-block: hidden; //equivalent to overflow-y in ltr  
  overflow-inline: hidden; //equivalent to overflow-x in ltr  
}
```

overscroll-behavior[block|inline]

Let's Code 🧑💻



overscroll-behavior.css

```
.example {  
  overscroll-behavior-block: contain; //equivalent to overscroll-behavior-y in ltr mode  
  overscroll-behavior-inline: contain; //equivalent to overscroll-behavior-x in ltr mode  
}
```

Not only horizontal direction!



Guess what?

CSS help us to **write vertically**

writing-mode

with **property**

Let's Code 🧑💻

writing-mode.css

```
.vertical-right-aligned {  
  writing-mode: vertical-lr;  
}
```

啡。
我家没有电脑。
我喜欢喝咖啡。

Let's Code 🧑💻

writing-mode.css

```
.vertical-right-aligned {  
  writing-mode: vertical-rl;  
}
```

啡。我家没有电脑。我喜欢喝咖啡。

Let's Code 🧑💻

writing-mode.css

```
.vertical-left-invert-aligned {  
  writing-mode: sideways-lr;  
}
```

latin text

Let's Code 🧑💻

writing-mode.css

```
.vertical-right-inverted-aligned {  
  writing-mode: sideways-rl;  
}
```

latin text

multilingual fonts

❖❖❖❖❖❖! ❖❖! Hello! Bonjour! ❖❖❖❖❖❖!

There are fonts that ensure compatibility with various glyphs characters (༄ ༆ ༈)

📌 Noto Fonts

📌 DejaVu Fonts

📌 Code2000

📌 Arial Unicode MS

📌 Roboto

🚀 Ecc...

And if I can't use a multilingual font?





IT'S SOME FORM OF ELVISH, I CAN'T READ IT

By default, browsers seamlessly switch to system fonts



BUT

Still a different font!



⚠️ It's important to manage the font according to the language ⚠️

font.css

```
:root {
  --font-family: "Lobster";
}

:lang(ar) {
  --font-family: Noto Sans Arabic, sans-serif;
}

body {
  font-family: var(--font-family);
}
```



ALERT!



Bold opinion here!



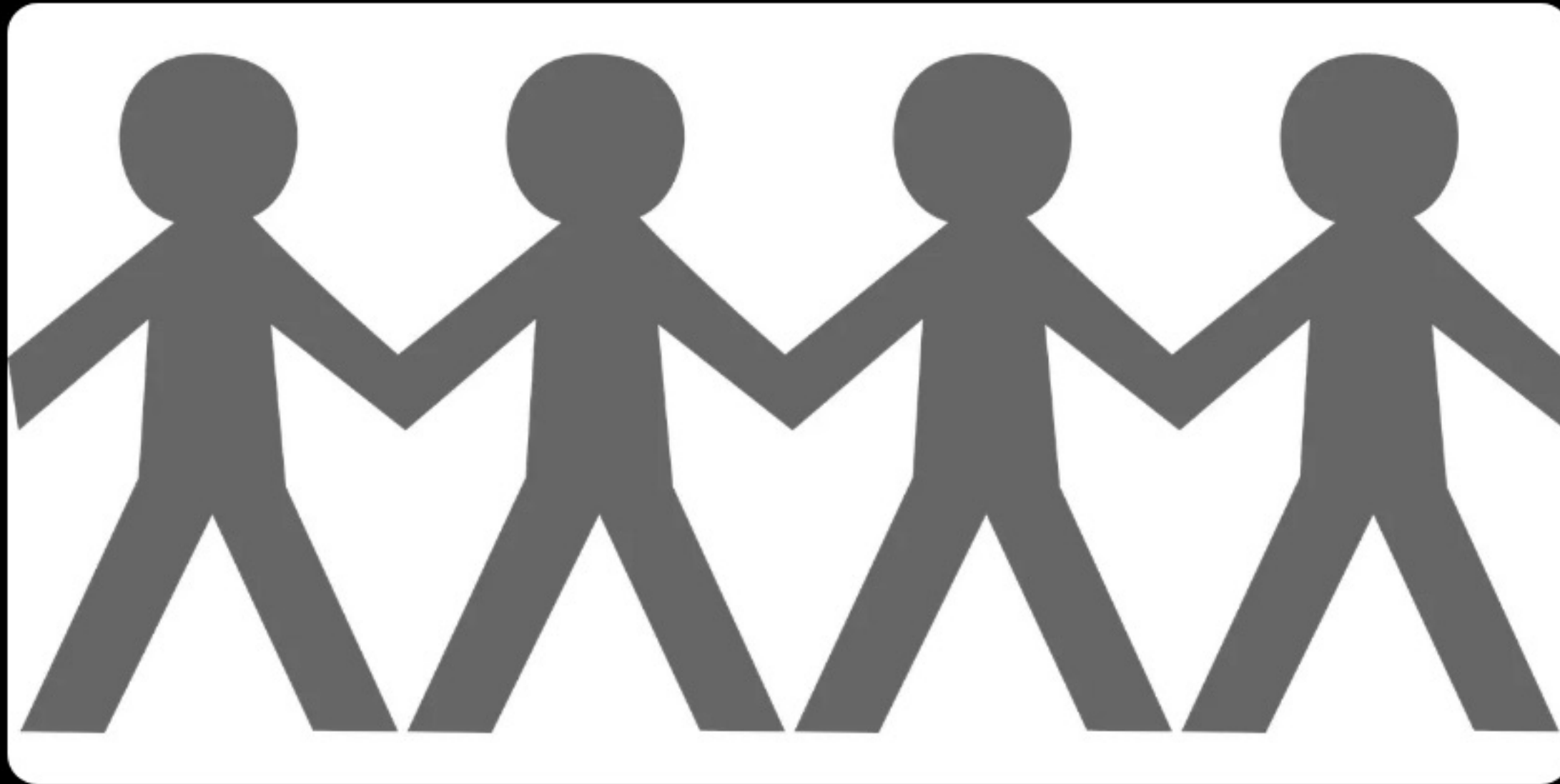
Universal Design



What is Universal Design? 🤔

The main goal is to create a single solution that works for everyone

The Illusion of the "Universal" User



📌 Iconography:

The 'save' icon is not universal, **it's generational**

I showed my 12 year old son an
old floppy disk....



He said "Wow... Cool!
You 3D printed the Save Icon!"

Workflows:

A "**universal**" checkout process that prioritizes credit cards fails in contexts where other methods are the norm

How can we do better?

... (°フ°)?

 Welcome to 

Plural Design: The Adaptive Approach

- Don't look for ONE solution for everyone
- Create a **flexible system** that recognizes diverse models and presents the most appropriate solution

End Bold opinion



ଶ୍ରୀ ଶ୍ରୀ ଶ୍ରୀ) ✨

Users preferences



Besides culture, user preferences matter too.

What are they? What do they mean?

`prefers-color-scheme`





```
:root {
  --bg: #ffffff;
  --fg: #1a1a1a;
}
/* can be dark or light */
@media (prefers-color-scheme: dark) {
  :root {
    --bg: #0f0f0f;
    --fg: #f0f0f0;
  }
}

body {
  background: var(--bg);
  color: var(--fg);
}
```

`prefers-contrast`





prefers-contrast.css

```
.my-card {  
  --text: #1a1a1a;  
  color: var(--text);  
}  
  
/* can be: more, less, custom */  
@media (prefers-contrast: more) {  
  .my-card {  
    --text: #000;  
    outline: 2px solid #000;  
  }  
}
```

prefers-reduced-motion





prefers-reduced-motion.css

```
.my-card {  
  transition: opacity 300ms ease, transform 300ms ease;  
}  
  
@media (prefers-reduced-motion: reduce) {  
  .my-card {  
    transition: none;  
    transform: none;  
  }  
}
```

`forced-color`





forced-color.css

```
.my-card {  
  color: #111;  
  border: 1px solid #111;  
}  
  
/* High Contrast / Forced Colors on */  
@media (forced-colors: active) {  
  .my-card {  
    border: 2px solid ButtonText;  
    forced-color-adjust: none;  
  }  
}
```



Can AI Help?



AI is a **powerful tool**, but it's not a silver bullet for cultural inclusion.

It can help identify and address some issues, **but it can also perpetuate biases** if not used carefully.

The key is to use AI as a tool, not a solution.

Let's Code



agents.md

```
# CSS Cultural Inclusion Reviewer
```

```
Review this CSS and detect cultural assumptions.
```

```
Focus on:
```

- LTR-only layout (left/right usage)
- missing RTL support
- lack of logical properties
- font issues for non-Latin scripts
- missing `:lang()` usage

```
Return:
```

- issue
- why it matters
- suggested fix (CSS and HTML first)



Conclusions



Culture and accessibility are two sides of the same coin.



**Designing with cultural sensitivity is not a detail or a plus,
but the key to a truly inclusive and accessible experience.**



That's all Ford

You can see this slide on



<https://css-accessibility-cultural-inclusion.marcotalk.dev/web-day-2026/>

Thank you again!



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Leave some feedback



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Thanks!