



AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

**ENVISION:**

# A Celebration of the Human Eye

Introducing the new  
Museum of Vision



## ENVISION:

# A New Museum of Vision in a World-Class Destination

The American Academy of Ophthalmology is building a new Museum of Vision in San Francisco.

This free, public museum and education center will introduce the world to the science of sight — and to the field of ophthalmology dedicated to protecting it.



The Museum of Vision will be the only publicly accessible, comprehensive collection of ophthalmic artifacts on permanent display in the United States.

“The museum is the vehicle by which our heritage remains both relevant and inspiring, promoting continued discovery and advancement.”

STANLEY M. TRUHLSEN, MD, MUSEUM OF VISION CHAMPION, OMAHA, NEB.

“The new Museum of Vision will be the first of its kind where the public can go to learn about sight, to see it, to touch it.”

DAVID W. PARKE II, MD, CEO, AMERICAN ACADEMY OF OPHTHALMOLOGY, SAN FRANCISCO, CALIF.

“A museum is the perfect venue to provide visual aids that help people understand their own conditions and help them to understand what we do.”

LARA NEWMAN, MD, HERSHEY, PA.

“The new Museum of Vision will be a magnet for medical students, artists, historians and everyday tourists, looking to learn more about the history of vision.”

JOE D'ALESSANDRO, CEO, SF TRAVEL, SAN FRANCISCO, CALIF.



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### A stunning showplace

Located on the ground floor of the Academy’s headquarters in San Francisco, the Museum of Vision will be a public home for a rotating selection of ophthalmic artifacts from the Foundation’s 38,000-piece collection — until now, only accessible online or by appointment.

### An exploration of sight

From virtual reality headsets to interactive screens, the museum will use cutting-edge technology to connect visitors to the science of sight. It will fill a critical gap in general knowledge about vision and the eye.

### A pathway to care

Through school tours, innovative exhibits and free resource materials, the museum will promote eye health on a broad scale. It will carry on the core mission of ophthalmologists everywhere: protecting sight and empowering lives.

### A celebration of those who fight blinding eye disease

By preserving and sharing the heritage of ophthalmology, the museum will honor the great ophthalmologists of the past and present, inspire future generations, and carve a more prominent place for ophthalmology in the greater cultural awareness.



### A vibrant space

The space will accommodate rotating exhibits; talks and lecture series; school tours; volunteer docent opportunities; and events in our inviting courtyard

### 30,000 visitors in the first year

San Francisco is one of the world’s top tourist destinations, with visitors arriving daily to explore its renowned museum scene. With your support, the new Museum of Vision will celebrate its grand opening here in 2020. In the first year alone, we anticipate welcoming more than 30,000 visitors.

## ENVISION:

# Your Chance to Build This Innovative Experience

Few subjects are relevant to everyone. Vision is one of them. Now we have a chance to build a permanent home to explore it.

Your support will help us create a stunning showplace for the Academy Foundation's collection in a major metropolitan location, establishing a cultural and scientific center with untold value for generations.

Join us in this new venture and make a donation today at [aao.org/museumcampaign](https://aao.org/museumcampaign).

Questions? Contact **Tina McGovern**, Executive Director, at [tmcgovern@aao.org](mailto:tmcgovern@aao.org) or **+1 415.561.8508**.

[aao.org/foundation](https://aao.org/foundation)