



AMERICAN ACADEMY
OF OPHTHALMOLOGY®



ENVISION:

A Celebration of the Human Eye

Introducing the Truhlsen-Marmor
Museum of the Eye

ENVISION:

A Museum for Everyone

Few subjects are relevant to everyone. Vision is one of them. Sight is one of the core ways we experience the world — and, according to most people, the most valued of the five senses. Vision matters a great deal to people of every age and from every background.

Now we have a chance to build a permanent home to explore it.



Right: Prosthetic eye set, c1850; Harriet and J. William Rosenthal, MD Collection



ENVISION:

A World-Class Destination

San Francisco is home to the American Academy of Ophthalmology, the world's largest association of eye physicians and surgeons. A global community of 32,000 medical doctors, we protect sight and empower lives by setting the standards for ophthalmic education and advocating for our patients and the public. We innovate to advance our profession and to ensure the delivery of the highest-quality eye care.

Until now, the 38,000 ophthalmic artifacts in the collection of the American Academy of Ophthalmology Foundation have only been accessible online or by appointment.

The new **Truhlsen-Marmor Museum of the Eye** — named after two prominent Academy members, Stanley M. Truhlsen, MD, and Michael F. Marmor, MD — will change that.

We are building a dedicated space in San Francisco for the existing collection and new exhibits. The Museum of the Eye will be a free, public museum and education center, introducing the world to the science of sight — and to the field of ophthalmology dedicated to protecting it.



Left: Portrait of mother and daughter, c1800, artist unknown; Harnet and J. William Rosenthal, MD Collection



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

JOE D'ALESSANDRO, PRESIDENT AND CEO, SAN FRANCISCO TRAVEL

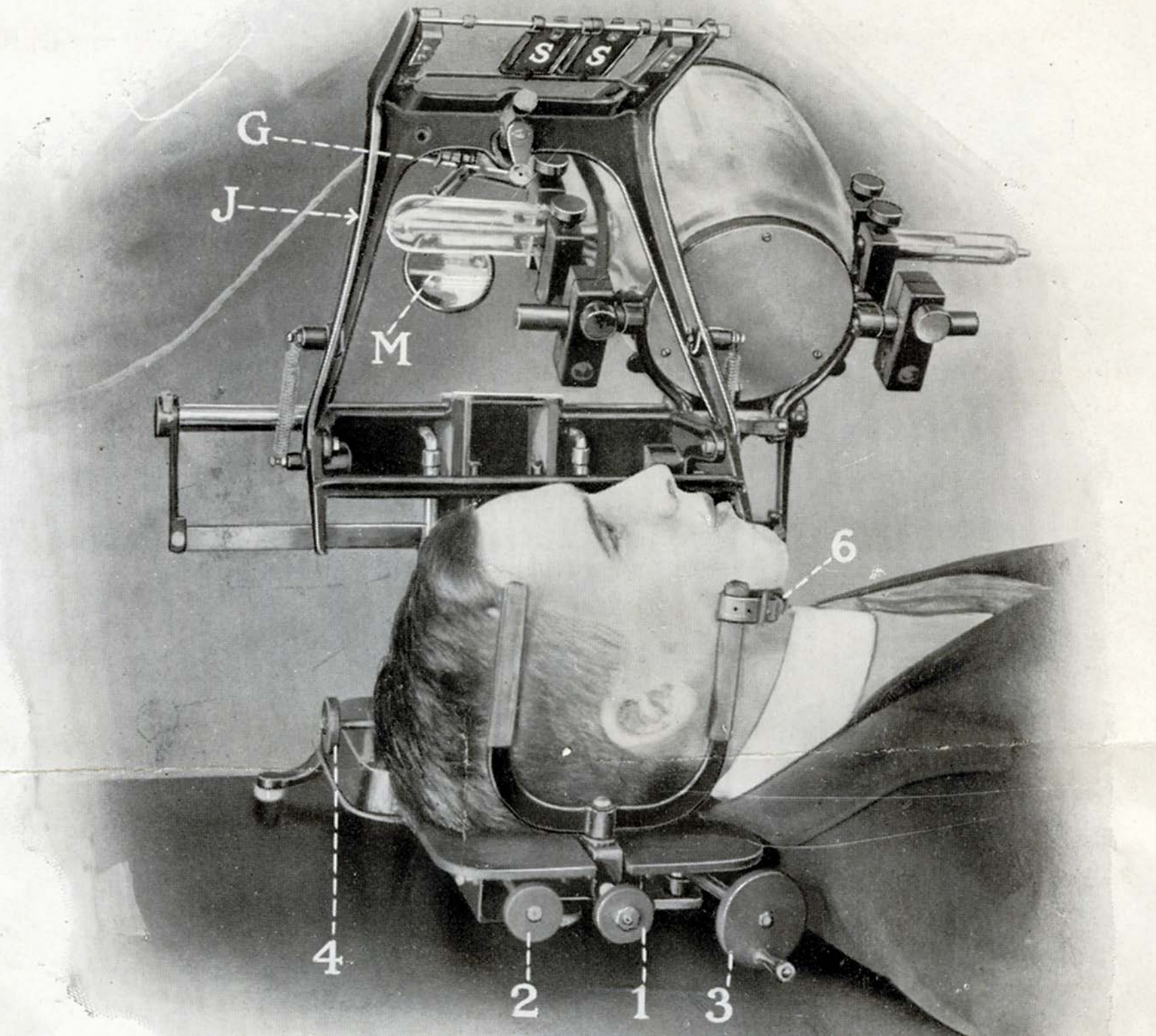
The Museum of the Eye will:

- Deliver an interactive exploration of vision and the eye,
- Preserve the rich history of ophthalmology and vision scientists,
- Celebrate and inspire innovation in eye care, and
- Promote eye health on a broad scale.

The new home for the Museum of the Eye is unique. It will be the only medical museum in San Francisco and the only standalone public education center dedicated to our most treasured sense — vision.



Right: “Iconographie Ophthalmologique”
by Julius Sichel, 1859; Spencer E. Sherman,
MC Antique Ophthalmology Book Collection



ENVISION:

An Exploration of Sight

Walk through the pupil of the eye. Touch a wall to bring striking images to life.

From virtual reality headsets to interactive screens, we will create an experience that compels and connects visitors of all ages to the science of sight. Using cutting-edge technology, visitors will interact with displays, see simulations of the effects of blinding eye diseases, and experience an array of educational resources. They will get to explore the very mechanisms behind how they view the world.

High-tech displays will include:

- Virtual walking tours through our anatomy,
- Explorations of how our visual system works, and
- Deeper dives into the historical collection.



Left: Sweet eye localizer, 1887;
Gift of Carl B. Tubbs, MD



ENVISION:

A Celebration of Those Who Fight Blinding Eye Disease

From bold surgeries to life-saving care, ophthalmology plays an important role in the history of medicine and society. The field's innovations and leaders have impacted generations of patients and defined the science of eye health.

The Museum of the Eye will not only preserve the heritage of ophthalmology, but showcase it to a broader audience. We'll carve a more prominent place for ophthalmology in the greater cultural awareness.

In so doing, we'll honor the great ophthalmologists of the past and present, inspiring the next generation to come.



Right: Netsuke, 20th century;
Museum purchase



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

STANLEY M. TRUHLSSEN, MD, OMAHA, NEB.

Dr. Truhlsen’s benevolence will inspire generations to come

As a private practitioner, university educator and recipient of the prestigious Lucien Howe Medal for ophthalmic service, **Stanley M. Truhlsen, MD**, represents the luminaries that the Museum of the Eye will honor. His donation paved the way for the museum’s new dedicated space.



Left: Ex-voto, 19th Century; Harriet and J. William Rosenthal, MD Collection



ENVISION:

A Pathway to Care

Awe makes experiences more memorable and impactful — which gives the new museum an opportunity to save sight.

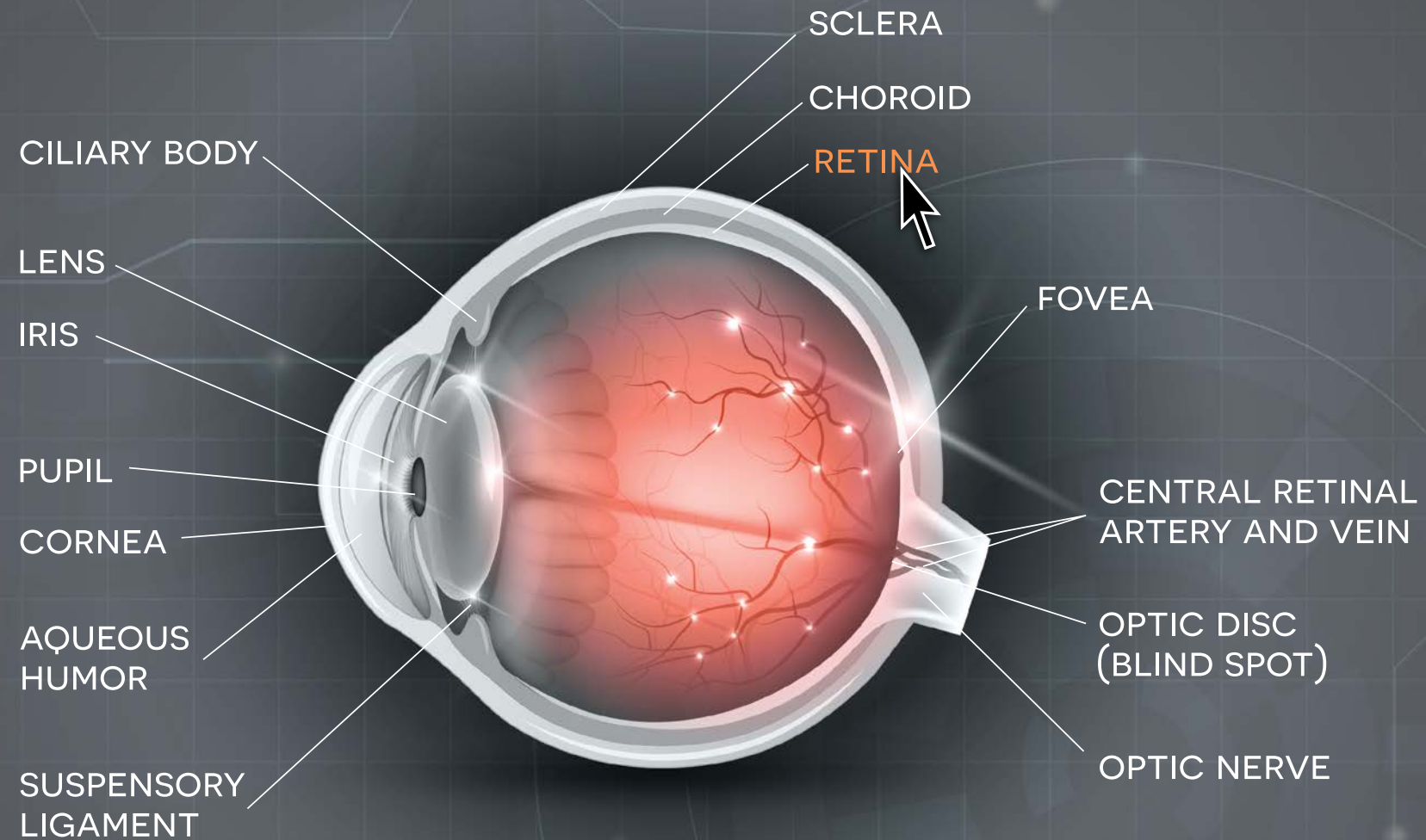
Visitors will come away from the Museum of the Eye amazed by what their eyes can do. As a result, the museum will do more than educate and entertain its visitors. In this one-of-a-kind, immersive environment, our guests will:

- Experience how the science and profession of ophthalmology influence our daily life,
- See the evolution of eye care through the ages,
- Learn about the latest innovations saving sight today, and
- Develop an interest in the study of medicine and ophthalmology.

It will carry on the core mission of ophthalmologists everywhere: protecting sight and empowering lives.



Right: "Ophthalmodouleia: das ist Augendienst"
by Georg Bartisch, 1583; Spencer E. Sherman,
MC Antique Ophthalmology Book Collection

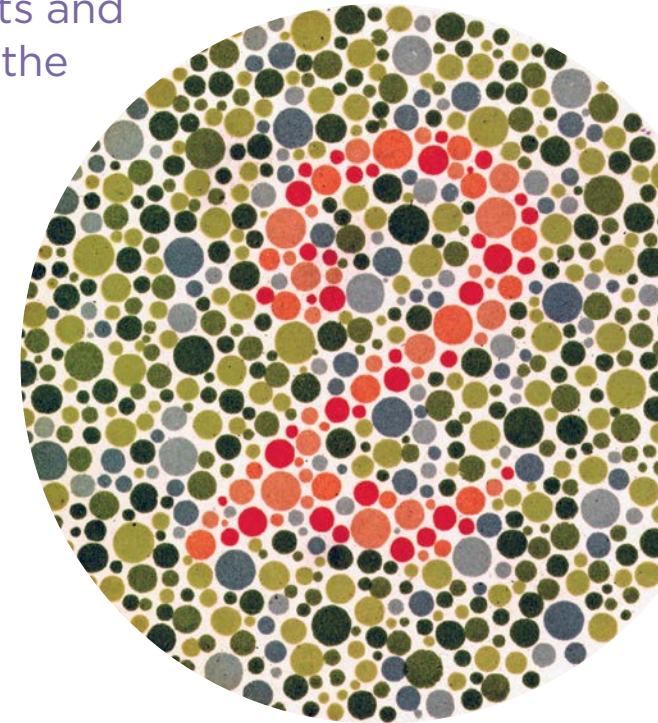


“A museum is the perfect venue to provide visual aids that help people understand their own conditions and help them to understand what we do.”

LARA R. NEWMAN, MD, HERSHEY, PA.

Through school tours, innovative exhibits and free resource materials, the Museum of the Eye will teach visitors of all ages about:

- The importance of regular eye exams,
- How overall health effects your eyes,
- Using eye protection for sports, in costumes, with toys and in the sun, and
- Optical illusions and the eye/brain connection.



Right: “Test for Color Blindness” by Shinobu Ishihara, 1940; Gift of G. Petes Halberg, MD



ENVISION:

30,000 Visitors in the First Year Alone

San Francisco is one of the world's top tourist destinations, with visitors arriving daily to explore its renowned museum scene. As the city's only museum dedicated to medicine, the Museum of the Eye has a unique opportunity to capture their attention.

Our proposed space will be a stunning showplace on the Academy's ground floor, leveraging our existing staff and infrastructure. The museum will open late fall 2019, taking advantage of the natural publicity surrounding the year 2020 and 20/20 sight.

In our first year alone, we anticipate welcoming more than 30,000 visitors.



Left: Ao Additive Phoropter JR. Model, 1945; Gift of Norman B. Medow, MD



“The Museum of the Eye 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.

In addition to showing selections from our 38,000-piece collection, the space will accommodate:

- Interactive displays,
- Rotating exhibits, talks and lecture series,
- School tours for students of all ages,
- Events in our inviting courtyard, such as weddings, receptions, private events, and
- Volunteer docent opportunities.



Right: Opera glasses, c1890; Harriet and J. William Rosenthal, MD Collection



ENVISION:

A Museum That's...

Ground-breaking: This will be the country's only cost-free, public museum devoted to the exploration of sight and the profession of ophthalmology.

Modern: We'll tell stories about innovation in an innovative way. High-tech displays will entice visitors to explore ophthalmology's technological advances, medical breakthroughs and professional visionaries.

Needed: As a cultural and scientific resource, this is the only museum that will fill a critical gap in general knowledge about vision and the eye. The Academy's vast collection currently remains largely unknown to the public, missing a remarkable opportunity to share the history and future of ophthalmology with a broad audience.

Relevant: Sight is one of the five senses through which we experience the world. It's an innate and understood value to every individual. By educating visitors about vision, the museum will connect them to a core piece of the human experience.



Left: Eye of Horus amulet, 2200-400BCE;
Museum Purchase



ENVISION:

Your Chance to Build This Innovative Experience

and Touch the Lives of All Who Enter

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 building the Truhlsen-Marmor Museum of the Eye.



Right: Anatomical Model by A. & P. Seifert, c1920; Gift of John Shoch in memory of David E. Shoch, MD



For more information,
please contact:

Tina McGovern

Executive Director
American Academy of Ophthalmology Foundation

E: tmcgovern@aao.org

T: +1 415.561.8508

aao.org/museumcampaign

655 Beach Street, San Francisco, CA 94109

Protecting Sight. Empowering Lives.®