



*PALO ALTO BOY SCOUTS IN  
A FOURTH OF JULY PARADE, 1913*

# MAKE IT HAPPEN

**PALO  
ALTO**  
MUSEUM





*EL PALO ALTO, 1875*

**Named for a majestic thousand-year-old redwood tree, Palo Alto is:**

- ▶ A vibrant, growing city,
- ▶ The heart of American innovation and sustainability,
- ▶ A powerful, dynamic global brand,
- ▶ The home of world-renowned Stanford University, and
- ▶ A source of inspiration and excitement for visitors, residents, educators, leaders, and innovators.



*UNIVERSITY AVENUE, 1893*





## P A L O   A L T O   M U S E U M

Palo Alto and Stanford University have nurtured and produced paradigm-smashing ideas, innovations, and companies that impact the lives of billions of people worldwide.

Palo Altans have made the impossible possible, at companies like HP in the 1930s and in the counterculture era of the 1960s and '70s. The Museum will showcase Palo Alto's long legacy of social, political, cultural, educational, environmental, and technological progress.

Our world is changing rapidly, and we are more connected to each other than we've ever been. How will we continue to learn and lead?

The Palo Alto Museum will be an extraordinary opportunity to reveal the lessons of our past, embrace our responsibility and passion for the present, and drive a future that has positive social impact and creates thoughtful and meaningful innovation.



**YOUTH FOR PEACE AT TOWN  
AND COUNTRY SHOPPING CENTER, 1950s**

## THE JOURNEY OF INNOVATION

The Palo Alto Museum will inspire generations of innovators and leaders.

We will:

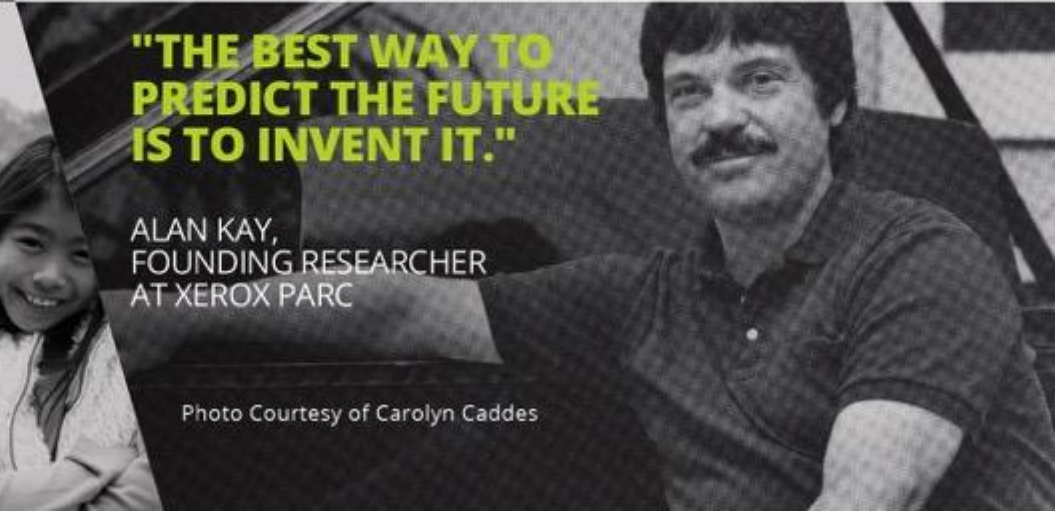
- ▶ Explore experiences that make our city a place of compassion, creativity, fun, energy, influence, and inspiration.
- ▶ Establish connections between neighbors and continuity among generations, creating a more resilient community.
- ▶ Showcase our exceptional history to residents and visitors from around the world.




**"THE BEST WAY TO  
PREDICT THE FUTURE  
IS TO INVENT IT."**

ALAN KAY,  
FOUNDING RESEARCHER  
AT XEROX PARC

Photo Courtesy of Carolyn Caddes







**"THERE WAS A  
CONSCIOUS  
DECISION IN MY  
LIFE TO BE  
INVOLVED IN  
SOMETHING THAT  
WAS FLOWING,  
AND DYNAMIC  
AND LIVING...  
SOMETHING THAT  
HAD A LIFE OF ITS  
OWN."**

JERRY GARCIA, THE GRATEFUL DEAD

**"PALO ALTO WAS  
THE MAGIC CARPET.  
IT WAS WHERE  
EVERYTHING  
HAPPENED."**

CAROLYN "MOUNTAIN GIRL" GARCIA



P A L O   A L T O   M U S E U M

ENTRANCE



**ORIGINAL ART BY  
VICTOR ARNAUTOFF  
WILL BE RESTORED.**

## A CENTER FOR CULTURE AND COMMUNITY IN THE HEART OF DOWNTOWN

The Museum established a public-private partnership with the City of Palo Alto in 2007 to transform the Roth Building into a world-class history museum. Committed to sustainability, best practices will underlie its renovation into a modern museum while preserving its historic features.

The Museum is honored to have been selected as the permanent home of the City of Palo Alto Archives. We will feature interactive exhibits, hands-on activities, thought-provoking programs and be a central resource for local history and research. Community spaces will include meeting rooms, a small café, a gift shop, and a lounge — just a few blocks from City Hall.

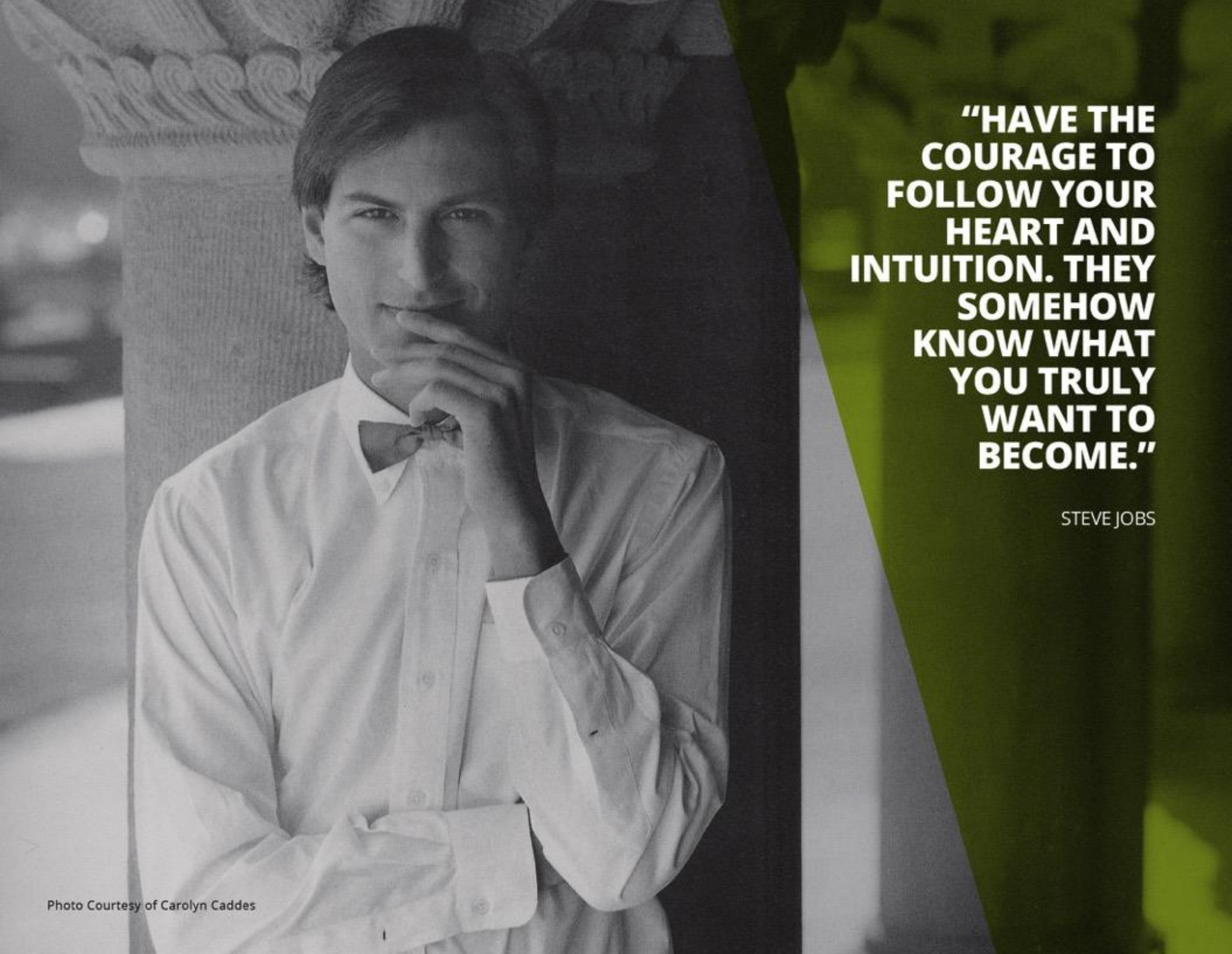


***Built in 1932, the Roth Building at 300 Homer Avenue is on the National Register of Historic Places, adjacent to Heritage Park and part of the Homer Avenue Historic District.***

***Designed by Birge Clark, the 22,000-square-foot structure was named after one of the founding members of the Palo Alto Medical Clinic (now Foundation) for which it was built, and is today owned by the City of Palo Alto.***

***Plans have been approved, and we're ready to build.***





**"HAVE THE  
COURAGE TO  
FOLLOW YOUR  
HEART AND  
INTUITION. THEY  
SOMEHOW  
KNOW WHAT  
YOU TRULY  
WANT TO  
BECOME."**

STEVE JOBS



## THE CAMPAIGN FOR A VISIONARY MUSEUM

Palo Alto celebrates its 125th anniversary in 2019 and there could not be a more meaningful way to commemorate this date than to inaugurate the Palo Alto Museum for the community and the world.

Our \$20 million comprehensive fundraising campaign will secure the resources necessary to rehabilitate and modernize the Roth Building and to design and install dynamic exhibit galleries, a museum collections center, a media resources lab, a learning lab, community meeting rooms, and engaging and fun visitor amenities.

The campaign provides for ongoing support of the Museum's operations, including educational and entertaining programs produced by a team of multidisciplinary professionals.

**We are more than halfway to our goal. Your support will build and sustain a Museum that will inspire a future for all.**



PALO  
ALTO  
MUSEUM



# # I AM PALO ALTO



The first PALO ALTO MUSEUM exhibit and large-scale engagement campaign is **#IAMPALOALTO**, a multimedia experiential platform engaging and inviting our community to share their stories.

**"AS LONG AS YOU  
KEEP SEARCHING,  
THE ANSWERS  
WILL COME."**

JOAN BAEZ







## P A L O   A L T O   M U S E U M

Using #IAMPALOALTO as the thread, we will build an interconnected web of stories of the past, present, and future generations that have shaped our community's values, vision and aspirations.

An exhibit by the people and for the people, #IAMPALOALTO will be a true reflection of the collective intelligence that has made Palo Alto an innovation mecca.







**"I STRONGLY SUPPORT  
THE PALO ALTO  
MUSEUM BECAUSE I  
LOVE BOTH PALO ALTO  
AND THE TECHNOLOGY  
INDUSTRY, AND  
BELIEVE THE MUSEUM  
WILL HELP ILLUMINATE  
THEIR MANY INTRICATE  
CONNECTIONS."**

ANDY HERTZFELD,  
AUTHOR AND CO-CREATOR  
OF THE APPLE MACINTOSH



Courtesy of Andy Hertzfeld





*IDEO and d.school founder David Kelley and Stanford professor Michael Shanks led a design thinking workshop where community leaders brainstormed and refined the Museum concept.*



**"THE FUTURE  
IS NOW, AND  
IT BELONGS  
TO US."**

LILLIAN M., 11 YEARS OLD

*The Museum has built a strong board and has engaged the community with great success. With contributions from talented, passionate collaborators like the Stanford d.school, the Museum experience will engage visitors with Palo Alto's rich history in deep and meaningful ways.*

*We are so excited to bring our history to life and to connect a global audience with the stories of our amazing city.*

*Today, we invite you to support the creation of this extraordinary Museum for our community and the world.*

RICH GREEN, BOARD PRESIDENT

## FIRST FLOOR



### Endowment Opportunities

Museum Directorship - \$1,750,000

Archivist - \$1,000,000

Researcher - \$300,000

# Naming Opportunities



P A L O   A L T O   M U S E U M

## SECOND FLOOR



**Make education happen for all!**  
**Transportation Fund for Schoolchildren**  
(\$25,000)

# Naming Opportunities



## BASEMENT

### PALO ALTO MUSEUM

*State of the art, climate-controlled and professionally managed collections*

COLLECTIONS  
STORAGE  
\$500,000

OTIS  
ELEVATOR  
\$75,000

ART DECO  
STAIRCASE  
\$300,000

STORAGE

EXHIBIT STUDIO  
& STORAGE  
\$500,000



# Naming Opportunities





**Rooftop space – a  
future opportunity!**

**Make it happen.**  
**paloaltomuseum.org**

**PALO  
ALTO  
MUSEUM**

THE PALO ALTO MUSEUM IS SUPPORTED BY:

University South Neighborhood Assn.   Prof. Gordon Chang, Stanford



CITY OF  
**PALO  
ALTO**



*The  
WOMAN'S  
CLUB of Palo Alto*



PACIFIC  LEAGUE

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Unless otherwise noted, all historical photos provided by Palo Alto Historical Association.