MAKE IT HAPPEN
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.
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.
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
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.
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
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
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 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
Endowment Opportunities

Museum Directorship - $1,750,000
Archivist - $1,000,000
Researcher - $300,000

Naming Opportunities
Make education happen for all!
Transportation Fund for Schoolchildren
($25,000)

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

Naming Opportunities
Rooftop space – a future opportunity!

Elevator Machine Room
$75,000

ROOFTOP
“MAGIC CARPET”
Make it happen.
paloaltomuseum.org

THE PALO ALTO MUSEUM IS SUPPORTED BY:

University South Neighborhood Assn.
Prof. Gordon Chang, Stanford

City of Palo Alto
Palo Alto Chamber of Commerce & Visitor Center
Stanford Libraries
Special Collections & University Archives
Stanford Historical Society
The Woman’s Club of Palo Alto
Palo Alto Historical Association
Canopy
Palo Alto Heritage
Palo Alto Housing

Palo Alto History Museum | Tax ID 77-0634933 | PO Box 676, Palo Alto, CA 94302 | PalaltoMuseum.org | 650.322.3089
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