

FOR NEW YORKERS

Lead the Way to a Healthier Future



**The New York Academy of Medicine
seeks your partnership ...**

**... in launching the
first museum of its
kind in New York
City—a museum of
health and medicine.**

This center of education and inspiration will improve the health and well-being of our city's population—and urban dwellers everywhere.

That may sound like an impossible dream, but we already have almost everything we need to make it a reality.

The only thing missing is you.

A stone inscription on a building facade that reads "ACADEMIA MED" in large, serif capital letters.

ACADEMIA MED



How can a museum have such a profound influence?

To answer this, we need to talk about why health outcomes in the United States continue to fall behind other developed countries, despite the fact that we spend more on health care—nearly \$3 trillion a year.

You may be surprised to learn that social, economic, and environmental factors—like education, poverty, transportation, housing, and parks—have even more of an impact on our health and well-being than access to health care.

In order to improve health outcomes in our cities, individuals need the knowledge and tools to stay healthy and create healthy communities.



Will you join the battle to improve health in New York City?

How? By raising awareness, increasing education, and encouraging action to combat the factors that cause poor health.

Research shows that museums are among the most trusted sources for information. Our new museum will offer exhibits and programs that target a range of learning styles, making topics in medicine and health broadly accessible.

Lead the way in creating a museum so captivating and timely that visitors of all ages will be eager to visit.

People will come for an entertaining cultural experience. When they leave, they will have learned something important about their own health—and the health of their families and communities.



What does it take to make a new museum?

1 A compelling mission

We've got that. What could be more important than working together to improve the health and well-being of the population of New York City—and other cities around the world?

2 A reputation for expertise and thought leadership

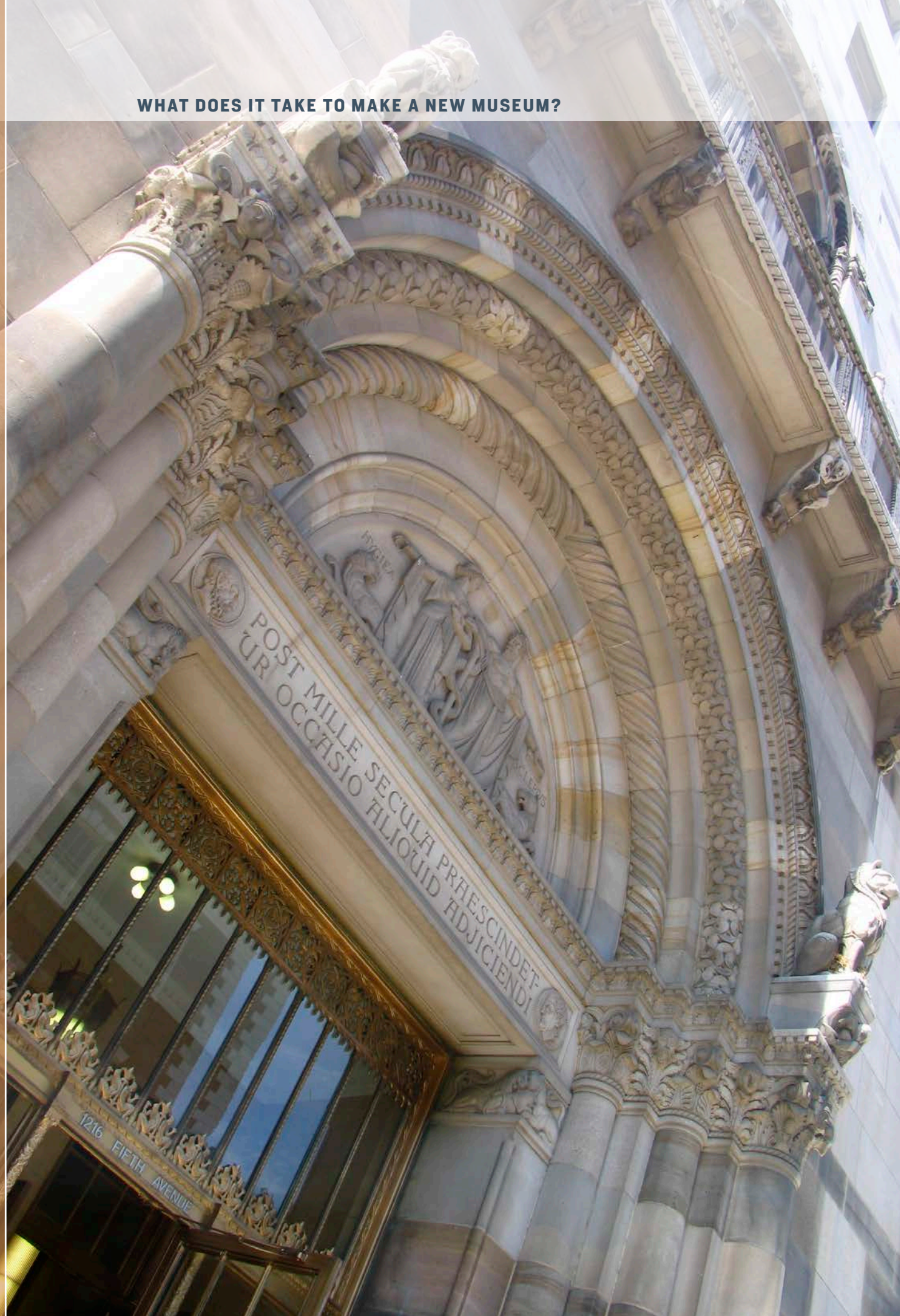
We have that too. Since 1847, the New York Academy of Medicine has been a powerful change agent for medical and public health reform in New York City. In fact, we have the Academy to thank for some of the city's most important health and safety innovations, including the first departments of Sanitation and Public Health, both created shortly after the Civil War.

In the decades since, the Academy has led the way in tackling New York City's most pressing health issues, including maternal mortality, obesity, and asthma. More than 2,000 distinguished medical and health professionals participate in our prestigious Fellows program.

Today, we are also home to the Institute for Urban Health, one of the nation's most respected think tanks, focusing on research, policy, and education to promote healthy aging, prevent disease, and eliminate health disparities in cities.

And our access to the latest thinking and data on health issues extends far beyond the walls of the Academy. We partner with leaders in public health agencies, cultural institutions, and medical organizations around the world.

WHAT DOES IT TAKE TO MAKE A NEW MUSEUM?



3 A spectacular building on Fifth Avenue's prestigious Museum Mile

Among the most expensive components of any new museum is the actual facility—especially in New York City. A desirable, convenient address is astronomically costly. And new construction of quality exhibit space can cost thousands of dollars per square foot.

Fortunately, **we won't need to spend a penny acquiring real estate.** Our magnificent, historically important building on 103rd Street at Fifth Avenue is known for its elegant, soaring spaces. Chances are you've enjoyed attending an event or conference in one of our halls.

The building's location near the northern end of the city's acclaimed Museum Mile could not be more perfect. Eight renowned museums of art, history, and culture—including the Met, the Guggenheim, and the Cooper-Hewitt—welcome millions of curious New Yorkers and tourists to this stretch of Fifth Avenue between 82nd and 105th Streets every year.

We have ample space waiting to be converted into impressive galleries, changing exhibitions, and programming venues, with room for expansion as the museum grows.

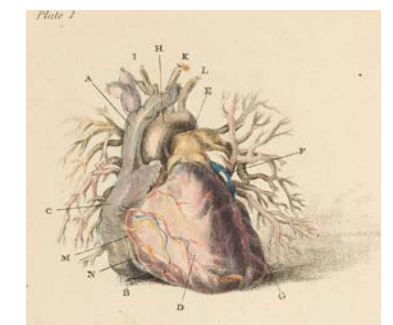
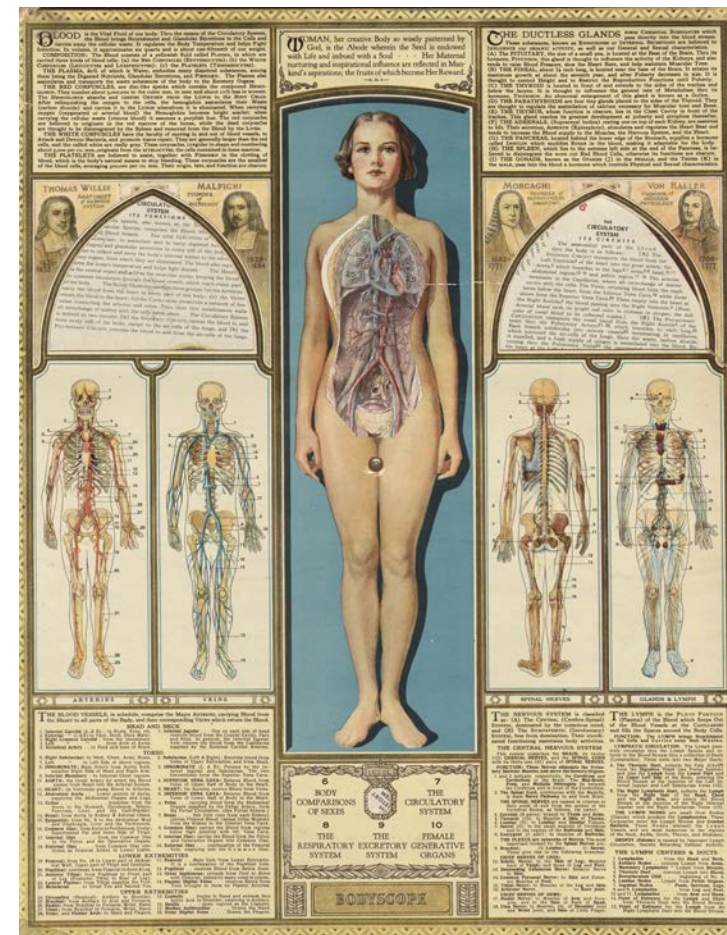
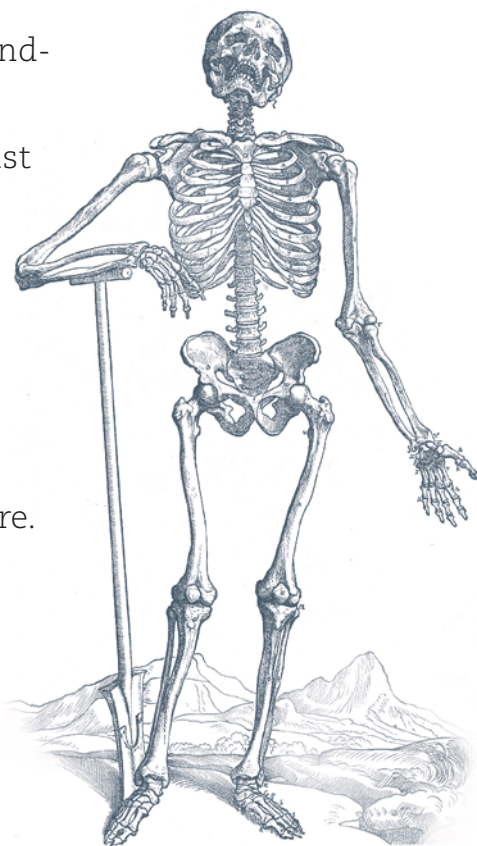


4 A renowned collection of rare artifacts and books

We already have that, too. And it's one of the most significant collections covering medicine and public health in the world.

The Library's collection contains twelve centuries of groundbreaking medical texts, manuscripts, historical treasures, and artifacts. Including items like George Washington's last tooth and his famous dentures, personal diaries of some of medical science's most important figures, anatomical engravings, and antique surgical instruments.

These priceless objects will anchor exhibits that intrigue visitors, illustrate the history of medicine, and inform a blueprint for improving health and well-being in the future.



But there's one thing we DON'T have...

5 The financial resources to launch our new museum—and make our dream a reality

Without that last crucial piece, we won't be able to renovate spaces, develop programs, or design exhibitions. Without funding, our museum will be nothing but a lost opportunity.

You can provide that missing piece and help create an influential new museum in New York City



What does it take to make a new museum thrive?

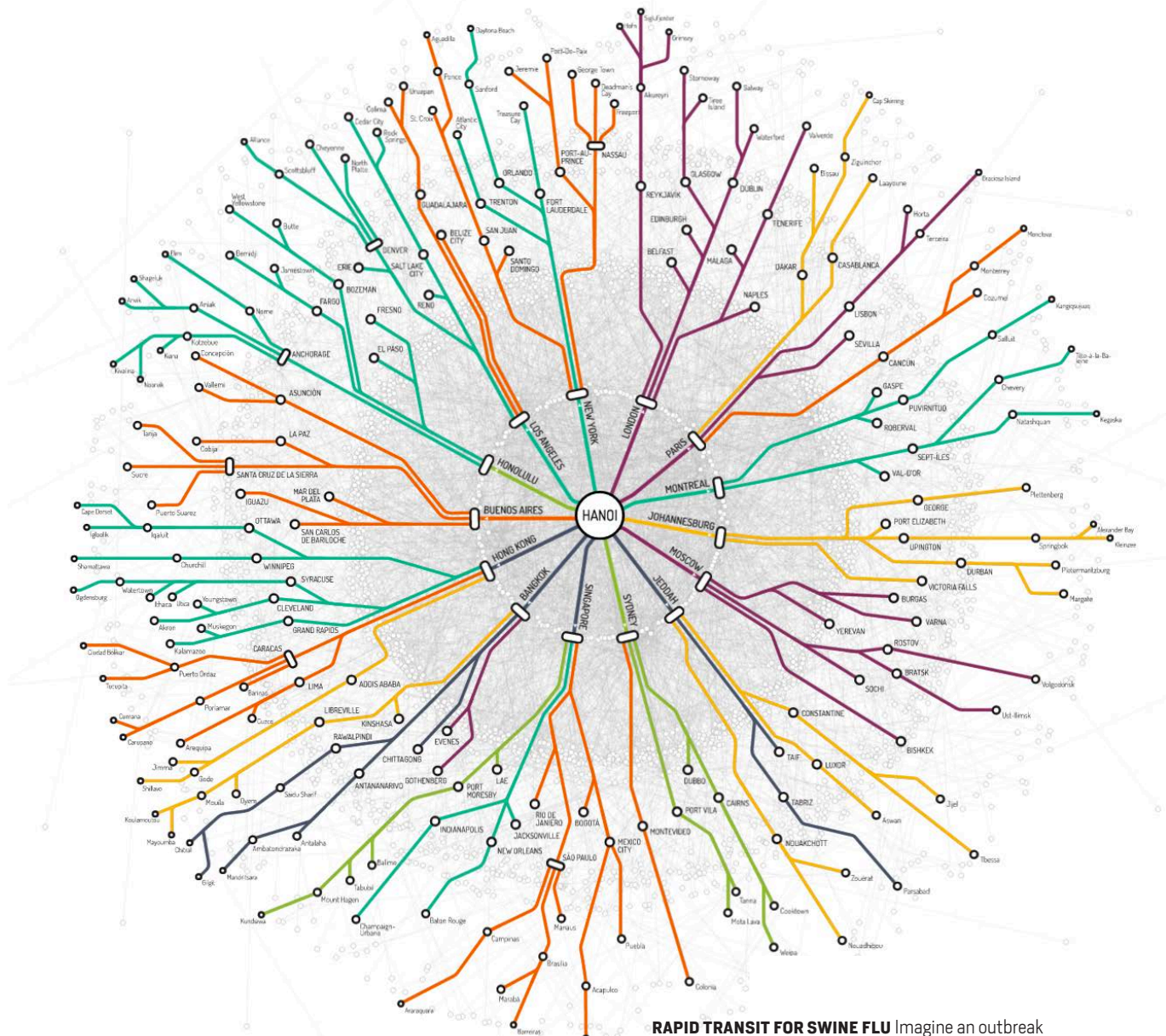
Astonishing, thought-provoking, first-of-their-kind exhibits that spark curiosity, passion, and debate

We will enlist the most inventive exhibit designers in the world to help us illuminate urgent health topics that can't help but interest anyone who cares about human health.

WHAT DOES IT TAKE TO MAKE A NEW MUSEUM THRIVE?

Exhibits like: **Pandemics and Plagues**

The question isn't IF there will be another dangerous pandemic, but WHEN. How have we survived them in the past? How will it get here? How can we prepare?



RAPID TRANSIT FOR SWINE FLU Imagine an outbreak of H1N1—the same virus that caused the flu pandemic of 2009—breaks out in Hanoi, Vietnam. Press a button and this simulation, created with computer modeling technology, shows all the potential paths it might follow as it spreads around the globe.

Nicole Samay, MOBS Lab, Northeastern University



Project Esper by 3D4Medical

Or: **Science Fiction Becomes Fact—the Future of Medicine**

How long before there is a *Star Trek*-like “medical tricorder” device that makes diagnoses with a mere scan of a wand? Will surgeons soon be asking us to swallow tiny robots to conduct delicate nanoscale procedures (remember *Fantastic Voyage*)?

REACH INSIDE THE HUMAN BODY WITH A WAVE OF YOUR HAND

Call it a hologram or augmented reality—either way, it's a life-size 3-D image of a human body. Visitors learn about anatomy by using hand gestures to pull organs apart and see how they fit together.



Complete Anatomy by 3D4Medical

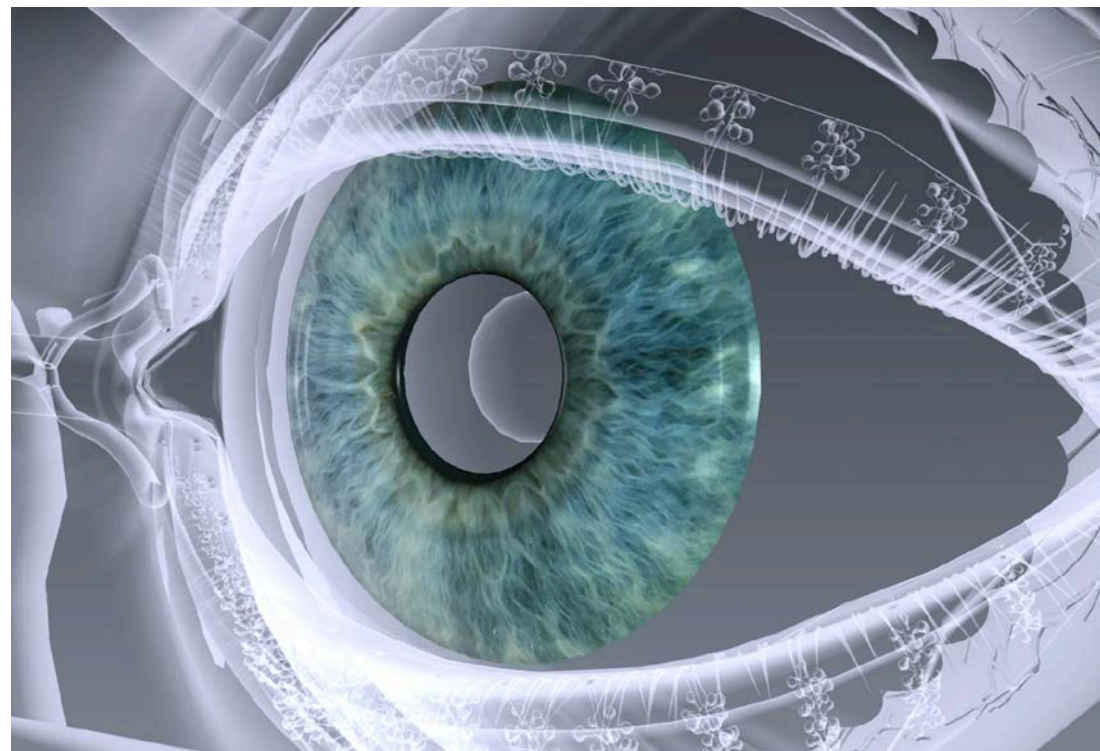
WHAT DOES IT TAKE TO MAKE A NEW MUSEUM THRIVE?

And: The Changing Shape of Health

Obesity has become a health crisis resulting from a complex web of economic and lifestyle factors. Conditions related to obesity include heart disease and diabetes—and even some cancers, causing 300,000 premature deaths in the United States each year. Why does our craving for sugar, once necessary for survival in the Stone Age, cause so much damage today—and what can be done about it?

SEEING SUGAR'S DESTRUCTIVE POWER

Interactive time-lapse animations, like the one pictured below, will take visitors deep inside the layers of the human eye to see the progress of diabetic eye disease. Loss of vision is a possible consequence of diabetes, which is often linked to obesity.



Eye Anatomy Tour: BioDigital

The newest immersive and interactive display technologies will (metaphorically) grab visitors by the lapels ... **and won't let go.**

Take a major share of the credit for creating healthier communities

Getting people of all ages and education levels involved in a conversation about health is the first, essential step on the path to creating healthier cities. That conversation will begin at the new museum of health and medicine.

The path will lead in many constructive directions—from encouraging healthy lifestyle changes to informing better health care decisions to inspiring the next generation of brilliant medical minds and discoveries.

Founding supporters of the museum will have a profound impact on the future of health in our increasingly urban society.

We can't do it without you.



Make our mission your mission

With your partnership and financial support, we will launch the first museum of health and medicine in New York City. A museum with a mission to improve the health and well-being of New Yorkers and urban dwellers everywhere. A brand-new cultural destination of distinction on New York City's Museum Mile.

Please help us raise \$60 million to create a signature permanent gallery, rotating exhibits, and cultural and educational programming—all with naming opportunities.

Together, we can open the doors to a new museum of health and medicine in New York City—unlike any museum in the United States, and different from anything you've ever seen.



We're so close. We have nearly all the pieces in place.

All we need now is you.

Thank you for your kind consideration.

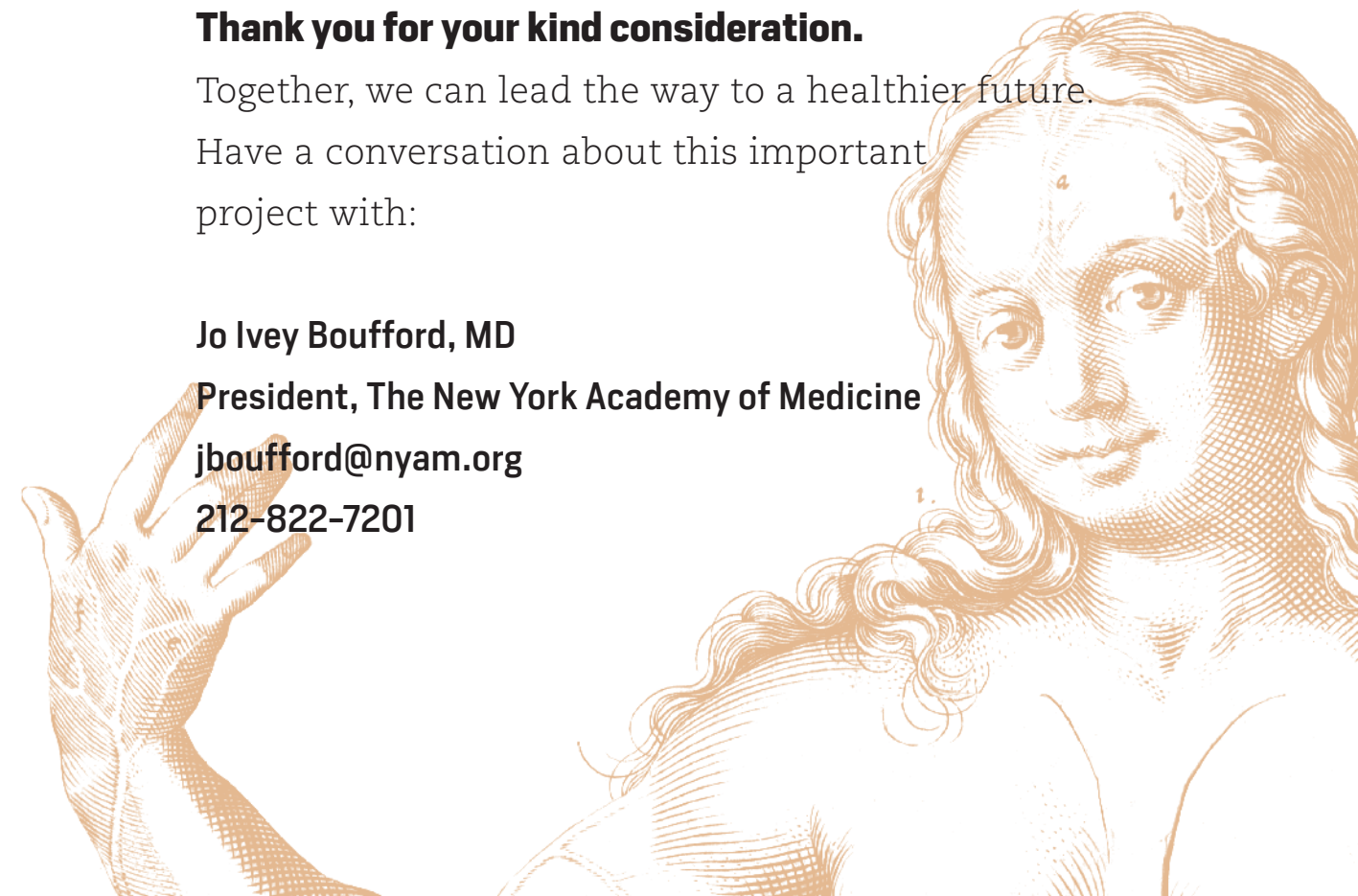
Together, we can lead the way to a healthier future. Have a conversation about this important project with:

Jo Ivey Boufford, MD

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The New York Academy of Medicine

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Images of the Epidemic Rapid Transit Map, Project Esper and Complete Anatomy, and the iris were generously shared by Nicole Samay of the Laboratory for the Modeling of Biological + Socio-technical Systems at Northeastern University, 3D4Medical (3d4medical.com), and BioDigital, respectively.

