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Academy
Museum
of Motion
Pictures



Bob Iger
Campaign Chair



Annette Bening
Campaign Co-Chair



Tom Hanks
Campaign Co-Chair

Dear Friends,

The intersection of Wilshire and Fairfax offers a glimpse of a dream in progress. Construction is well underway on what we believe will be a museum unlike any other, a dynamic and exciting space that is as extraordinary and compelling as the art it showcases and celebrates. The iconic, futuristic sphere now hovering in the sky behind the historic May Company (recently renamed the Saban Building) is just a preview of the wonders to come.

When it opens in 2019, the Academy Museum of Motion Pictures will stand apart, even among the many spectacular museums and cultural attractions in this remarkable city. This film center, designed by Renzo Piano, will draw film enthusiasts from around the corner and across the world to explore the history, the art, and the future of movie making. The Museum will preserve the past of this rich art form, expand awareness of its impact since the first moving pictures were presented to the public, foster knowledge and appreciation of the craft and creativity involved in making movies that move and touch millions, and hopefully inspire new generations of filmmakers to push the boundaries of innovation and storytelling even further.

Thanks to the incredible generosity of donors who share this vision, we've made a great deal of progress. We're especially grateful to have the support of some of the most renowned and respected philanthropists in the world, including Cheryl and Haim Saban, The David Geffen Foundation, the Family of Ray Dolby, Dolby Laboratories, Marilyn and Jeffrey Katzenberg, and Steven Spielberg, among others, whose early and transformational gifts allowed us to begin to make this dream a reality. The Walt Disney Company is proud to join their ranks in support of this worthy endeavor.

You still have the opportunity to be an important part of Hollywood history and create a lasting legacy for future generations by joining us. On behalf of Academy Museum Board Chair, Ron Meyer, as well as my Campaign Co-Chairs Annette Bening and Tom Hanks, I invite you to become an integral part of this landmark addition to the world of film and the Los Angeles skyline by making a gift to help see this incredible project through to completion.

We appreciate your consideration and generosity, and we look forward to seeing you at the Museum's grand opening in 2019!

Bob Iger
Campaign Chair

MISSION

The Academy Museum of Motion Pictures celebrates the art and science of movies—past, present, and future. Its exhibitions and programs will convey the magic of cinema and offer a glimpse behind the screen, illuminating the creative and collaborative process of filmmaking. The Museum will seek to inspire, entertain, and educate all visitors about the rich history of motion pictures and their essential role in our culture.



Kerry Brouher

Director, Academy Museum of Motion Pictures

“The Academy Museum will be as imaginative and innovative as motion pictures themselves. It will inspire visitors with the same sense of wonder and enchantment, and will encourage them to explore the ways in which film has responded to and shaped the world.”

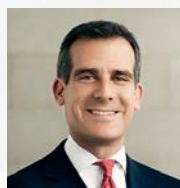
ENRICHING THE LOS ANGELES CULTURAL LANDSCAPE

Los Angeles—one of the most culturally vibrant cities in the world—is home to a lively performing arts scene, dynamic art galleries, and some of the greatest museums in the world—including the Getty, the Los Angeles County Museum of Art, and the Museum of Contemporary Art.

It boasts beautiful landscapes and signature buildings created by the world's top architects and designers. The City of Angels attracts 45 million tourists each year who enjoy its tremendous outdoor, cultural, and sports-related offerings.

Eric Garcetti

Mayor, City of Los Angeles



“People from across the globe come to Los Angeles to be inspired and to see things they have only imagined become real through storytelling. It is only fitting that the filmmaking capital of the world will soon have a space dedicated to its industry and artistry.”

One characteristic that distinguishes Los Angeles from other cultural centers is its role as the filmmaking capital of the world. Arguably the most popular global creative medium, film and LA are inextricably linked. With the iconic Hollywood sign perched prominently over Angelenos' daily lives, it would not be a stretch to suggest that nearly everyone in Los Angeles is somehow touched by movies and moviemaking. Everyone—Angelenos and visitors alike—has a favorite movie.

Therefore, it is surprising that this vast metropolis lacks an institution dedicated to its most iconic and celebrated art form. Today there is no major film center in LA, where movie lovers of all ages and from all backgrounds can experience the magic of the movies, gain insider insights into how they were made, and reflect on their role in our culture.

THAT IS ABOUT TO CHANGE.



HOLLYWOODLAND sign, Los Angeles, CA; c. 1920s



Karen Black in a scene from THE DAY OF THE LOCUST (1975, Paramount Pictures). Dave Friedman, still photographer.

“I believe beauty can change the world.”
-Renzo Piano, Academy Museum Architect



THE ACADEMY MUSEUM

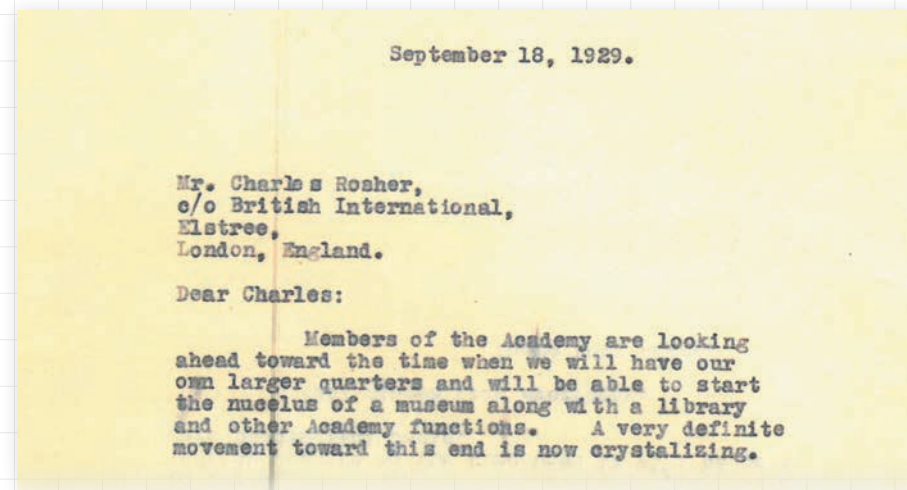
PROMISES TO BE

LIKE NO OTHER





Eighteen of the thirty-six founders of the Academy of Motion Picture Arts and Sciences, 1927.



Correspondence from Academy Secretary Frank Woods to cinematographer Charles Roshier, 1929.

The Academy Museum of Motion Pictures—scheduled to open its doors in 2019—promises to be the world's premier institution dedicated to the art and science of movies—past, present, and future.

DELIVERING ON A DREAM... AT LAST

Founded in 1927, the Academy of Motion Picture Arts and Sciences is the most recognized film institution in the world. Its mission is to recognize and uphold excellence in the motion picture arts and sciences, inspire imagination, and connect the world through the medium of motion pictures. Its goals include—preserving film history, recognizing excellence in motion pictures, and shaping the future of movies by providing a global forum to foster the art of storytelling. The Academy has over 8,000 members around the globe representing every aspect of filmmaking.

The most visible expression of this mission is the annual Academy Awards telecast, which is seen by several hundred million people worldwide. While this event clearly aligns with the part of the goal to recognize excellence, the scope of the organization extends beyond the glamour of the red carpet, high fashion, and movie stars. A much quieter but no less important expression of the Academy's work is its vast collection of film, film artifacts, and documentation. Housed in the Academy Film Archive and the Margaret Herrick Library, these collections form the world's largest and most diverse film archive and are the most complete scholarly resource for film study. Currently, the Academy Film Archive houses over 195,000 assets, including some of the earliest films made

in the late 19th century. More than 200,000 titles are represented in the production files of the Margaret Herrick Library. The library holdings also include more than 12 million photographs, 92,000 screenplays, 104,000 pieces of production art (including storyboards, animation cels, and costume design drawings), 61,000 posters, and 1,600 special collections.

The vision of creating a museum at the Academy stretches back to 1929 when the officers contemplated a space for their growing organization.

In September of that year, Academy Secretary Frank Woods, wrote, "Members of the Academy are looking ahead toward the time when we will have our own larger quarters and will be able to start the nucleus of a museum along with a library and other Academy functions. A very definite movement toward this end is now crystalizing."

However, it wasn't until 1956 that the Academy's Board of Governors approved a plan for a movie museum.

Today, thanks to the vision and ambition of the current Academy leadership, this 90-year-old dream will finally become a reality.

CREATING A MUSEUM LIKE NO OTHER

On the corner of Wilshire and Fairfax, in the heart of Los Angeles, Pritzker Prize-winning architect Renzo Piano is restoring and re-envisioning the historic 1939 May Company department store. This renovated landmark, named in honor of donors Cheryl and Haim Saban, will be joined by a new soaring glass and concrete sphere partially inspired by the dirigibles that landed close by on the Cecil B. DeMille airfield during the 1920s. When completed, the 300,000 square foot campus will feature six stories of dynamic spaces exploring the rich history of Hollywood and global filmmaking.

Kimberly Steward

Academy Museum Board Member
Co-Chair, Academy Museum Pillar Campaign



“Films have long played a role in shaping our understanding of the world and the diverse people who live in it—they have the ability to create more empathetic audiences and more compassionate societies. These films—and the art form that gave rise to them—deserve a permanent home in Los Angeles dedicated to celebrating their many contributions to our world.”



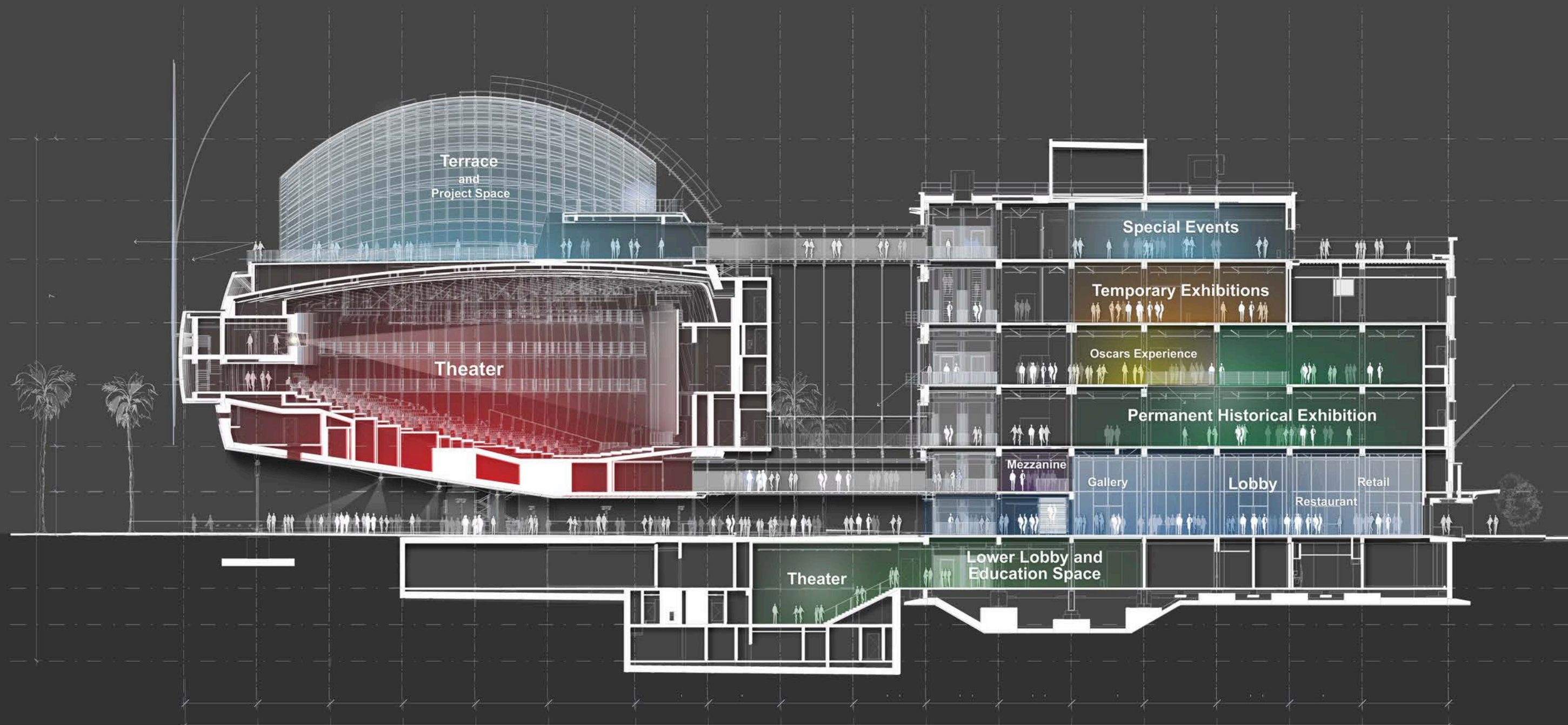
The Academy Museum promises to be like no other moving image museum. Other important film museums in Amsterdam, Berlin, Frankfurt, Melbourne, New York, Paris, and Turin celebrate the moving image and the stories it tells. The Academy Museum—with its unparalleled access to leaders from all sectors of the entertainment industry—will feature filmmaking, both in front of and behind the camera. Visitors will have an opportunity to not only experience the finished product, but also see the collaborative effort that goes into making a movie.

With its unparalleled collections and access to the most notable filmmakers of our time, the Academy Museum will offer extraordinary insights into the history and future of movies and moviemaking. From the moment visitors arrive at the Museum to the moment they leave, they will be immersed in the magic of cinema.

But more than a museum, the Academy Museum will be a hub for movie lovers, a film center where people from across the city and around the world gather to enjoy, learn, and engage with movies and moviemakers. Simultaneously experiential, educational, and entertaining, its amenities will include more than 50,000 square feet of space for exhibitions and cutting-edge projects, two state-of-the-art theaters, an alfresco piazza, a restaurant and café, a bustling shop, and a high-tech education studio. An open-air terrace featuring matchless views of the Hollywood Hills crowns the complex.

**FROM THE MOMENT VISITORS ARRIVE
AT THE MUSEUM TO THE MOMENT
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TELLING THE STORY OF MOVIES AND MOVIEMAKING

Why have motion pictures endured as our most innovative and influential art form for more than a century? Visitors can ponder that question as they are transported inside the dream factory to see and connect with both the history of cinema and the highly collaborative process of filmmaking.

A dramatic exhibition tracing the evolution of moviemaking is now being planned for the Wanda and Rolex Galleries on the second and third floors of the Museum. Combining sets, large-scale moving images, costumes, props, sound installations, and dramatic immersive environments, this journey will evoke the power and emotion of film as visitors move through time, from cinema's earliest beginnings in the late 1800s to the invented worlds of today and to the dreams filmmakers envision for tomorrow.



David Oyelowo and director Ava DuVernay during production of SELMA (2014, Paramount Pictures). Atsushi Nishijima, still photographer.



Gregory Nava

*Governor-at-Large
Academy Member, Writers Branch*

"By its very nature, film is a universal language. It blurs borders, connects cultures, and helps us understand our humanity. The Academy Museum will celebrate these values and share them with visitors from around the world."

Visitors will also attend the Academy Awards in the *Oscars Experience*. The Museum plans to embrace the glamour and history of Hollywood's biggest night. Indeed, through the use of technology, visitors can accept an Academy Award and can be photographed holding a real Oscar.

In addition to these long-term installations, the Museum's Spielberg Family Gallery, Marilyn and Jeffrey Katzenberg Gallery, and its dramatic double-height gallery will be venues for changing temporary exhibitions and projects, offering movie lovers a chance to return to the Museum time and time again. These presentations will include retrospectives of major filmmakers, focused explorations of specific aspects of filmmaking, artist projects and thematic explorations of cultural and social issues. This programming will play a significant role in building a local following as well as an international reputation for the Museum with many of these exhibitions touring to other venues around the world.



Doug Jones and Ivana Baquero in a scene from PAN'S LABYRINTH (2006, Picturehouse). Teresa Isasi, still photographer.



Director Sofia Coppola and Kirsten Dunst during production of MARIE ANTOINETTE (2006, Sony Pictures Releasing). Leigh Johnson, still photographer.

SHARING BELOVED OBJECTS

To tell the story of moviemaking, the Museum will draw upon the Academy's vast collections, making these rarely seen treasures widely available to the general public for the first time.

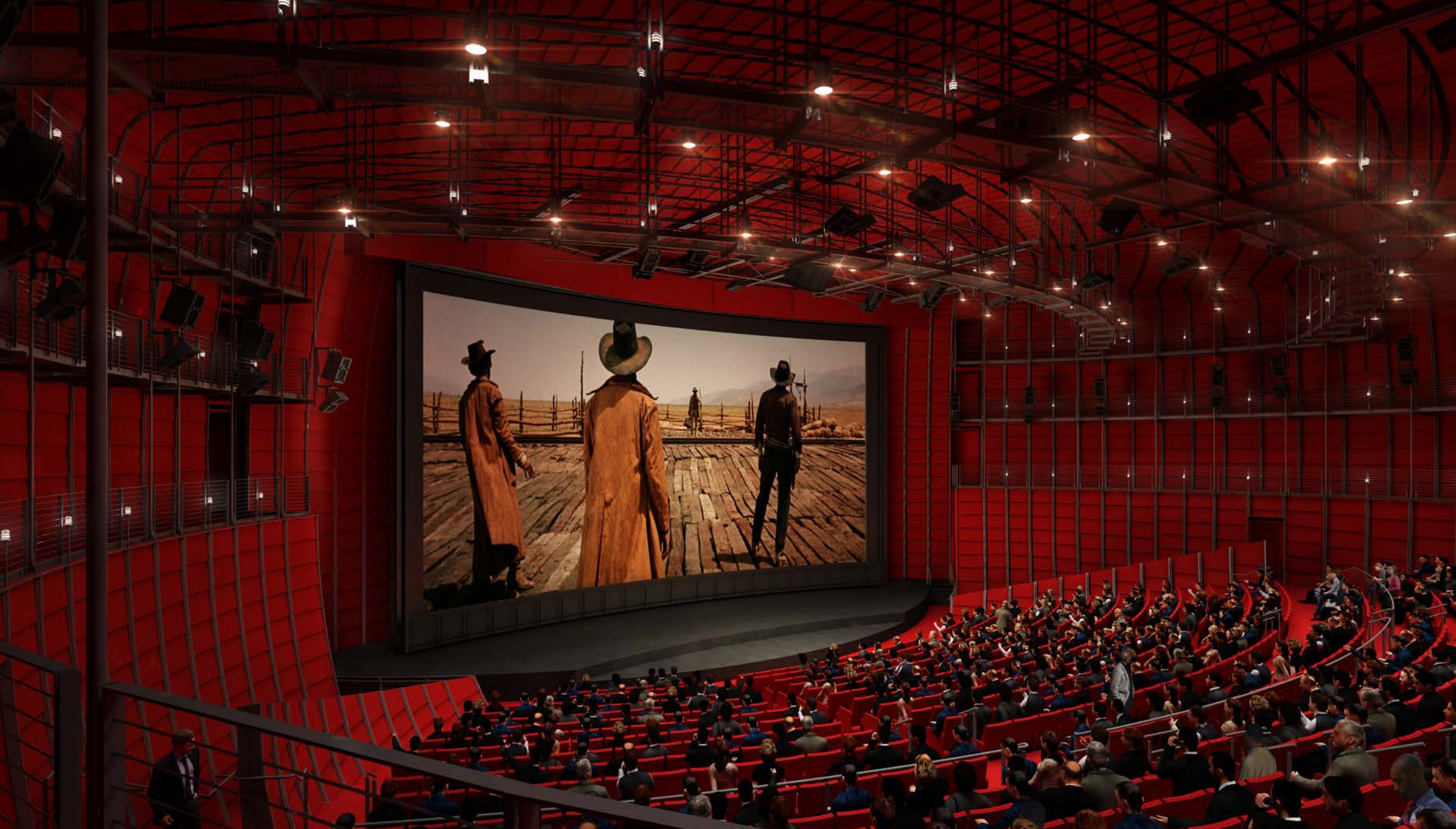
Treasures in the collection include the most pristine of the four pairs of Ruby Slippers from *The Wizard of Oz* (believed to be used for close up shots); the Aries 1B trans-lunar space shuttle from *2001: A Space Odyssey*; a creature head from *Alien*; and "Bruce," the only existing shark made from the original *Jaws* mold.

Recent costume acquisitions include Elizabeth Taylor's dress from *A Place in the Sun* and David Bowie's Goblin King costume from *Labyrinth*. Add Gregory Peck's annotated script from *To Kill a Mockingbird*, Cary Grant's personal scrapbook, a production drawing from *Citizen Kane*, costume sketches from Tim Burton's *Batman*, and behind-the-scenes photographs from *The Big Lebowski*, and it is clear visitors will be entranced by the array of original and rare objects from iconic films and contemporary classics they will discover at the Academy Museum.



Above: Ruby Slippers designed by Adrian, used for on-screen close ups in THE WIZARD OF OZ (1939); From left to right: "Lanterne de l'Orient" toy magic lantern, Germany (1860); Creature head designed and created by H.R. Giger for ALIEN (1979); Screen-used character puppet for KUBO AND THE TWO STRINGS (2016)





The 1,000-seat David Geffen Theater will not only be an unforgettable part of each visitor's experience of the Museum, but will also become a center for major film events including public programs, live performance, previews, openings, and special presentations with the world's leading filmmakers.

The more intimate 288-seat Ted Mann Theater will be the Museum's "cinematheque," offering screenings ranging from Saturday morning matinees for children of all ages to global cinema series.

Both theaters will also be home to an array of live performances, lectures, panels, and other events that will bring the most notable artists of today to Los Angeles audiences. Thanks to a generous gift from Dolby Laboratories, the Museum will be equipped to present film in all formats, including nitrate, with multidimensional sound experiences and superior screen quality.

SHOWCASING STATE-OF-THE-ART THEATERS



MOVING FROM SHADOW TO LIGHT



George O'Brien in a scene from *SUNRISE* (1927, Fox Film Corporation).

Both inside and outside the Museum, Renzo Piano has designed dynamic spaces intended to move visitors back and forth from shadow to light, from bright public areas to darkened film-based galleries and theaters. Those arriving from Sixth Street, Fairfax Avenue, and LACMA will enter the Museum through the elegant Walt Disney Company Piazza. Beautiful outdoor spaces will welcome museumgoers and passersby alike.

The Grand Lobby—with its 24-foot tall ceilings—will serve as the takeoff point for all museum activities. From this central hub visitors can head to the galleries and theaters, stop for a bite or a leisurely meal in the restaurants, or enjoy shopping in the store featuring exclusive Academy and movie merchandise. A light-filled, six-

story central “spine” containing escalators and glass elevators will transport guests seamlessly from level to level. Among the most spectacular locations in the Museum will be the Dolby Family Terrace located atop the Sphere Building.

Under a glass dome—rising to a height of 76 feet—visitors will encounter clear views of the Hollywood Hills stretching from Westwood to East Los Angeles. Sitting high atop Griffith Park, the Hollywood Sign will, no doubt, be among the Museum’s most popular photographic opportunities.



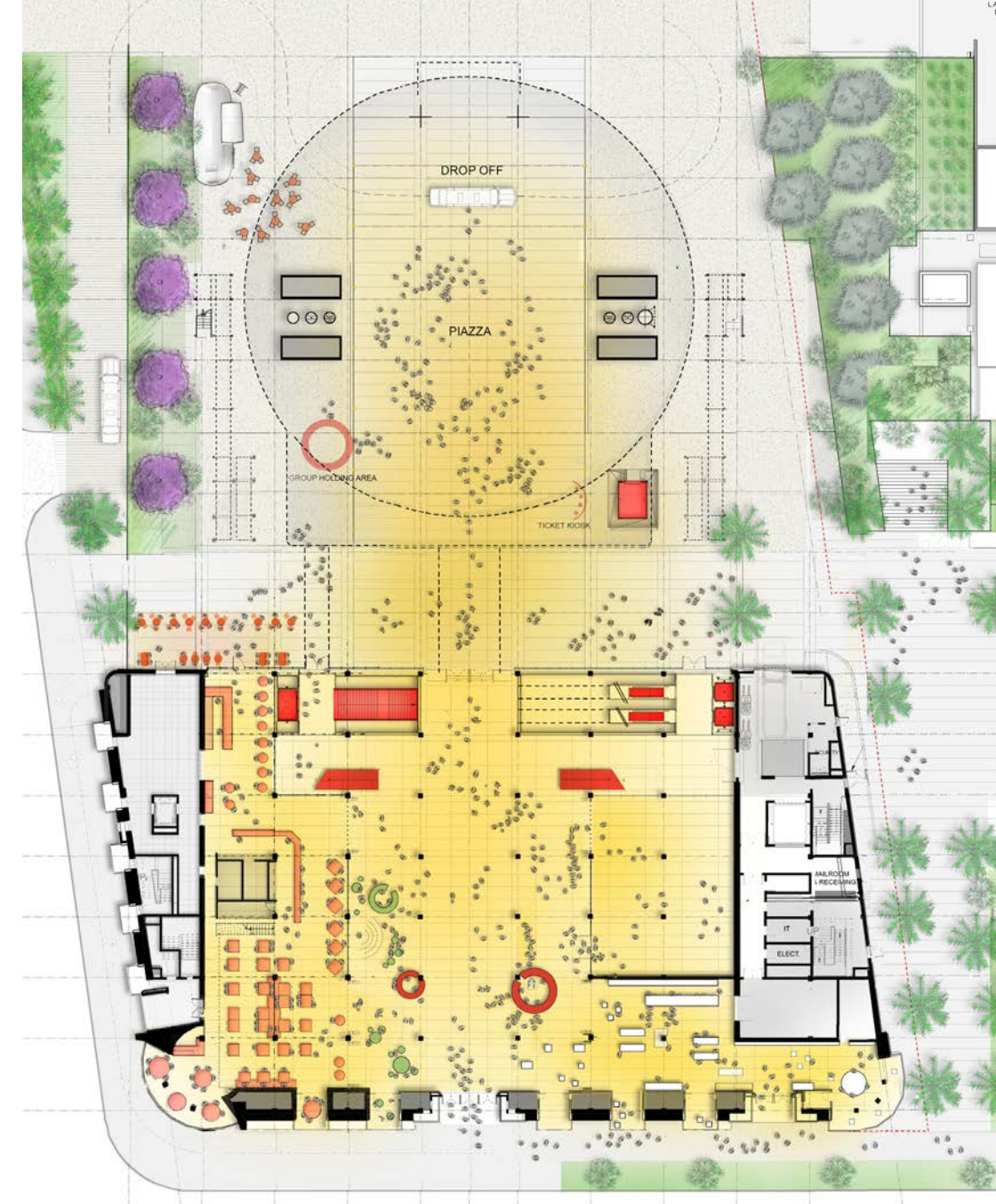
Laura Dern

*Co-Chair, Academy Museum Pillar Campaign
Actors Branch Governor*

“Growing up in Los Angeles, I always dreamt of having a place to go to fall in love with film, discover our history, and find a community that shared my passion for great cinema. I was terribly confused why it didn’t exist. The new Academy Museum promises to change all that.”

OFFERING UNIQUE DINING EXPERIENCES

The Museum’s restaurants—generously underwritten by the Fran & Ray Stark Foundation—will offer a range of dining choices for museum visitors. An elegant two-level space that includes a wine tasting room and bustling bar will offer a fine dining experience. The “grab and go” café will provide outdoor seating for visitors to discuss their day at the Museum over a casual meal or cup of coffee.



Lucy Liu

*Academy Museum Founding Supporter
Academy Member, Actors Branch*



“The movie industry has provided a creative and professional home for me and the many dedicated people who have devoted themselves to the art of filmmaking. What a thrill to know that the next generation of our industry will benefit from a world-class film center. Our future movie-making storytellers will be inspired by the Academy Museum’s educational programs and young filmmaker workshops.”



Kathleen Kennedy

*Academy Museum Board Member
Academy Foundation President
Producers Branch Governor*

“We are so fortunate to be located on Miracle Mile and to be a part of the exciting and visionary activities that are happening all around us. There continues to be an art community being built in LA, and the Academy Museum’s contribution is a focus on the art of motion pictures. That is pretty extraordinary.”



HOLDING HOLLYWOOD IN YOUR HAND

Thanks to generous funding from Bloomberg Philanthropies, the Museum will offer an informative and entertaining range of digital engagement platforms and interactives. They will allow visitors, both onsite and around the world, to explore, dive deeper, and directly interact with exhibitions and collections and with filmmakers and fellow film lovers internationally.

Before, during, and after visits, guests can access exciting and exclusive interpretive content on the Museum’s groundbreaking app and website—augmented reality experiences that bring installations and collection objects to life; virtual tour guides who provide insider and behind-the-scenes stories in the galleries; audio commentary in multiple languages from

today’s best-known filmmakers; kids’ discovery tours to delight and inspire young visitors and special public programs with Academy members for the Museum’s online communities. These are among the host of features awaiting visitors.

From the unsurpassed panorama on the Dolby Family Terrace as well as stunning views from around town, visitors can use the Museum app to superimpose Hollywood past onto Hollywood present and enjoy self-guided Academy-led tours around the city. They can see the rise of the studios, key filming locations, Academy Awards locations, favorite haunts of the stars—in effect, the evolution of Los Angeles itself.

Exterior of the forecourt.
Grauman's Chinese Theatre.
Los Angeles, California, undated.

SEEING FILM'S FUTURE

The future of moviemaking is also at the heart of the Museum's mission. As such, education programs seek to enlighten, inform, and unlock the potential of tomorrow's young filmmakers.

The focal point of this activity will be the Shirley Temple Education Studio, which is designed to provide hands-on workshops and programs for future storytellers to explore the creative possibilities of filmmaking.

A specific emphasis will be placed on engaging teens. Plans are underway to provide a collaborative learning environment for young adults focused on

all aspects of filmmaking. The program will afford teens—from across LA's wide demographic landscape—an opportunity to develop personal portfolios and participate in skill-building activities throughout the Museum led by industry experts and mentors.

School-aged students are envisioned as a vital part of the Museum community. A robust program of school tours, workshops, and specially-designed curriculum is planned. Creating excitement for movies and moviemaking among children and teens will inspire the future vitality and ingenuity of the artistic community that will define the future of filmmaking.



MAKING IT HAPPEN



Ron Meyer

*Chair, Academy Museum Board of Trustees
Academy Member, Executives Branch*

"The Museum has made great strides in raising funds and developing plans for what will become an essential cultural destination in Los Angeles. It is an honor to be part of such a significant project. After I saw the plans, the idea of becoming involved was irresistible."

To fulfill this ambitious vision, the Academy Museum has launched a significant capital campaign. Under the leadership of Bob Iger, CEO and Chairman of the Walt Disney Company, and award-winning actors Annette Bening and Tom Hanks, the campaign is close to reaching its goal. Generous donors from the international entertainment and philanthropic communities have stepped forward to make this decades-long dream a reality.

We invite you to become a part of Hollywood history and participate in making Los Angeles an even more vital cultural community.

Your contribution will also ensure that thousands of people are introduced to the magic of the movies and young visitors are inspired to become our next generation of filmmakers.

We hope you will consider joining the Academy Museum's ever-growing family.

For more information please contact Katharine DeShaw, Deputy Director, Advancement and External Relations at kdeshaw@oscars.org or 310-247-3560.

WE INVITE YOU TO
BECOME A PART OF
HOLLYWOOD HISTORY



Academy
Museum
of Motion
Pictures

JHARREL JEROME, ALEX R. HIBBERT,
AND MAHERSHALA ALI BACKSTAGE AT
THE 89TH OSCARS
