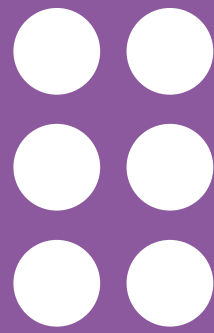


The Dot Experience



AMERICAN PRINTING HOUSE

Come Curious. Leave Empowered.



**Alone we can do
so little; together
we can do
so much.**

-Helen Keller



A Marketing Vision With Heart

Use a full complement of tools to build brand awareness, drive ticket sales and support our bold mission:

Change perspectives about blindness and empower individual action toward a world that welcomes everyone.

Target Audiences

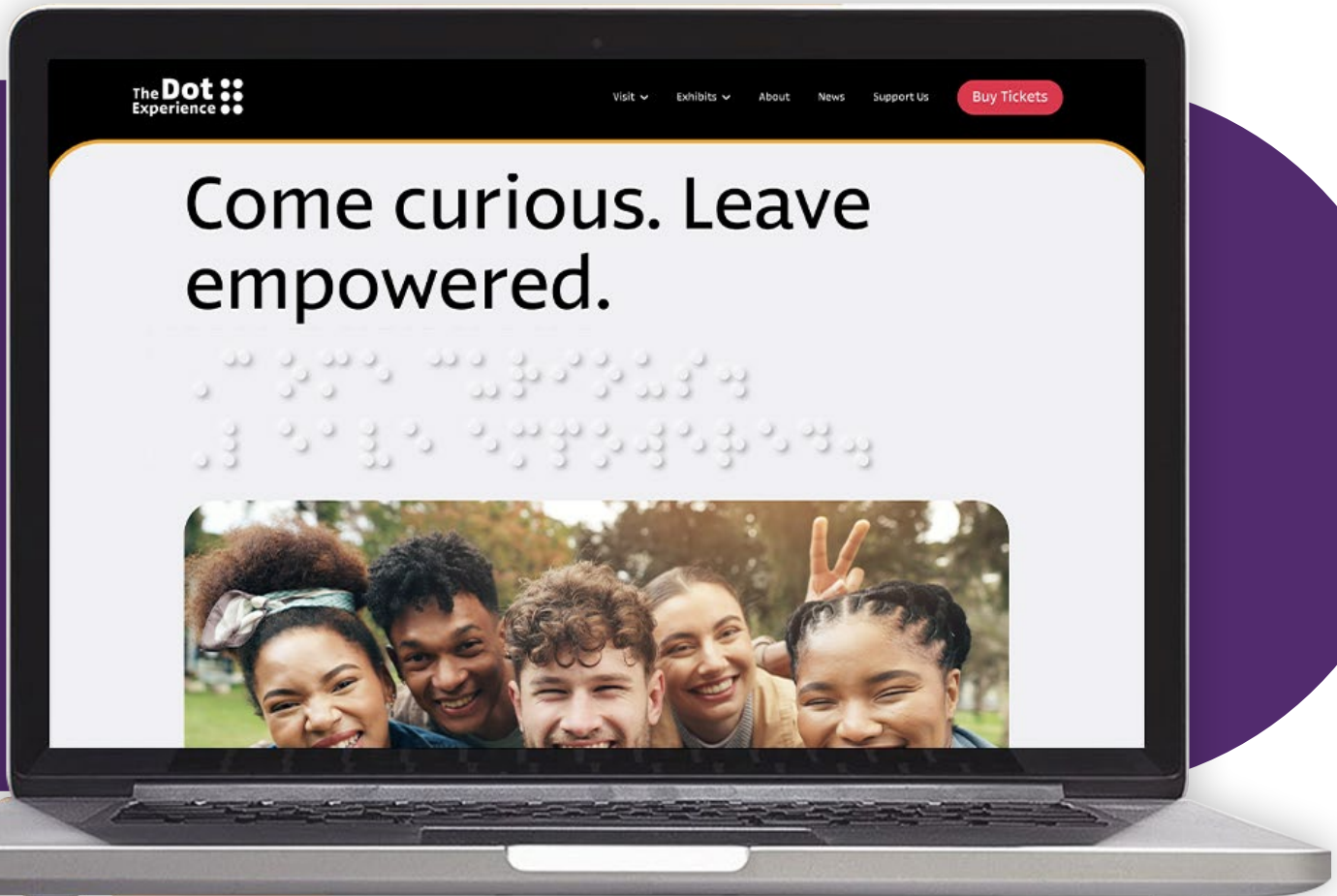
Use a full complement of tools to build brand awareness, drive ticket sales and support our bold mission:

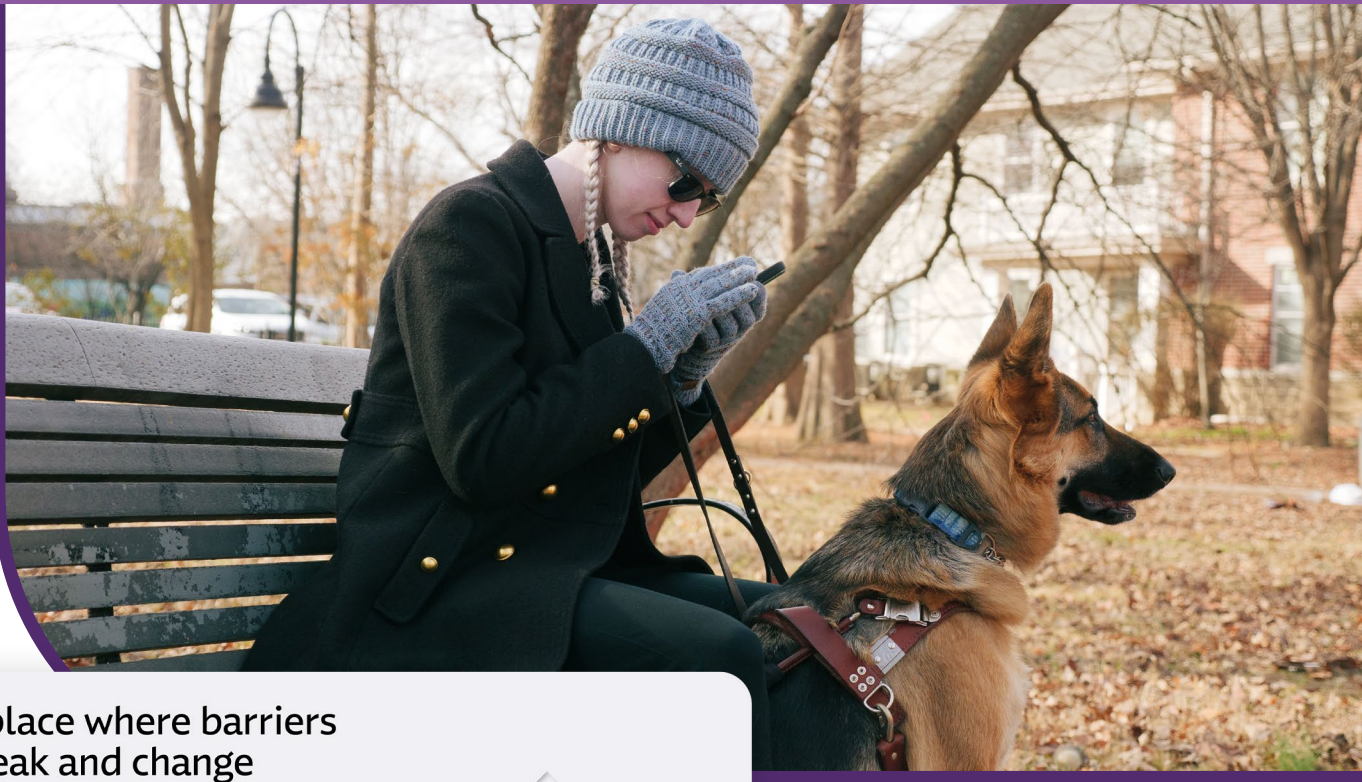
- Neighbors, community groups
- Families
- Museum enthusiasts
- Blindness/low vision communities
- Regional tourists
- Travel planners
- News media
- Local and state tourism
- Engaged supporters
- Professional organizations
- Donors (current and prospective)
- APH staff and board

Website Development

We believe accessibility should never be optional—it must be the foundation. This belief is reflected throughout our website, which has been designed from the ground up so that everyone, including visitors who are blind or low vision, can navigate freely and without barriers.

Check out our new website at TheDotExperience.org





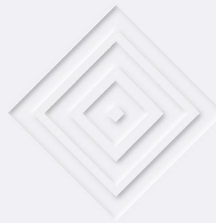
A place where barriers break and change begins.

The Dot Experience in Louisville, Kentucky, is the first attraction in the world to make every exhibit, image and artifact accessible to everyone—including people who may not be able to see them.

All 28,000 square feet of The Dot Experience have been designed with varied means of interaction like braille, American Sign Language, visual descriptions, reachable zones, tactile pathways and more. But this is not just a museum for those who are blind and/or low vision.

It is a journey into the human experience—one that invites you to imagine a more inclusive future, and leave ready to help build it.

No artifacts off limits, no discoveries out of reach. The world's most accessible, inclusive museum experience is finally here.



[Learn more about us](#)



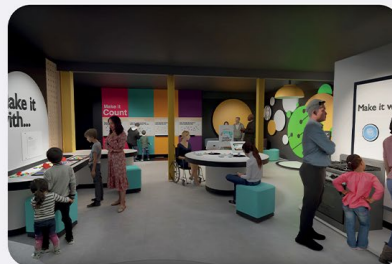
What is accessibility?

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Exhibits that expand perspectives



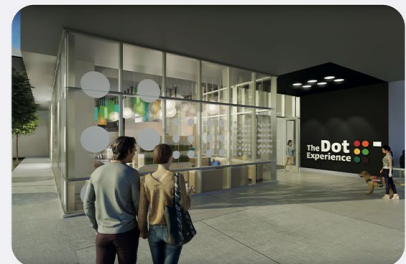
Discover the brilliance and defiance of Helen Keller: a life without limits

She didn't overcome the system. She changed it.

Even after a devastating 1946 fire destroyed her home and the 9/11 attacks claimed her literary archive, Helen Keller's legacy remains very much alive at The Dot Experience, where stories are told without barriers and every visitor belongs.

Touch a replica of the water pump that sparked Helen's discovery of language, stand beside her writing desk, and trace her life's most important moments through archived documents, images and objects.

[Discover the Helen Keller exhibit](#)



Uncover the depth of lived experience

Explore exhibits that reveal the fullness of life for people living with blindness and/or low vision—complex, vibrant and deeply human.

Sit beside a piano once played by Stevie Wonder and imagine the songs it carried into the world. Run your fingers across the dots of Louis Braille's alphabet, the code that opened books to millions.

And alongside these familiar names, discover the voices of people whose stories may not be known, but whose lived experiences shape the world in ways just as powerful.

[Explore the exhibits](#)



Social Media

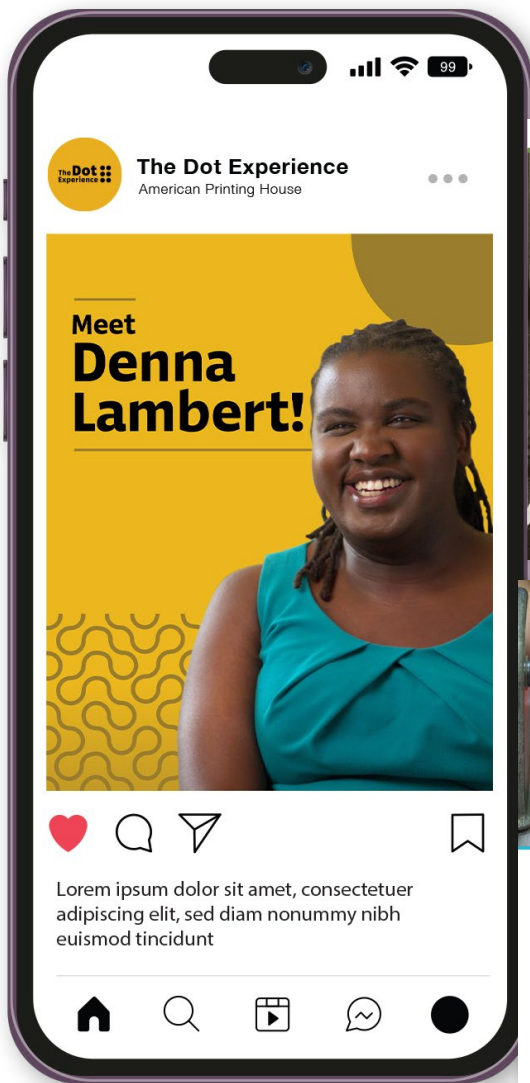
We converted our prior museum [Facebook page](#) to The Dot Experience page in Jan 2024 and have since received **1.6M+ views**. We also recently launched our [Instagram page](#) and will also be launching a LinkedIn page later this year.

Our goals:

- Sharing our mission and sparking curiosity
- Educating and informing
- Building excitement and interest
- Reaching potential visitors wherever they might be located
- Strengthening connections with our partners and local community

Give us a follow [**@the.dot.experience**](#) to stay up to date and show us your support!





A Voice for Many

Discover how Helen Keller used her voice to speak up for others!

The **Dot** Experience



You touch the exhibits. They touch you.

Visit the world's most inclusive museum in Louisville, KY.

The **Dot** Experience



Spark curiosity, awareness, and action.

See disability differently.

The **Dot** Experience

Opening minds in October 2026.

The first museum where accessibility is the standard.

The **Dot** Experience

Meet **Precious Perez!**



Advertising

We are implementing a two-year paid advertising plan through a variety of tools to establish strong awareness, build brand loyalty and community connection, and drive ticket sales. Year One is focused on building awareness and momentum. Year Two will build off that to focus on further growth and expansion.





The Dot Experience
AMERICAN PRINTING HOUSE

**Discover The Dot Experience—
The World's Most Inclusive Museum**

Opening in October 2026 in Louisville, Kentucky, The Dot Experience at American Printing House is the world's first attraction where every exhibit, image, and artifact is fully accessible to everyone.

For too long, millions have had to navigate spaces that overlooked their everyday lived experiences—especially in museums, where access has too often been an afterthought. At The Dot Experience, that ends here.



Inclusive by Design

The Dot Experience is the first museum built entirely around accessibility, and shaped by people who are blind, low vision, DeafBlind, and with other disabilities.

Across 28,000 square feet, visitors will engage through braille, tactile graphics, American Sign Language, visual descriptions, and more. No glass barriers. No off-limits objects. Just immersive, hands-on exploration for all.



Fact Sheet

...museum, this groundbreaking destination
...scenes factory tour, and a dynamic

...the American Printing House for the Blind's
...to braille. This tactile system—built from
...foundation of letters, numbers, music,

**The Human Experience of Blindness—
Complex, Vibrant, and Full of Life**

...explore powerful stories and innovations shaped by people who are blind
...low vision, alongside treasures like Helen Keller's desk, a piano played
...Stevie Wonder, the first guide dog harness, and a rare 1829 book by
...is Braille.

...blindness and empower individual action

...philosophy, individuals who are
...key decision-makers throughout the

...ing hands-on exploration. Where artifacts
...ed. Tactile guides, narration, and alternative

...ience serves as a bold new front door to APH,
...perience that celebrates inclusion, drives

The Dot Experience
American Printing House

**Heighten your sense
of inclusiveness**

Louisville's new museum
where barriers fall and
possibilities rise.

The Dot Experience

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...information. Phone: 502.899.2361
/ 40206 Fax: 502.899.2284

Follow us on social media
TheDotExperience
TheDotExperience

...innovation, and inspires exploration.

- Scheduled to open October 2026, The Dot Experience marks the 16th addition to APH's campus since the original building was first occupied in 1883.

Visit TheDotExperience.org for more information.

Follow us on social media
TheDotExperience

**Helen Keller's archive
is bold, brilliant – and
a little Old Fashioned**

Discover this icon's spirited side.

The Dot Experience



Public Relations

After conducting intensive research and planning, our public relations strategy has tailored messaging with strategic use of media channels—ensuring a strong debut and long-term public interest in The Dot Experience. We are continuing to widen our net of media interest and coverage by leveraging opportunities for authentic storytelling. In the last year we have had **497 Mentions**, **1.2B impressions**, and nearly **\$30M in earned media**.

Sample Stories

- **AFAR-** [*The Quest to Create the Most Accessible Museum in the World*](#)
- **Spectrum-** [*The Dot Experience: American Printing House breaks ground on \\$55 million museum, expansion*](#)
- **KET -** [*Accessible Art in Louisville*](#)



The Quest to Create the Most Accessible Museum in the World

The refreshed museum of the American Printing House for the Blind in Louisville, Kentucky, is slated to open in 2026 with a novel invitation to visitors: please touch.



A diverse team of blind and low-vision prototypers worked with Solid Light, the exhibit design firm that is helping the Dot Experience set new standards in museum accessibility. Courtesy of the American Printing House for the Blind

“One reason most museums maintain a strict ‘do not touch’ policy is to preserve artifacts; frequent handling accelerates wear and degradation. For blind visitors, this can feel alienating.”



Opening Minds in October 2026.

TheDotExperience.org



Scan to learn more about
The Dot Experience.