



For immediate release

Sara Brown, Public Relations Manager

Sbrown@aph.org

The Dot Experience Construction Marks Major Milestone, Announces Significant Gift from Zoeller Pump Company

American Printing House to open new front door in October 2026.

Louisville, KY (September 30, 2025) – The Dot Experience is on track to open in October 2026 with the final phase of exterior construction planned to start in early 2026. A total transformation of the Frankfort Avenue campus has been underway since the groundbreaking in spring 2023. This exciting new museum attraction is a model of inclusivity and accessibility and is a natural extension of APH's commitment to the field of blindness and low vision.

"We've set an ambitious goal to build the world's most accessible museum," said Jo Haas, APH Vice President of Advancement and The Dot Experience. "Our mission is to change perspectives about blindness and empower individual action toward a world that welcomes everyone. I'm confident The Dot Experience will do this and more," she added.

With nearly 12 months until the opening of The Dot Experience, leaders are excited to announce a significant multi-year gift from Zoeller Pump Company. The contribution will be formally announced at the future site of the historic Helen Keller water pump, a symbol of breakthrough communication and the power of connection, underscoring the shared mission of advancing access, understanding, and human potential.

"Zoeller Pump Company is proud to support The Dot Experience and its groundbreaking vision for accessibility and inclusion," said Dwight Newton, Corporate VP Human Resources - Chief People Officer. "This project exemplifies how thoughtful design and innovation can create environments where everyone feels welcome and empowered. We believe The Dot Experience will inspire visitors to see the world through new perspectives and recognize the strength found in diversity."

The Dot Experience is a part attraction, part museum, part educational center, and part factory tour, all rolled into one, with an interactive, hands-on exploration mindset. At 28,000 square feet, the entire attraction was designed from floor-to-ceiling with accessibility in mind. From floor colors and textures, to the way exhibits are displayed, lighting, sound, visuals and tactile access, every space in the new attraction is being thoughtfully planned.

Planned Exhibits

A highlight of the exhibit is the American Foundation for the Blind (AFB) Helen Keller Archive. Guests will follow Keller's journey from a beloved child who lost her sight and hearing, to a determined student who learned to communicate, mastered multiple languages, and earned a college degree. With the support of her teacher, Anne Sullivan, Helen became a tireless advocate, author, and global symbol of resilience and hope.

Museumgoers can see a 1922 Steinway grand piano once played by Stevie Wonder, explore tactile books and braille writers, and handle 3D-printed replicas of delicate artifacts. Guests will be able to feel the history of accessible reading come alive through touch.

Visitors can get creative at the Weaving Wall, experiment with cane tips, and test the latest assistive tech from APH. They can also learn braille with LEGO® Braille Bricks and explore math on a giant abacus through movement and play.

This isn't just an exhibit, it's a call to action. To learn, connect, and lead the way in creating a more inclusive world.

Historic Preservation

The Dot Experience is already proving itself to be a symbol of history. As the 16th building addition, APH found history embedded within the walls. During early excavation, the original limestone block wall from the 1800s was discovered. Months later, exterior brickwork dating back to 1923 was found. Final construction plans were updated to incorporate these historical finds into the final design.

Cast Members

The Dot Experience highlights the voices of individuals who are blind or have low vision, showcasing their diverse lived experiences. More than 20 "cast members" of varying ages, races, genders, abilities, and occupations are featured to demonstrate that blindness or low vision is not a limitation. By bringing together historical and contemporary figures, The Dot Experience shares stories of success, struggle, and reality through authentic perspectives.

Centered on human connection and innovation, the experience is crafted with a groundbreaking set of applied inclusive design standards. This ensures that all visitors can engage in an immersive and interactive environment that celebrates accessibility and inclusivity.

Cast Members range from: Anthony Ferraro, an Olympic athlete and podcast host; Patrick Henry Hughes, a Louisville native who played in the UofL Marching Band, with his father pushing him in his wheelchair; Denna Lambert, a NASA employee who transformed the Goddard Space Flight Center into a more inclusive and accessible place; Bradford and Bryan Manning, founders of Two Blind Brothers clothing company.

Visit TheDotExperience.com

About The Dot Experience

The Dot Experience is an innovative museum that incorporates elements of an attraction, a factory tour, and a center of education. The Dot Experience will be a destination experience with a mission to change perspectives about blindness; and empower individual action toward a world that welcomes everyone and to lead as a model museum of inclusivity.

About Zoeller Company

Founded in the family basement in 1939, Zoeller Company is a family-owned water pump manufacturer headquartered in Louisville, KY. They proudly manufacture with fourth-generation leadership and an expanding corporate workforce. Zoeller Company lives its mission to “Improve People’s Lives” by continuing to offer high quality products, services and technologies designed to provide value, while serving our local communities and working to protecting the environment. Zoeller is committed to serving Louisville and supporting all our stakeholders.