

# INTRODUCING...



The International Swimming Hall of Fame  
SWIMMING FOR ALL, SWIMMING FOR LIFE!



It is my great pleasure to introduce you to the future  
“Santa Clara Community Recreation Center” and “International Swim Center”  
and its legacy centerpiece, the International Swimming Hall of Fame (ISHOF).

The ISHOF Museum is an international shrine, recognized by FINA and dedicated to preserving the aquatic history. Established in 1965, ISHOF has been a leader in the education and promotion of the idea of **SWIMMING FOR ALL, SWIMMING FOR LIFE!**

**LEARNING HOW TO SWIM IS NOT A LUXURY!** It is an activity that saves lives. While competitive swimming and recreational water sports are attractive and healthful, knowing How to Swim is an essential Life Skill for all people. After all, 72% of our world is covered with water and the statistics on drowning deaths are frightening. The World Health Organization (WHO) reported that over 350,000 people die each year from drowning (11-18-2014). According to the Center for Disease Control (CDC) TEN people drown each day in the United States.

**BUT BEYOND STATISTICS AND SAFETY CONCERNS, WATER HAS UNIVERSAL AND CROSS-CULTURAL APPEAL.** From a child’s first bath to family outings in pools, rivers, lakes and oceans, it is an activity that enhances one’s QUALITY OF LIFE.

**EVERYONE CAN AND SHOULD LEARN TO SWIM.** Water offers the ideal medium for lifelong fitness and perfect conditions for rehabilitation after surgery or injury. There are no limitations as a result of age, sex, disability, skin color, beliefs, religion or differences of any kind. Being able to walk and to run are essential for activities on land, the ability to swim is essential for all activities that take place in, on or near water.

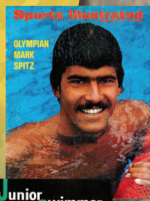
The Santa Clara Community Recreation Center, International Swim Center and ISHOF will make significant contributions to education, culture, health, water safety and a better quality of life for everyone in our community and we look forward to serving you.



A handwritten signature in black ink that reads "Donna de Varona".

**Donna de Varona**  
ISHOF Chairman  
2 x Olympian  
2 x Olympic Gold Medalist  
Santa Clara Swim Club

*Greetings from*  
**Santa Clara**



*Home of 75 Olympic Medals  
...and counting*

*International Swimming Hall of Fame*



International Swimming Hall of Fame  
1500 Civic Center Drive  
Santa Clara, CA 95050



# “AFTER ALL, 72% OF OUR WORLD IS COVERED WITH WATER.”

“Tis suppos’d that every Parent would be glad to have their Children skill’d in Swimming, if it might be learnt in a Place chosen for its Safety, and under the Eye of a careful Person.”

*Benjamin Franklin*

“There is hardly a day that goes by in the Summer, when we do not read about some accident on a river or a lake or a pond. It seems to me that in these modern times, we should teach the younger generation to swim, and this ought to be especially true of youngsters under 10. It should be part of their regular physical training.”

*President Franklin Roosevelt*



“As a boy growing up in Illinois, swimming was an important part of my life.”

*President Ronald Reagan*

“I really enjoy swimming. It’s been a great source of pleasure and good health for me.”

*President Gerald Ford*

“‘Self-preservation is the first law of nature,’ but to teach its people the ‘art of self-preservation’ should be the first law of a nation, and would tend to lessen the repetition of horrific drowning tragedies.”

*New York Times Editorial*

# "EVERYONE CAN AND SHOULD LEARN TO SWIM"

## IF I CAN'T SWIM?

- Death by drowning.
- I can't save myself or others when accidents occur in the water.
- I can't help myself when the situation demands.
- I can't help protect myself from natural disasters.
- I can't participate in therapeutic opportunities in the water.
- I can't safely enjoy activities that take place on, in or near beaches, rivers, lakes and swimming pools.

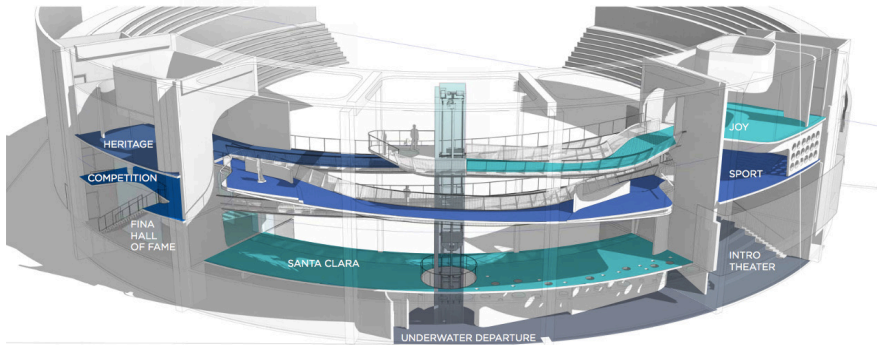
## OR IF I CAN SWIM !!!

- I am able to protect oneself and to save others from natural disasters and accidents.
- I am able to enjoy and participate in the vast variety of competitive and recreational water sports and activities.
- I am able to enjoy and appreciate the aquatic wonders of our Blue Planet
- I am able to use the water as an appealing form of exercise.
- I am able to use the water for rehabilitation, physical therapy, relaxation, better mental and physical health.
- I am able to qualify for occupations that require the ability to swim.

## MORE BENEFITS OF SWIMMING, AQUATIC EXERCISE AND AQUATIC THERAPY

- Research shows the concept that swimming is the most complete form of physical activity and that water is the ideal medium for exercising all muscles and toning the vital organs.
- Enables the unique properties of water - buoyancy, hydrostatic pressure, viscosity and fluid dynamics - to provide an excellent rehabilitative environment for patients suffering from all types orthopedic, accident or military injuries and disabilities.
- Provides an ideal environment for controlled athletic/cardiovascular training and cross training for other sports.
- Allows the principles of water to counteract gravity and supply support by up to 90%, thus reducing pain, spasm and swelling while providing earlier and more effective aquatic therapy rehabilitation exercises.
- Water is the ideal medium for sports injury rehabilitation; arthritis and joint pain management; spinal cord injuries; chronic back pain and lumbar instability; foot, ankle, knee or hip injury and joint replacement rehabilitation; obesity; amputees; brain injuries, stroke and motor neuropathy; Parkinson's Disease, Cerebral Palsy, MS, Autism and other sensory integration dysfunction; temporary lowering of blood pressure and improved blood circulation; improved brain function for Dementia and Alzheimer patients; relaxation therapy for ADHD patients.
- Water is the ideal medium for the obese to begin exercising without risk of injury.
- Instills an appreciation for the protection of the aquatic environment and clean water.

## THE INTERNATIONAL SWIMMING HALL OF FAME MUSEUM



The International Swimming Hall of Fame (ISHOF) Museum will provide an extraordinary educational and entertaining experience that will connect, inspire and engage visitors of all ages. It will also provide platforms for STEAM learning (Science, Technology, Engineering, Art and Math) programs for students, through project-based activities that will transfer knowledge and skills to real-world problems. The heart of the message is **SWIMMING FOR ALL, SWIMMING FOR LIFE!**

Designed by the world-renowned museum consulting firm of Cambridge Seven Associates and ELS Architecture, the visitor experience begins at the exterior of the museum, where a woven mesh screen and statue of the great Santa Clara legend, George Haines, welcomes the visitors. The mesh screen, which is prevalent in the International Swim Center and the ISHOF interior, creates a beautiful surface to display the museum entry signage. Ticketing and information components are located at the entry within the museum store to provide operational efficiency and initiate the retail experience.

Once ticketed, visitors enter into The Start gallery, a pre-theater waiting area where a multi-touch wall gives them an opportunity to connect with the museum, the Santa Clara swimming community, and swimming worldwide while they wait. The Intro Theater will showcase a signature film that presents a dizzying array of aquatic experiences and the perfect prelude to the museum experience. After the film ends, guests are guided to exit at the bottom of the theater and enter into the Underwater Departure gallery that provides a queuing area for the Bubble Up elevator.

Arriving at the Water Surface overlook, visitors will have stunning views out to the exhibition pool, around the atrium space, and even below their feet through a glass bubble window to the exhibit galleries below.

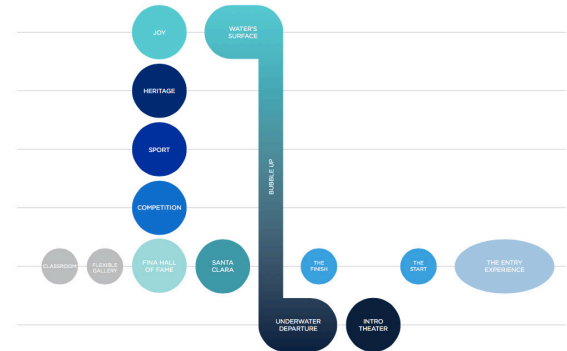
Joy is the first exhibit gallery that visitors will encounter, beginning on a 60-foot descending ramp lined with a multi-image graphic configured with people enjoying the properties of water; reinforcing the theme of Swimming for All! At the bottom of the Joy ramp visitors leave the daylight atrium space into a darkened gallery containing a panoramic theater expressing the joy of swimming through the multitude of recreational, occupational and therapeutic opportunities above and below the water line.

From this gallery, visitors emerge again into the daylight atrium space descending down the Heritage ramp. Through a combination of unique and distinctive artifacts and graphics, and interactive touchscreen monitors, visitors will explore the evolution of swimming from a globally indigenous life skill to an occupational and recreational activity and sport. At the conclusion of the Heritage ramp, visitors again enter a darkened gallery containing exhibits highlighting the importance of swimming to civilization, to the gender and civil rights movements, and in film.

Emerging again into the daylight atrium space, visitors enter the energetic Sport ramp. Along the ramp, visitors can view graphics and artifacts that also depict the history and evolution of competitive swimming, diving, synchro and water polo. At the conclusion of the Sport ramp, the visitor again enters a darkened gallery where they will be able to have an immersive experience of each sport through virtual reality and other interactive experiences.

Leaving this high-energy gallery, visitors start down the Competition ramp. Featuring four exhibit clusters with unique artifacts and graphics. This ramp focuses on the competition progression ladder of each sport from entry level to the Olympic and Paralympic Games. Each of these clusters will contain a large interactive monitor, which gives visitors the opportunity to dive deeper into highlights, statistics, interview anecdotes, and more. The Olympics are the ultimate achievement in competition. As visitors enter the darkened Competition gallery they will be blown away by the magical and brilliant array of Olympic medals suspended between two glass walls. A glass graphic rail will run along both sides of the case, with an attached sliding monitor that displays more information about each Olympic game and each Olympic athlete. When certain games or athletes are activated with the monitor, the respective medals suspended in the glass wall light up and sparkle even more. Uniforms, flags, posters, and other pertinent artifacts will be elegantly displayed along the back walls of the gallery.

Descending by stair or elevator, visitors arrive back down to the street level and into the Hall of Fame. This gallery features a 20-foot long multi-user, multi touch table. Visitors can touch either a name, sport or country and choose from a multitude of options that bring to life the great names in swimming history on the walls of the room. Leaving the Hall of Fame gallery, student field trips will enter the library and classrooms for STEAM Learning for K through 12, while other visitors proceed into the magnificent 40-foot high and 120-foot long "Santa Clara Atrium" - a space focused on Santa Clara's swimming and Olympic history.



# CAN YOU SWIM ?

An ancient tale, retold throughout the world for centuries, but largely forgotten now, relates the tale of a scholar who hired the boat of a waiting ferryman to take him across a river. During the journey, the scholar asked the ferryman if he knew anything about astronomy. When the ferryman said he did not, the scholar sadly remarked: "Without knowledge of the stars, one-third of your life is lost." A little later the scholar asked the ferryman if he knew how to read. When the ferryman said he did not, the scholar cried out: "Oh my, another third of your life is lost." A little later the boat was upset and both of them were thrown into the water. "Can you swim?" called out the ferryman. "Alas, no," cried the scholar before he disappeared under the water. "Then," remarked the

ferryman sadly, "all of your life is lost."

No matter how much you may know, you are only partly educated if you do not know how to swim. If you cannot swim, not only is your life exposed to a number of unnecessary hazards, but the knowledge of your helplessness prevents you from enjoying the innumerable pleasures and benefits of swimming.

In all cases the process is both life insurance and means of enjoyment to the end of life. But even if it should involve trouble and expense, swimming should be religiously attended to. To neglect it, may mean an unnecessary death in the family and much sorrow.

“The International Swimming Hall of Fame belongs in Santa Clara!”

*George Haines  
Legendary Santa Clara Swim Coach*



For More Information:  
[www.ishof.org](http://www.ishof.org)  
[www.svaiproject.com](http://www.svaiproject.com)

To support call:

