

Press Release

GoodVision Glasses Become Part of "The Design Museum" Archive – A Symbol of Social Innovation and Design

The design museum of the Bavarian State Painting Collections, part of the Pinakothek der Moderne, not only recognizes the impressive innovation behind GoodVision Glasses but also highlights their crucial role in the context of social design and sustainable development. Their inclusion in this renowned archive marks a significant milestone for the project, underlining GoodVision Glasses as a pioneering example of social commitment and responsible design: *high-quality, sustainable eyewear with a classic, timeless aesthetic for just a few dollars – a project that changes the way people see the world.*

Munich, November 2024 – GoodVision Glasses have garnered worldwide attention as one of the most innovative and sustainable social initiatives in the fields of design and healthcare. What began in 2012 as a simple idea in a basement in Erlangen has since evolved into a global movement: people in low-income regions can obtain a pair of glasses for just two to three days' wages, significantly improving their quality of life. Now, this remarkable project has received yet another prestigious recognition: GoodVision Glasses have been included in the archive of The Design Museum in Munich.

GoodVision Glasses – A Successful Product Design with a Social Mission

The story of GoodVision Glasses began long before their official founding in 2012. Former teacher Martin Aufmuth had been concerned with the challenges faced by the Global South since his student years. Inspired by Paul Polak's book *Out of Poverty*, he realized that fighting poor vision was a key factor to escape the cycle of poverty. In many rural regions, people lacked access to affordable glasses, severely affecting not only their quality of life but also their economic opportunities. Determined to address this issue with a simple yet effective solution, Aufmuth developed GoodVision Glasses.

These glasses are not only functional but also a masterpiece of simplicity and cost-effective design. Made from durable, lightweight wire, they can be produced without complex machinery or expensive materials. This approach enables local manufacturing, creating jobs in economic weak regions. At the same time, costs remain so low that even people with limited incomes can afford them.

But the impact goes even further: GoodVision Glasses follow an inclusive business model that trains local people, providing them with stable jobs and improved career prospects. In many countries, this initiative secures livelihoods, tackling not just a social problem but also fostering local economic development in a sustainable way.

GoodVision Glasses in the Context of Design

The inclusion of GoodVision Glasses in The Design Museum's archive is a special honor, demonstrating that the project's influence extends far beyond its practical function. These glasses are not just a pragmatic product; they exemplify how design can creatively address social challenges. In a world increasingly shaped by global crises, where poverty, inequality, and resource scarcity are pressing issues, GoodVision Glasses stand as a testament to responsible design that places ethical and societal concerns at its core.

EinDollarBrille e.V. GoodVision

Representative Board
Members: Martin Aufmuth,
Karsten Wolf

Kontakt

Phone: +49 (0)9131 / 913 94 31
email: info@eindollarbrille.de
Obere Karlstraße 29,
91054 Erlangen, Germany

Internet

eindollarbrille.de
goodvision.org
[linkedin.com/company/goodvision-](https://linkedin.com/company/goodvision-international)
international

Donations / Spenden

eindollarbrille.de/spenden
goodvision.org/donate/
non-profit organization
VR Fürth/200672

A Global Model for Sustainable Design in the Future

Today, GoodVision Glasses are in use across many countries and regions worldwide. In Africa, Asia, and South America, around one million people have already directly benefited from the project. The success of this simple yet effective idea has allowed Martin Aufmuth and his team to expand the model to new regions, further developing local production and distribution.

This project has demonstrated how design can change the world by shining a light on urgent social issues and providing sustainable solutions. It is an invitation to view design not just as an aesthetic discipline but as a powerful tool for positive change.

For more information, please visit the museum's website at <https://www.die-neue-sammlung.de/> or the official websites of GoodVision www.eindollarbrille.de/en and www.goodvision.org

About GoodVision (EinDollarBrille e.V. Germany)

According to a WHO study, over 950 million people worldwide suffer from correctable defective vision but do not have the means to buy conventional glasses. Against this backdrop, GoodVision (EinDollarBrille e.V. in Germany) aims to provide high-quality, affordable, robust and customized glasses worldwide. The organization was founded in 2012 by Martin Aufmuth, the inventor of the GoodVision Glasses (EinDollarBrille), and is recognized by the tax office as a non-profit organization. The GoodVision Glasses can be manufactured and sold by local people. The material costs for a pair of glasses are around one US dollar. The selling price is two to three local daily wages. The training of the producers and the development of the project in the target countries are financed by donations. The project is sustainable: the proceeds from the sale of the glasses help to cover salaries in the country and the materials for new glasses. The aim is to establish basic optical care for people in developing countries.

Press contact:

E-Mail: presse@eindollarbrille.de

Telefon: +49 9131 913 94 31

EinDollarBrille e.V. GoodVision

Representative Board
Members: Martin Aufmuth,
Karsten Wolf

Kontakt

Phone: +49 (0)9131 / 913 94 31
email: info@eindollarbrille.de
Obere Karlstraße 29,
91054 Erlangen, Germany

Internet

eindollarbrille.de
goodvision.org
[linkedin.com/company/goodvision-](https://www.linkedin.com/company/goodvision-international)
international

Donations / Spenden

eindollarbrille.de/spenden
goodvision.org/donate/
non-profit organization
VR Fürth/200672