PRESS RELEASE

From the Archive into the Spotlight: GoodVision Glasses Featured in an Exhibition in Munich's Design Museum

Starting December 3, 2026, GoodVision Glasses (EinDollarBrille) will be part of the exhibition "Design for All" at Die Neue Sammlung (The Design Museum) in Munich, one of the world's most significant design museums. On December 13, GoodVision will take part in the inclusive design festival "All In" at the Pinakothek der Moderne in Munich, with a hands-on program.



© GoodVision, Left: eye camp in Malawi. Center: schoolgirl in Burkina Faso. Right: hands-on activity bending mini glasses. (Photos: Kerth, v. Künßberg, Gimpel)

Munich, November 17, 2026 – Starting December 3, Die Neue Sammlung in Munich will show GoodVision Glasses in its new collection display "Design for All." The exhibition explores how design can help people with different impairments participate more fully in everyday life. It shows not only the object itself, but also the influence and design of its surroundings. The GoodVision Glasses illustrate that design goes beyond the individual product. An affordable pair of glasses on its own does not create access to basic eye care. Its concept is far more than a product. GoodVision (EinDollarBrille e.V.) builds complete eye care and eye health systems that are built locally in countries where access to a simple pair of glasses is not guaranteed. The GoodVision Glasses were added to the collection of Die Neue Sammlung in fall 2024 and and are now on view for the first time, in the museum's first collection display on this subject.

Opening of the exhibition "Design for All," December 3:

The museum will hold a press conference at 11 a.m. on the lower level, Room 6. GoodVision representatives will attend the opening at 7 p.m. in the Ernst von Siemens Auditorium at the Pinakothek der Moderne. The event is free and open to the public.

Speakers:

- **Prof. Dr. Angelika Nollert**, Director, Die Neue Sammlung – The Design Museum
- **Dr. Elisabeth Donoughue**, Officer for Literature Funding and Cultural Participation, Bavarian State Ministry of Science and the Arts
- **Frauke Maria Petry**, Inclusion and Digital Cultural Education, Die Neue Sammlung – The Design Museum
- **Verena Bentele**, President of the Sozialverband VdK Deutschland e.V., Paralympic gold medalist (welcome remarks by video)
- **Dr. Caroline Fuchs**, Curator, Die Neue Sammlung – The Design Museum

"All In" festival on December 13: Get Involved with GoodVision on the 1-Euro-Sunday

On December 13, GoodVision will be part of the inclusive design festival "All In" in front of the “Type Case" (Setzkasten) of The Design Museum.

GoodVision will host three stations from 2 to 5 p.m.:

- **Information and bending demonstration:** Conversations about the story behind the GoodVision Glasses and how a simple idea became a social innovation that now operates in 11 countries. In a live demonstration, the team shows how a sturdy, functional pair of glasses is made on our electricity-free bending machine, using spring steel wire and simple pliers. Material costs: roughly one US dollar.
- **Mini glasses activity:** Visitors learn how to bend their own mini glasses from spring steel wire and can take them home as a little reminder.
- **Simple replica of an eye camp:** See how it works in the field. What does an eye camp in Malawi, India or Bolivia look like? Interactive session and walk through of each step, from registration and vision tests to fitting the glasses. Simple, efficient and built to scale.

An invitation to everyone

GoodVision looks forward to meeting people and exchanging ideas about its work. GoodVision invites its longtime donors in the Munich area, along with anyone who wants to help make a positive difference in the world. The event takes place during the reduced entry fee "1 Euro Sunday for All" offered by the Munich State Museums.

More information about the festival: https://www.die-neue-sammlung.de/en/termin/10-13-dezember-2026-all-in-das-inklusive-designfestival/ More about the exhibition "Design für Alle": https://www.die-neue-sammlung.de/en/ausstellung/design-fuer-alle/

Note to Editors

We are happy to organize Interviews and provide images as well as additional background information upon request. Please get in touch. Further information can be found at www.eindollarbrille.de/en.

Contact person and Manager of the "All In" **Design Festival: Julia Maier,** Pinakothek der Moderne Julia.Maier@die-neue-sammlung.de
Press contact: Vanessa Cognard, Head of Communications EinDollarBrille / GoodVision

presse@eindollarbrille.de, +49 (0)9131 913 9431
https://www.eindollarbrille.de/en/press-area
www.linkedin.com/company/goodvision-international
www.linkedin.com/company/ein-dollar-brille

About GoodVision / EinDollarBrille e.V.

*Over **950 million** people worldwide suffer from correctable refractive error, according to a WHO study, yet lack the means to purchase conventional eyeglasses. Against this backdrop, **GoodVision** is committed to enabling global access to high-quality glasses that are affordable, robust, and individually fitted. **GoodVision Germany** (EinDollarBrille e.V.) was founded in **2012** by **Martin Aufmuth**, the inventor of the GoodVision Glasses, and is recognized as a non-profit organization. Training eyeglass producers and establishing the program in **11 countries** across Africa, Asia, and South America are funded through donations. The project is sustainable: proceeds from the sale of glasses help cover the salaries of local professionals and the materials needed to make new glasses. Material costs for one pair are around **one US Dollar**, while the selling price is **two to three locally typical daily wages**. This has dramatically reduced barriers to access for millions of people. In addition, the organization advances the provision of ophthalmic examinations in remote and underserved regions, particularly **cataract surgeries**. Beyond training optical professionals, GoodVision also started to train specialized nurses. The goal is to ensure basic eye care and integrate it into public health systems in the program countries—so that early prevention, check-ups, and treatment are available to those in need.*