



THE NATIONAL NAVY SEAL MUSEUM

COMING TO SAN DIEGO, CALIFORNIA

"TWO IS ONE, ONE IS NONE"

“The National Navy SEAL Museum fills a key and unique role by both archiving and presenting the history of our nation’s naval commandos. Today’s SEALs operate in the shadows, as they must, so this opportunity to glimpse into their world must be treasured.”

– Admiral Eric T. Olson, United States Navy SEAL (Ret.)



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in which future development can breed. Personnel selected should possess past experience in this area of operations insofar as is practicable. Training could well include elements of the U.S. Army, Special Warfare Center, Fort Bragg, and evasion, survival, restricted waters, and knowledge of areas of responsibility, demolitions, communications, intelligence

this cadre, syllabi can be developed for personnel, such personnel to include personnel and certain staff officers, training for mobile training teams.

training teams could be made available

1.0

PROJECT OVERVIEW

1.1 INTRODUCTION

In 1981, the idea for a museum dedicated to the men who trained on the beaches of Fort Pierce, Florida was born. Retired SEAL Capt. Norman Olson was brought onboard to turn the dream into a reality. With typical SEAL fortitude and ingenuity, Capt. Olson was able to get the Museum off the ground on a shoestring budget. The Navy SEAL Museum opened on Veterans Day in 1985 to honor U.S. Navy SEALs and their predecessors, collectively called Frogmen.

From humble beginnings, the Museum has experienced tremendous growth to become a museum of national stature, drawing tens of thousands of visitors every year. From a collection of artifacts donated from attics and

old trunks, the Navy SEAL Museum now displays vehicles, vessels, tactical equipment, and weaponry from the earliest days of Naval Special Warfare to today's multifaceted global operators and headline conflicts.

After experiencing an accelerated phase of growth and expansion, and the acquisition of artifacts and dramatic new displays, the Navy SEAL Museum is now ready to further expand to the West Coast of the United States to honor West Coast SEAL Teams and educate additional inquisitive visitors about the special role of Special Operations Forces.

Navy SEALs and their forerunners have been writing history since day one. The

Museum is honored to share the pieces of the story that can be told with the proud citizens of our country from the birthplace of Naval Special Warfare in Fort Pierce, and now from the epicenter of the initial training of these elite men near Coronado, California.



1.2 MISSION

The National Navy SEAL Museum is the only museum dedicated solely to preserving the history of the United States Navy SEALs and their predecessors. Built to honor the men who served with fortitude and dedication, the Museum resides on the training grounds of the original Navy Frogmen.

The main objective of the Museum remains the promotion of public education by providing the opportunity to explore the history of the United States Navy SEALs through interactive exhibits, while honoring the fallen at the Navy SEAL Memorial and caring for those warriors' families through the Trident House Charities Program.



1.3 GOALS

To communicate the crucial role in defense of the United States performed by the Scouts and Raiders, Office of Strategic Services Maritime Units, Naval Combat Demolition Units, Underwater Demolition Teams, and the Navy SEALs.

To create a venue of inspiration, reverence, and education that honors the service of the Frogmen, from World War II to the present day.

To exhibit Navy SEAL values of commitment, courage, and honor as expressed in the Ethos.

To celebrate the SEAL community and their families, expressing their

commitment, dedication, and personal sacrifice for love of country.

To memorialize our fallen warriors, proving a sacred place for families and friends to honor and remember them.

To share the Frogman story with clarity, continuity, integrity, and dignity, informing, educating, and entertaining the public.

To enhance the Museum's ability to collect, preserve, and display historical evidence and oral testimonies of Navy SEALs and their families.

To increase the Museum's profile as an active institution with exhibits

that encourages visitors of all ages, interests, and demographics by presenting a multi-dimensional experience.

To educate the public about the history and service of Navy SEALs and their predecessors.





San Diego

2.0 LOCATION OVERVIEW

2.1 FORT PIERCE HISTORY

Fort Pierce, Florida is the birthplace of Naval Special Warfare. During World War II, training for Scouts and Raiders, Naval Combat Demolition Units, and Underwater Demolition Teams was carried out on the beaches of Fort Pierce. The city's year-round warm weather, isolated beaches, and access to boats and demolition supplies made it an ideal place for preparing volunteers for a new kind of clandestine naval warfare.

Young men in these teams had volunteered for hazardous duty, performing heroic tasks in both the Atlantic and Pacific theaters of war. Their service and many sacrifices were decisive in American victory. They are

the honored ancestors of today's U.S. Navy SEALs.

The first two official SEAL Teams were formed in 1962 and stationed on each coast: Team One at Naval Amphibious Base Coronado in San Diego, California and Team Two at Naval Amphibious Base Little Creek in Virginia Beach, Virginia. By the early Eighties, the growing need for unconventional warfare led the Teams to be reorganized, and redesignated, establishing a growing number of SEALs on both the East and West Coast.



2.2 SAN DIEGO FUTURE

Downtown San Diego is a vibrant community of commerce and residences, bustling with locals, commuters, and visitors. The urban paradise is a collection of skyscrapers, luxury condominiums, and businesses, but amidst its continued growth and development, Downtown San Diego remains charming with the allure of many original vintage buildings and historic sites.

The city center of San Diego, Downtown serves as the cultural and financial district of the area, housing the primary local headquarters of the city, county, state, and federal governments. It continues to evolve with large-scale projects, largely

defining its future economics and aspirations.

The vibrant character of Downtown San Diego attracts more than 34 million people annually. With both its great population and historic connection to Coronado, San Diego is a desirable location for the Navy SEAL Museum expansion project. The future San Diego Museum will provide a unique opportunity for residents and guests alike to learn more about our Special Operations Forces and the role the West Coast plays in the creation of these elite warriors.

“The Navy SEAL Museum is dedicated to the preservation of the history of Naval Special Warfare. Adding a second location on the West Coast will allow us to increase our impact on both the military and civilian community. San Diego is the obvious choice for a Navy SEAL Museum because of the West Coast SEAL history and continued presence.

“A SEAL Museum will offer a valuable, educational experience for the public to learn more about our Special Operations Forces, but will also give West Coast Teammates access to a Museum that honors the history and heritage of the Frogman; the Museum is a place they can take their families to help them better understand and appreciate the service of a Navy SEAL.

– Master Chief Rick Kaiser, United States Navy SEAL (Ret.), Navy SEAL Museum Executive Director





3.0

PROJECT OVERVIEW

3.1 DESIGN APPROACH

The visitor experience begins at the entrance, where guests will be immediately immersed in the world of Navy SEAL stealth and shadows. Journeying under an authentic SEAL Delivery Vehicle (SDV), Museum guests will be intrigued by the underwater environment that is signature SEALs. This space will include a Museum Gift Store with unique and custom merchandise, a Temporary Exhibitions Gallery, Donor Wall, and Reception Desk where they can secure tours, purchase tickets, and gather other valuable information.

An orientation video in the Ethos Theater and the Medal of Honor Wall will convey the spirit that personifies the Museum.

Visitors will begin in the World War II Gallery, which honors the men who pioneered Naval Special Warfare and set the highest standards of service and sacrifice.

Additional galleries will be devoted to late-twentieth-century history, including the period's Weapons and Equipment Evolution, from historic diving gear to small arms. Exhibits will portray service in the Korean War, the Vietnam War, the Persian Gulf War, and other Small Engagements of the 1990s. SEAL participation in NASA operations will also be featured. The Heritage Theater's video gives an action-filled overview of this period and World War II, creating a narrative that links the past with present.

Visitors conclude their journey learning about the Global War on Terror and action in Afghanistan and Iraq. The demise of Osama bin Laden will be depicted in an interactive model of the Abbottabad compound. A Naval Special Warfare interactive table invites guests to explore the full history, beginning at WWII. Tableaux depicting Sea, Air, and Land Operations include watercraft, land vehicles, parachutes, and other imperative equipment and weapons used by SEALs.

A special Dark Zone will offer The Trident Challenge, where visitors can help plan a SEAL operation, making use of SEAL technology and tactical gear.



3.2 INTERACTIVE TECHNIQUES

Contemporary programming, technologies, and display techniques will capture a diverse audience of all ages, backgrounds, and interests. Immersive environments, media presentations, artifacts, interactive technologies, and imagery will showcase the service of a Navy SEAL.

Large-scale tableaux will present large, iconic artifacts and display consoles that feature videos, photographs, small artifacts, and other exhibit elements.

Background photomurals will set the stage, depicting the remote and complex environments in which SEALs operate.

Motion sensor zones will reveal labels on the exhibit glass as visitors draw near, detailing the weapons, equipment, and other artifacts displayed within the case.

Interactive tables invites guests to dive into Naval Special Warfare and SEAL history from World War II to present day, using touchscreen technology to access layers of information.

Global map projection will be suspended over the interactive table, showing where in the world Naval Special Warfare and SEAL operations have taken place over the decades since its inception during WWII. Hands-on Interactives will include

night vision goggles, telescopic sights, and other advanced technologies.

Interactive group game offers visitors the chance to take part in decision-making scenarios, planning and executing proposed SEAL missions.





4.0

VISITOR EXPERIENCE



4.1 INTROMISSION

Visitors begin their journey by discovering the original Naval Special Warfare units that trained in Fort Pierce, Florida and served in both the European and Pacific wars. Exhibits describe Fort Pierce and why it was the ideal training venue for these units, which ultimately lead to BUD/S training in Coronado in San Diego, California. Guests will learn more about combat operations by the Scouts and Raiders, Office of Strategic Services Maritime Units, Naval Combat Demolition Units, and Underwater Demolition Teams. Visitors will witness heroic service in North Africa, Normandy, the Philippines, and other locations.

World War II Mural

As visitors emerge into the World War II Gallery, they will see monumental backlit murals that commemorate the Navy Frogman and how thousands of men trained for extremely hazardous combat duty. The murals will be large-scale, a homage appropriate to their service, setting the scene for the initial exhibit experience of where their story begins in World War II.



HERITAGE THEATER

The video program will give a fast-paced overview of Naval Special Warfare beginning with World War II, including the Scouts and Raiders, OSSMU, NCDUs, and UDTs. It will describe the creation of SEAL Teams in 1962, and how they have become the elite fighting force they are today. The conclusion will include interviews with contemporary SEALs, speaking about the proud heritage that governs their work. The theater can also be used for special screenings and temporary exhibits.

DT Photographs and Plaques

Historic plaques and photographs of Underwater Demolition Teams will cover one wall of the Heritage Theater, where visitors will learn more about the founding fathers of present-day SEALs.

Cast and Recovery

Rare, vintage photographs of cast and recovery scenes from the Museum's archives will line the passageway leading into the World War II Gallery.





4.2 GALLERIES

Main Gallery

As visitors enter the Main Gallery, they will immediately confront the events of September 11, 2001, which ignited the War on Terrorism. In a tall glass case mounted on a concrete plinth, guests will view steel pieces from the World Trade Center. Images, videos, and quotes reveal how the day unfolded, the world-changing impact of the attack, and the rapid deployment of U.S. military forces, including SEAL Teams to Afghanistan.

Afghanistan

Exhibits will show numerous missions, including Operation Ana-

conda and Operation Red Wings, during which Michael Murphy died fighting the Taliban. For his valor, he posthumously received the Medal of Honor. Large topographic maps will show the areas of SEAL operations in Afghanistan and plot each mission's strategies and actions.

Iraq

Combat duty in Iraq will also be covered, from the U.S. invasion in 2003 to recent times, highlighting SEAL expertise in unconventional warfare. Night missions will be featured, detailing captures of Iraqi insurgents and urban assaults. Michael Monsoor's act of bravery,

saving his two teammates while on a mission in Ramadi, for which he posthumously received the Medal of Honor, will be highlighted.

Osama bin Laden Compound Interactive Model

The SEALs neutralizing Osama bin Laden will be displayed. Against the backdrop of Abbottabad, an interactive model of the compound will convey the events that ended with the capture and death of the world's most hated terrorist. Portions of the model will be transparent, showing a dark interior. Figures of those involved will be lit in the green

glow of night vision goggles. An interpretive rail with images, video, and text will present a chronology of the operation.



Tactical Gear

A central exhibit tableau will trace the development of diving equipment: rebreathers, diving suits, fins, life jackets, depth gauges, lead belts, face masks, coral shoes, a swimmer propulsion unit, a Ka-Bar knife, and a collection of small arms. Visitors will be able to see into the cockpit of a SDV with its canopy open. A video will show how divers enter and exit the submerged vehicle.

NASA

A notable part of the SEALs story is the NASA spacecraft recoveries and the SEALs who have served as astronauts from the 1960s to the present day. Visitors see the UDT Frogmen who recovered

astronauts and Mercury, Gemini, and Apollo capsules after splash-downs in the ocean. Exhibits will feature William Shepard, recipient of the Congressional Space Medal of Honor, Christopher Cassidy, an astronaut with four space flights to his credit and a member of the U.S. Astronaut Hall of Fame, as well as Jonny Kim, the most recent—and only third ever—Navy SEAL to become an astronaut. A decorated U.S. Navy Reserve lieutenant, physician, and now astronaut, Kim joins the ranks of this extremely elite group.

JFK's Commissioning of SEALs

President Kennedy's call on the armed services to develop an

unconventional war capability and the Navy's response led to the formation of the first SEAL Teams in 1962. Exhibits will explore the critical role played by Admiral Arleigh Burke, Chief of Naval Operations at the time, in devising a plan to involve the Navy in counter-guerrilla missions and to activate SEAL Teams One and Two.

Persian Gulf

Photographs and artifacts tell the story of Navy SEALs during Operation Desert Shield and Operation Desert Storm in the campaign to drive Iraqi invaders out of Kuwait. Visitors see how SEALs penetrated enemy lines to gather intelligence, locate downed pilots, and provide cover for main Coalition forces.

SEAL Teams were responsible for some of the first areas of Kuwaiti territory to be liberated.

Small Wars

These include hot spots around the world—Grenada (Urgent Fury), Persian Gulf (Earnest Will), Panama (Just Cause), Somalia, El Salvador, Haiti, the Balkans, and others. Visitors will come to understand the range of SEAL operations and their expertise in a variety of combat situations.



Weaponry

An exhibit of modern weapons will show the firepower used by today's SEALs, along with the advanced technologies, equipment, and protective gear that allows them to execute their missions with precision and stealth.

Naval Special Warfare Interactive

Centrally located, a multi-touch interactive table invites visitors to explore Naval Special Warfare history from World War II to present. Touchscreen stations access a compendium of operations: World War II, Korea, Vietnam, Grenada, Panama, Haiti, Kuwait, Somalia, Afghanistan, Iraq, and others. Vis-

itors will have the opportunity to explore deeper layers of information on each engagement and on NSW and SEAL history. The NSW interactive will be updatable.

Global Service Since WWII

The NSW Interactive will be augmented by a video world map suspended above the touch-table. As visitors explore the touch-table, the sites of SEAL and NSW missions will light up on the map, revealing the extent and global range of these operations.

An Honorable Lineage

A timeline of images will trace SEALs elite lineage back to the

Scouts and Raiders, Office of Strategic Services Maritime Units Operational, Naval Combat Demolition Units, and Underwater Demolition Team Swimmers.

SEAL Organization

An adjacent panel will describe how the Navy SEAL organization has evolved since its start in 1962, the original plank owners, and the formation of USSOCOM in 1987. It will also show its structure today and its close operational relationships with SWCC, SDVT, and NSW units.

SEAL Loadout Locker

An interactive gear-up area for young and old allows visitors to

try on tactical equipment and handle mock weapons true to issue size and weight. Boots, uniforms, and other tactical gear offer the visitor an authentic experience of dressing the part.



Operations: Sea, Air, And Land

Overlooking the gallery is a monumental tableau highlighting SEAL areas of versatile operations: Sea, Air, and Land. High-definition video backdrops enliven the space with imagery of the exotic worlds in which SEALs must be able to operate, whether in the sea, at high altitudes, or on difficult terrain. The scenes overlap, demonstrating that SEAL skills and expertise are interdependent and that most missions must be carried out in more than one environment.

Sea

The Sea portion of the tableau is dedicated to combat diving and

underwater skills, distinguishing SEALs from other Special Operations. A cast figure of a diver in Draeger rig will be shown with a SWCC MK V Special Operations craft in the background. An interpretative console of graphics and images will relate stories associated with the artifacts on display, including diving and combat gear. A major narrative will be the rescue of the Maersk Alabama's captain and the SEAL snipers who saved his life. Visitors will learn more about how Somali pirates held Captain Phillips captive, while peering through night-vision scopes as the SEAL snipers did.

Air

In this theme area, a Black Hawk helicopter silhouette is shown hovering overhead, with SEALs fast-roping to the ground. In another section, a large high-definition video shows HALO jumpers descending from the sky. Interpretive graphics and text will explain how SEALs train for these operations, the equipment they carry, and some of their combat and search-and-rescue missions, including the daring rescue of aid workers in Somalia in January of 2012.

Land

The Land portion of the tableau features a HMMWV and cast figures wearing body armor and

desert fatigues. Visitors will learn about land warfare, maneuvers, demolition, camouflage, and tactics. A large video backdrop will show the locales in which SEALs fought, from searing deserts to small urban enclaves.

The tableau will also feature the vast and varied history of Naval Special Warfare K9 units, including their complex training, unparalleled intelligence and agility, and consequential contribution to the Teams.



Night-Vision Interactives

This simulated Command and Control center, made of clack steel and dimly lit, evokes the need for stealth and strategy during SEAL operations. Visitors will explore a collection of advanced technologies used by SEALs and engage in hands-on activities. Exhibits include night vision goggles, heat-sensing devices, helmet-mounted cameras, telescope sights, flash-bang grenades, and other gear and weapons.

Visitors will also have an opportunity to plan and execute a SEAL operation. They can select from three scenarios: Sea, Air, or Land. Each

mission, based on actual SEAL experiences, will be described in a video introduction. Using interactive consoles, visitors can then execute the operation—gathering the correct intel; selecting the team, weapons, and equipment; and plotting and directing the action until the mission is accomplished.

SEAL Science

Live-feed and recorded videos showing marine life and tidal action in the Pacific Ocean will fascinate visitors. They will learn how SEAL scientists study the underwater environment, gathering information on bioluminescence, salinity, currents, tides, and other elements—knowledge

essential to planning amphibious landing anywhere.

SEAL Stories and Family Life Before exiting the gallery, visitors can listen to Navy SEALs and members of their families talk about the SEAL experience. Audio and video programs will be supplemented with interpretive graphics, text, and artifacts, creating detailed personal perspectives on the sacrifice of SEALs and their families because of their dedication to service.



“The Navy UDT SEAL Museum is the caretaker of a living legacy continuously built upon by a small group of courageous Americans whose primary purpose is to protect their homeland. They volunteer for Naval Special Warfare with a full commitment of mind, body, and soul for the benefit of all and in so doing are asked to accomplish the impossible.

“This Museum will reside in the hometown of Naval Special Warfare and will preserve and project that legacy. It will communicate the ideals of not only the Navy SEAL Ethos, but the very ideals that built our nation. This institution will reach people from across the country and share incredible stories of courage, conviction, and compassion. It will demonstrate to generations of Americans that we need not be afraid and no matter how difficult the path, you are never out of the fight.”

– Master Chief Britt Slabinski, United States Navy SEAL (Ret), Medal of Honor Recipient





The National Navy UDT-SEAL Museum

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For more information, visit our website

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