



MISSION DECK
August 2025



BEFORE D-DAY, BEFORE TODAY'S UNITED NATIONS

Dedicated to the 1.2M men and women from 25 countries who came together to liberate Italy from Nazi fascism.

The first defenders of freedom and democracy to set foot in Europe.



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I. THE FORGOTTEN CAMPAIGN

OVERSHADOWED BY D-DAY

NOTWITHSTANDING THE GREAT ALLIED SACRIFICE

	NORMANDY LANDINGS (D-DAY)	BATTLE FOR ROME (MONTE CASSINO)
FRONT SIZE	90km	45km
GERMAN TROOPS	50,000	140,000
ALLIED TROOPS	350,000 (156,000 soldiers + 195,000 naval personnel)	240,000
BREAKTHROUGH TIME	Less than one week	4 months and a day
GERMAN CASUALTIES	20,000	20,000
ALLIED CASUALTIES	10,000	50,000
ANNUAL MEMORIALS VISITORS	5,000,000	Less than 100,000

I. THE FORGOTTEN CAMPAIGN

OVERSHADOWED BY D-DAY

PLANTING THE ALLIED FLAGS IN ROME AND IN HISTORY

President Obama
Normandy, France
2014



President Trump
Normandy, France
2019



President Biden
Normandy, France
2024



In the past two decades, there have been **six U.S. presidential visits to France** to commemorate World War II and **none to Italy**. France has become a catchall for WWII commemoration. While this is not inherently bad, the **contrast in education and public awareness** of the sacrifices made for each could not be more stark.

From the Caen Memorial Museum, to the Juno Beach Centre, to the Utah Beach Museum, and more, the Allies have solidified their contribution in France into history. With **not a single institution** dedicated to the effort after 80 years, the Italian campaign, on the other hand, is at great risk of being forgotten.

The Allies Museum is the opportunity for the Allies to **plant their flags in the capital of the Italian campaign** and solidify their rightful place in history.

II. ABOUT US

REMEMBERING THE GLOBAL HEROES FROM THE FORGOTTEN CAMPAIGN

We are the last generation of children and grandchildren to hear first-hand stories from World War II. We grew up hearing tales of great honor and great struggle. We are the last generation to know how close freedom and democracy were to ending.

We will never forget the sacrifices and feel pride, gratitude, and curiosity about what happened in Italy eighty years ago. As our fathers' and grandfathers' generations pass, their history, lessons, and warnings must live on with the generations that follow.

II. ABOUT US

Our grassroots plan to pursue the opening of a major World War II museum with the endorsement of government has been successfully done in the past on both sides of the Atlantic.

The National WWII Museum *New Orleans, USA*

Beginning in 1990, historians Stephen E. Ambrose and Gordon H. "Nick" Mueller worked on establishing the now National WWII Museum, which opened in 2000 as the D-Day Museum. The museum has since grown to become New Orleans' top-rated tourist destination and has welcomed over 10 million visitors. The museum was ultimately designated America's National WWII Museum by a 2004 act of Congress.

What started as a personal project by two friends, ended up being an institution that today helps the economy of Louisiana substantially with a total of about \$132 million annually. The museum also is one of New Orleans' biggest employers.



The National WWII Museum



Stephen Ambrose and Nick Mueller

Juno Beach Centre *Courseulles-sur-Mer, France*

Beginning in 1994, WWII Canadian veteran Garth Webb and Lise Cooper, widow of WWII Canadian veteran George Cooper, worked on establishing the Juno Beach Centre, which opened in 2003. The Centre was later designated as Canada's Second World War museum. The Centre welcomes over 100,000 visitors every year and is one of the top-rated tourist sites in Normandy.

What started as a personal project by two friends, ended up gaining the financial support of many institutions and businesses and the official endorsement of the Canadian and French governments at many levels.



Juno Beach Centre



Lise Cooper and Garth Webb

III. OUR MISSION

MISSION STATEMENT

The Allies Museum World War II Liberation of Italy Foundation exists to honor the sacrifices and preserve the legacy of the over one million brave men and women from twenty-five Allied countries who joined together from all continents to fight for freedom, democracy, and the restoration of peace in the Italian theater during World War II.

It commemorates those who served, educates those who are serving, and inspires those who will serve.



**THE VICTORY
OF THE UNITED NATIONS
IS ASSURED**

III. OUR MISSION

TO COMMEMORATE THE GREATEST GENERATION

Your sacrifices to defend freedom and democracy will not be forgotten.

As we approach the 80th anniversary of the campaign, less than 1% of the people who served are still with us. Their costly lessons of defending democracy through a large international coalition must be memorialized for future generations so that their sacrifices will not be in vain.

Veteran community audience size: 32.2 million

(18.2 US, 1.9 UK, 2.3 Italy, 2.6 India, 2 France, 1.8 Brazil,
1.5 Israel, 0.7 Greece, 0.7 Canada, 0.6 others)

III. OUR MISSION

TO EDUCATE CURRENT SERVICE MEMBERS

When democracies band together, they can defeat any enemy, even the ultimate war machine of Nazi Germany.

The campaign was the most modern of WWII and remains relevant for historical and contemporary military value. It featured a resource-constrained multinational contingent fighting a prolonged campaign subject to contrasting political objectives, fought in challenging terrain, seasons, and weather, and had a heavy civilian impact.

Active service personnel audience size: 7.6 million

(2 US, 0.3 UK, 0.2 Italy, 2.6 India, 0.7 Brazil, 0.6 Israel, 0.4 France, 0.4 Greece, 0.2 Poland, 0.3 others)

III. OUR MISSION

TO INSPIRE FUTURE GENERATIONS

The study of war is not to fight the next one better, but to do anything in our power to prevent it from happening again. Being willing to serve is a fundamental component of that.

Polls across the Allied countries that participated in the liberation of Italy paint a worrying picture. A shrinking minority of people willing to fight for their country in case of war (21% in the US, 17% in the UK, 14% in Italy) leaves many armed forces struggling to meet recruitment targets.

Gen Z audience size: 680 million (72 US, 14 UK, 12 Italy, 460 India, 65 Brazil, 16 South Africa, 13 France, 9 Poland, 9 Canada, 5 Australia, 2 Israel, 2 Greece, 1 New Zealand)

IV. THE MUSEUM

CONNECTING GENERATIONS THROUGH CONVERSATIONAL HISTORY

The Italian campaign saw men and women from all ethnic, national, religious, racial, and social backgrounds fighting alongside each other, a group so diverse that close to 2.5 billion people today can find a direct connection. Leveraging open-source archive collections from around the world, The Allies Museum will use generative artificial intelligence technology to match visitors with personalized digital ambassadors that best represent their backgrounds or interests.

Following a three step development rollout, the museum will become the digital and physical hub, connecting various sources in a “phygital” way.



IV. THE MUSEUM

PHASE 1

VIRTUAL MUSEUM 2026

Following the 80th anniversary of the campaign's victory, The Allies Museum will open its virtual museum by early 2026.

With a focus on collecting, organizing, and digitizing archives, this first step will serve as the foundation for the future physical museum and allow developers and early visitors to provide important testing and feedback to the large language models (LLM) developed, providing important data as to how to best present material in the physical location.



IV. THE MUSEUM

PHASE 1A

THE WORLD WAR II ROME WALKING TOUR

Launched in spring 2025, the World War II Rome Walking Tour is the first ever tour of central Rome focused on the impact the war had on the Eternal City. Offered to national and international visitors of all fourteen countries involved with the museum, the tour makes participants re-discover some of the most iconic sites of the city through the events that took place pre, during and post Allied liberation.



Discover Rome's untold World War II stories as you walk through its historic streets, starting at Piazza Venezia where Fascism took hold and led to Nazi occupation. Retrace the events leading to the dramatic Allied liberation of June 1944 and explore how Rome transformed into a bustling hub of Allied activity, from soldier leisure clubs to covert operation headquarters. See the Eternal City through the eyes of those who fought for its freedom and experience a past that shaped its present.



Australian No 430 Squadron RAAF members stand at the Victor Emmanuel II National Monument.



Brazilian soldiers relax at St. Peter's Basilica.



British soldiers relax at Stadio dei Marmi.



Canadian soldiers in front of Canada Club at Palazzo delle Esposizioni in Via Nazionale.



French troops pass the Colosseum during a parade on June 17th, 1944.



German troops on guard at St. Peter's Basilica.



Indian troops walk through Piazza Venezia.



Jewish soldiers enter the Jewish Soldier Club in Piazza Poli.



New Zealand troops stand outside the New Zealand Forces Club on Via Nazionale.



Polish General Wladyslaw Anders in front of Rome Area Allied Command in Piazza Venezia.



South Africa directions for the Army Post Office and Springbok Club.



United States OSS spy looks out a secret doorway in Palazzo Lovatelli.



Trajan's Column

At its height under Emperor Trajan, Rome inspired Mussolini's vision of a new empire. From Trajan's Column, we trace Fascist-era remnants and see how his imperial ambitions led to war and disaster.



Piazza Venezia

From his Palazzo Venezia balcony, Mussolini proclaimed a new empire and, in 1940, declared war on Britain and France. Four years later, the square erupted in celebration as the Allies liberated Rome.



Via dei Fori Imperiali

Once called the 'Way of the Empire', the 'Way of the Imperial Fora' was Mussolini's grand avenue, designed to unite the ancient ruins of Rome with his Fascist capital at Piazza Venezia.



Campidoglio

Once home to the Temple of Jupiter, it later held significance for Fascist Rome. In 1944, General Mark Clark and his commanders celebrated here, marking the end of Nazi occupation and Rome's liberation.



The Jewish Ghetto

Once a site of brutal Nazi persecution, the ancient Jewish Ghetto later became a symbol of resilience, witnessing the revival of Jewish life in Rome after the Allies' arrival and the city's liberation.



Largo Argentina

Famous as the site of Julius Caesar's assassination, the ancient ruins at Largo Argentina also hold hidden wartime stories, revealing lesser-known secrets from Rome's history during World War II.



Tour Details

Duration: 2.5 hours
Group size: 2-10 people
Meeting point: Trajan's Column
End point: Ponte Umberto I



Piazza Navona

Passing through this beautiful square, we visit sites tied to some of the darkest chapters in the history of Rome—and the world—uncovering stories of tragedy, resilience, and remembrance.



Ponte Umberto I

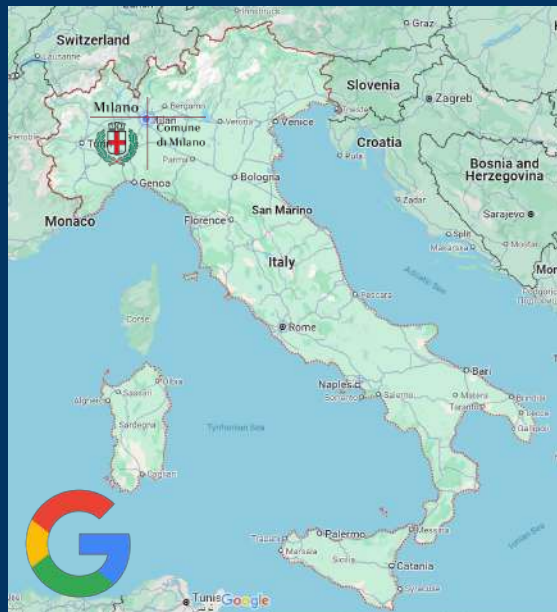
The tour ends with a view of St. Peter's, where on June 5, 1944, thousands celebrated liberation—refugees returning home, Jews emerging from hiding, and escaped Allied POWs rejoicing the fight.

IV. THE MUSEUM

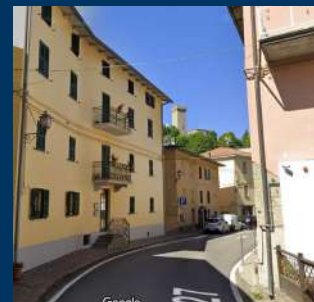
PHASE 1B

GOOGLE ROUTES

A first interactive exhibit in the virtual museum, tracing the steps of individual soldiers or combat units during the campaign across the Italian peninsula using Google Maps. Zooming into a particular site, it shows an overlay of historical archive photos with today's landscape via Google Street View.



Piazza Duomo in Milan in 1945 (above) and 2024 (below)



Rocca in Montese in 1945 (above) and 2024 (below)

IV. THE MUSEUM

PHASE 2

PHYSICAL MUSEUM 2035

To commemorate the 90th anniversary of the campaign's victory, The Allies Museum will open its physical museum in the spring of 2035 in Rome, Italy. The museum will connect the existing digital museum with the new in-person location and serve as the principal hub to commemorate those who served.

Locations are being assessed for the restructure of an existing building (see example of Centrale Montemartini or Museum of Contemporary Art of Rome) or the building of a fully new structure (see example of MAXXI or Shoah Museum of Rome).



IV. THE MUSEUM

PHASE 2

ARTIFACT COLLECTION

From uniforms, weaponry, and communication equipment, to everyday items such as games, musical instruments, and unopened bottles of Coca-Cola, The Allies Museum has secured via its donors an initial collection of over 5,000 artifacts used by American, Brazilian, British, German, and Jewish armed forces during the Italian campaign.



IV. THE MUSEUM

PHASE 3

BEYOND THE WALLS PAST 2035

From war graves to battleground monuments, dozens of important sites sit in isolation, almost forgotten, around Italy. Partnering with local governments, foundations, museums, veteran chapters, tour operators, and universities, The Allies Museum will serve as a central hub to branch outside its walls via technology. The goal to enhance the experience for visitors of different locations and vice-versa, providing a connection between the museum's audience and sites across the country.

The museum will share its underlying resources and serve as a research center, providing digital access to students, researchers, and people passionate about the campaign.



V. MUSEUM BOARDS

HISTORICAL COMMITTEE GUARDIANS OF MEMORY

Composed of distinguished historians focused on the study of the Italian campaign, it will be made up of our existing network of experts from leading academic, cultural, and military institutions. With backgrounds as diverse as the campaign itself, researchers are responsible for the direction and integrity of the content associated with the museum.

These historians will work with archives and other resources alongside technology experts in order to develop and maintain an historically accurate narrative that will be engaging with the museum's global audience.

Committee size: 13



Capt. Gregory Alegi, **LUISS University** • Prof. Marco Maria Aterrano, **University of Naples Federico II** • Prof. Mireno Berrettini, **University Cattolica del Sacro Cuore** • Prof. Richard Bosworth, **University of Oxford** • Prof. Cindy Brown, **University of New Brunswick** • Brig. Gen. Filippo Cappellano, **Italian Army Historical Branch** • Prof. Richard Carrier, **Royal Military College of Canada** • Prof. Vinicius Carvalho, **King's College London** • LTC Livio Cavallaro, **Italian Army** • Dr. John Curatola, **National War World II Museum** • Prof. Massimo De Leonardis, **Università Cattolica del Sacro Cuore** • Prof. Patrizia Dogliani, **University of Bologna** • Prof. Matthew Evangelista, **Cornell University** • Prof. Paolo Ferrari, **University of Udine** • Prof. Francisco Ferraz, **State University of Londrina** • Prof. Marco Fincardi, **University of Bologna** • Prof. Mimmo Franzinelli, **Ernesto Rossi - Gaetano Salvemini Foundation** • Prof. Carlo Gentile, **University of Cologne** • Prof. Umberto Gentiloni, **Sapienza University of Rome** • Col. Bryan Gibby, **United States Military Academy West Point** • Prof. Ian Gooderson, **King's College London** • Prof. Gabriella Gribaudi, **Università di Napoli Federico II** • Prof. Thomas Guglielmo, **George Washington University** • Prof. Glyn Harper, **Massey University** • James Holland, **University of St Andrews** • Prof. Greg Hospodor, **U.S. Army Training and Doctrine Command** • Prof. Shira Klein, **Chapman University** • Dr. Stefan Laffin, **University of Hannover** • Prof. Iakovos Michailidis, **Aristotle University of Thessaloniki** • Prof. Michael Neiberg, **United States Army War College** • Prof. Sönke Neitzel, **University of Potsdam** • Prof. Christian O'Connell, **University of Gloucestershire** • Dr. Magnus Pahl, **Center for Military History and Social Sciences of the Bundeswehr** • Prof. Manoela Patti, **University of Palermo** • Prof. Tommaso Piffer, **University of Udine** • Prof. Douglas Porch, **Naval Postgraduate School** • Prof. Matteo Pretelli, **University of Naples "L'Orientale"** • Prof. Stanislaw Pugliese, **Hofstra University** • Prof. Samuele Rocca, **Ariel University** • Prof. Kaushik Roy, **Jadavpur University** • Prof. Gary Sheffield, **King's College London** • Prof. Ben Shepherd, **Glasgow Caledonian University** • Prof. Emanuele Sica, **Royal Military College of Canada** • Prof. Craig Stockings, **UNSW Canberra** • Dr. Jan Szkudliński, **Museum of Second World War** • Prof. Simona Tobia, **University De Pau Et Des Pays De L'adour** • Prof. Andrea Ungari, **Guglielmo Marconi University** • Prof. Ian Van der Waag, **Rabdan Academy** • Prof. Antonio Varsori, **University of Padova** • Prof. Vanda Wilcox, **John Cabot University** • Prof. Lee Windsor, **University of New Brunswick** • Prof. Anne Wingenter, **John Felice Rome Center of the Loyola University of Chicago**

V. MUSEUM BOARDS

BOARD OF ALLIES MISSION AMBASSADORS

Composed of representatives from the Defense or Veterans Affairs Departments or Ministries of Australia, Brazil, Canada, France, Germany (observing), Greece, India, Israel, Italy (Chair), New Zealand, Poland, South Africa, the UK, and the US.

The board represents the connection between the museum and the member's representative country and provides support and guidance for museum initiatives relating to its three core audiences: the veterans community, current service members, and young people.

Board size: 13 + 1 (observing)



V. MUSEUM BOARDS

FOUNDING BOARD

FIRST BOOTS ON THE GROUND

Composed of individual and corporate members, it will be instrumental in donating and raising the financial resources needed for the development of the museum via its 501(c)3 US-based nonprofit foundation.

They will lead the “Road to Rome” museum capital campaign. The nine digit fundraising target will be established once the Board of Allies is announced, the physical site for the museum is confirmed, and members of the Scientific Committee are selected.

Founding Board member names will be permanently honored with a plaque at the museum's Founders Plaza.

Board size: 25



VI. DID YOU KNOW?

Prominent Americans have strong family connection to the Italian campaign. Here are three examples:

The Prevost Family *American*

Pope Leo XIV's father, Louis Marius Prevost, attained the rank of lieutenant junior serving in the US Navy in Europe in both France and Italy as a commander of an LST.

The Pope has credited his father as the main guiding force in his decision to join the Church. Having served in Italy, his father was in Rome on Victory in Europe Day (VE Day). He recalled that when guns and fireworks began going off, he initially thought it was a battle or revolution. But it turned out to be a massive celebration. "You don't forget something like that," he said.



Louis Prevost
1949



The Prevost Family
2023

The Moran Family *American*

Senator and Chair of the Senate Veterans' Affairs Committee Jerry Moran's father, Raymond Edwin Moran, served as a staff sergeant in the Italian campaign.

Moran said, "We are called upon as American citizens and certainly as members of the Senate to do all that is possible to demonstrate that we thank our veterans for their service, we respect them, and we love them."



Sen. Moran and his father
WWII Memorial, DC - 2008



The Moran Family
2024

The Scott Family *American*

Senator Rick Scott's adoptive father, Orba Scott Jr., served in the US 82nd Airborne Division during the Italian campaign.

Scott has cited his father's bravery in being one of the few soldiers in World War II to complete all four combat jumps, which include those in Sicily and Italy. He has said, "I always loved my dad. I was always proud of him. But as I learned more about what he and others did to make sure we have the freedoms we enjoy, I was even more awe-inspired."



Orba Scott Jr.
1945



The Scott Family
2024

VI. DID YOU KNOW?

Prominent international figures have strong family connection to the Italian campaign. Here are three examples:

The Beckham Family British

David Beckham's maternal grandfather, Joseph West, served in the Scots Guards of the British Army during the Italian campaign.

Beckham has credited him not only with being his footballing mentor but also an example of how to hold himself up in the world, and said, *"It is so important we remember the sacrifice that our Armed Forces have made for us, as individuals, as families, and as a country."*



Joseph West
1943



The Beckham Family
2024

The Musk Family South African

Elon Musk's paternal grandfather, Walter Henry James Musk, served in the Technical Services Corps for the Union of South Africa during the Italian campaign.

Musk has said, *"Think of all the people who fought to destroy Nazism. My grandfather also fought in World War II for almost six years. All his friends got killed. He was the only one of his friends to survive. Let's not forget that the vast majority of the West fought and died to stop Nazism."*



Walter Henry James
Musk
1944



The Musk Family
2024

The Royal Family British

King Charles' III father, Prince Philip, Duke of Edinburgh, served in the Royal Navy as first lieutenant and second-in-command of the destroyer HMS Wallace during the Italian campaign.

King Charles has publicly honored his father's *"remarkable devoted service"* to the Royal Navy and the nation during World War II.



Prince Philip
1944



The Royal Family
2025

VI. DID YOU KNOW?

DURING THE ITALIAN CAMPAIGN...

1. The Allies **faced double the number of German divisions** in Italy compared to France on D-Day in the summer of 1944. For most of the last 14 months of the war, **Germans deployed more divisions in Italy than the Allies**, despite the Allies being the attacking force.
2. By the end of the campaign in May 1945, a quarter of the Allied troops were fielded by the **Italian Co-belligerent Army**. Over **600,000 Italian soldiers had refused to join German forces** preferring instead to remain detained in concentration camps across Nazi Germany, where over 50,000 of them died.
3. The Allied Military Government of Occupied Territories (AMGOT)'s ability to administer 15 million Italians living in liberated southern Italy **increased 100-fold** by retaining the services of the carabinieri (national gendarmerie of Italy).
4. Units saw the **first-ever use of new technologies** such as LSTs for amphibious landings on European beaches and drone-like low-altitude aircraft flying.
5. During the landing in Sicily in the summer of 1943, the largest amphibious operation of World War II in terms of size of the landing zone and number of divisions put ashore on the first day, **penicillin was first used as a wartime resource**.
6. Studying civilian exposure to mustard gas as a result of the German air raid on Bari **directly led to the development of chemotherapy**.
7. The Allies fielded the **first-ever joint British-American fighting corp** discovering the challenges of weapons interoperability in real-time.
8. The U.S. Army, while segregated, saw combat **troops of all racial backgrounds** fighting in its ranks, including African Americans, Latinos, Italian Americans, Native Americans, and the "Go For Broke" Japanese American 442d Regimental Combat Team, a.k.a the "Purple Heart Battalion," **the most decorated unit in U.S. military history**.
9. The Brazilian division "Cobra Fumantes," or "Smoking Snakes," saw **soldiers of all racial and social backgrounds fighting side by side**.
10. Many Indian soldiers perceived **serving in Italy as "going to university"** since they learned how to read and write, drive a truck, and use a radio during the campaign. They used these skills to establish businesses back home after the war.
11. Wojtek, **a Syrian brown bear enlisted in the Polish II Corps**, was promoted due to his service carrying artillery shells during the battle of Monte Cassino.
12. **Five thousand soldiers from the Jewish Brigade** arrived in Italy in November 1944 and fought in the Spring Offensive, their only deployment in the war.



VII. CONTACT

UNITED IN VICTORY UNITED IN HISTORY

ARE YOU
READY, WILLING, AND ABLE
TO SUPPORT THE ALLIES' MISSION?

email: united@alliesmuseum.com