



NEWS RELEASE

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DATE CORRECTION! Tuesday, May 11 is correct date for the Don Daglow lecture (NOT Thursday).

April 30, 2010

For Immediate Release

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FREE “Strong Perspectives” Lecture Series Brings Foremost Scholars on Play in America to Strong National Museum of Play®

Strong National Museum of Play brings the nation’s foremost scholars on the subject of play in America to Rochester for Strong Perspectives, a FREE lecture series about the changing roles of children and play throughout American history.

Tuesday, May 11, 7:30 p.m., “Console Wars Revisited: Are We Breaking the Mold or Reliving History?”: Don Daglow. What’s going on in the world of electronic games? How did Wii get here? Why play games on your iPhone instead of an Xbox or PS3? Video-game industry pioneer and online game designer Don Daglow is uniquely qualified to answer these and other questions about the state of electronic play. In this presentation, he makes the case that we’re reliving many patterns from game-industry history. Daglow, a game designer, programmer, and producer with a 40-year career in game development, is widely recognized for designing a series of groundbreaking simulation and role-playing games, as well as the first-ever computer baseball game. In 2003 he received the CGE Achievement Award for “groundbreaking achievements that shaped the video-game industry,” and in 2008 his work was selected for an Emmy® Award for Technology and Engineering, honoring his creation of *Neverwinter Nights*, the first graphical massively multiplayer online role-playing game.

Monday, June 7, 7:30 p.m. “What Would Montessori Say About the iPad? When Old Theories of Play Meet New Media”: Warren Buckleitner, PhD.

Since Edison’s talking doll, inventors have been eager to apply the latest innovations to

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children’s play; and these times are no different. In this historical and theoretical examination of the state of digital play, Warren Buckleitner explores the promise and perils of new technology in the play room—from inventor’s get-rich-quick schemes to significant and lasting cultural influences. Buckleitner is a nationally recognized expert on children and technology. He is founding editor of *Children’s Technology Review* and founder of the Dust or Magic Institute on the Design of Children’s Interactive Media. He also covers children’s technology for the popular *New York Times* Gadgetwise blog.

Lectures are FREE, but advanced registration is requested. To reserve your space, please call 585-263-2700 or send e-mail to info@museumofplay.org.

The “Strong Perspectives” series is made possible by the Institute of Museum and Library Services.

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Strong National Museum of Play®, located in downtown Rochester, New York, is the only museum in the world devoted solely to the study of play as it illuminates American culture.

Museum Hours:

Monday–Thursday, 10 a.m. to 5 p.m.; Friday and Saturday, 10 a.m. to 8 p.m.;
Sunday, noon to 5 p.m.

Admission Fees:

General Admission (does not include admission to *Dancing Wings Butterfly Garden*®):
Adults \$11; Seniors \$10; Children (2–15) \$9; Children younger than two free; Strong members free.

Admission to *Dancing Wings Butterfly Garden*®:

General Admission fee plus \$1.50 for members, \$3 for nonmembers; Children under 2 free. Entry is by timed ticket only. Please call 585-263-2700 to reserve and purchase tickets.

Parking: Free parking is available at the museum for all guests on a first-come, first-served basis. Please note that, on high visitation days, the museum lot may reach capacity early in the day. If space is not available on site at the time of your visit, you will be directed to additional parking at neighboring municipal garages (fees may apply).