



NEWS RELEASE

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For Immediate Release

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Major Arcade Video Machine Collection Acquired by National Center for the History of Electronic Games™ at Strong National Museum of Play®

More than 100 Machines Available for Guests to Play through January 3

ROCHESTER, New York—It will never be Game Over! at
Strong National Museum of Play.

Strong's National Center for the History of Electronic Games™ (NCHEG) today announced the acquisition of The Videotopia Collection, 114 vintage arcade video machines from the Electronics Conservancy. This further broadens the scope of the Center's already unparalleled permanent collections of more than 20,000 electronic-game platforms, games, and related artifacts—the most comprehensive, public collection of its kind anywhere.

Strong has acquired all one hundred of the arcade video games in the Electronic Conservancy's international touring exhibit, *Videotopia*, which opened at Strong in May and has since attracted tens of thousands of joy-stick happy fans. (Over the last several years, the show has played to enthusiastic audiences in major cities throughout the U.S. and abroad.) Fourteen additional games deemed essential for a comprehensive historic representation of the electronic-games industry have also been acquired from the Electronics Conservancy.

According to Jon-Paul C. Dyson, director of NCHEG, "This arcade video-game collection perfectly complements the museum's mission, which is to explore play as it illuminates American cultural history. You can't tell the history of play in America without talking about the impact of video games. From *Pac-Man* and *Donkey Kong* to *Space Invaders* and *Tetris*, these games have captured our imaginations, given us iconic characters, and launched a revolution that has affected the way we play,

—more—



2—Videotopia

learn, and relate to each other. The Videotopia Collection will help us to preserve this important part of play history for scholars and the general public for many years to come.”

“I am very excited that The Videotopia Collection has found a permanent home at the National Center for the History of Electronic Games,” says Keith Feinstein, president of the Electronics Conservancy. “Just as filmmakers watch prints of classic films rather than colorized versions on television and painters travel great distances to be able to see the brush strokes of the great masters rather than merely looking at copies in books, the game artists of the future will find this collection an invaluable resource. I am pleased and relieved that the collection has found such a caring, appreciative, and nurturing home.”

Originally slated to close November 1, 2009, the popular *Videotopia* exhibit will now be extended through January 3, 2010. The completely hands-on exhibit invites museum guests to relive the thrill of playing the very first arcade video games while exploring their art, science, and history. After the exhibit closes, Strong plans to create a smaller video game display on the museum’s second floor. Many more of the machines will be made available to the public in a major permanent exhibit tentatively titled *The Revolutionary World of Electronic Play*. Projected to cover 15,000 square feet and to open in 2012, the exhibit will be informed in part by “Concentric Circles: A Lens for Exploring the History of Electronic Games,” an interpretive framework developed by NCHEG scholars. A traveling version of the exhibit is also envisioned.

Situated at Strong National Museum of Play, the National Center for the History of Electronic Games collects, studies, and interprets electronic games and related material and the ways in which electronic games are changing how people play, learn, and connect with each other. (For more information, visit www.NCHEG.org)

The Electronics Conservancy, founded by Keith Feinstein, is an organization dedicated to the preservation and restoration of artifacts and information detailing the history of the electronic medium, as well as the use of these artifacts to inform and educate.

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About Strong National Museum of Play: Strong National Museum of Play houses the world’s most comprehensive collection of dolls, toys, games, and play-related artifacts and is the only collections-based museum anywhere devoted solely to the critical role of play in learning and human development and the ways in which play illuminates American cultural history. The museum produces the *American Journal of Play*, a peer-reviewed, interdisciplinary, scholarly journal; is home to the National Toy Hall of Fame®, the National Center for the History of Electronic Games, and the Brian Sutton-Smith Library and Archives of Play; and features dynamic, innovative exhibitions that combine artifacts and interactivity. For more information, visit www.museumofplay.org