The Next Evolution of The Strong
Transforming a Neighborhood: The Next Evolution of The Strong

By 2020, The Strong will transform a section of the former Inner Loop into an imaginative urban development. Fueled by a bold 100,000-square-foot museum expansion, The Strong is poised to extend its international reach and deepen its regional impact.

This two-year project (2018-2020) will position the museum as the centerpiece of the Neighborhood of Play, a walkable, green place to live, work, and play. Partners Indus Hospitality Group and Kona Management will fund, build, and operate new amenities, including a family-friendly hotel, a diverse range of for-rent housing units, and a mix of retail spaces.

“The Strong is already one of the top attractions in the U.S. and the ultimate destination for play,” says President and CEO Steve Dubnik. “This is more than an expansion. It’s an amplification. It will increase the museum’s capacity to carry out its play-based mission while jump-starting a modern-day renaissance for the region.”

The Strong’s expansion will also help the museum better serve guests and members while growing collections storage, developing new exhibits, and creating flexible classrooms and school facilities for public programs. Expanded programming will highlight STEM learning, collaborative play, and problem solving—attracting families, tourists, researchers, and industry partners from around the globe. Through expanded marketing efforts, the museum expects to attract nearly one million guests per year, bringing an additional 300,000 to 400,000 people annually to Rochester.

The museum will break ground this summer on the first phase of the project, a playfully themed parking garage that will provide safe, family-friendly, covered parking for members, guests, and the museum’s growing attendance. Other elements of the project include:

A New Welcome Atrium and Expanded Educational Spaces

A dazzling open floorplan within the museum’s new welcome atrium will house improved guest amenities and admissions and membership services. Also key to the expansion is the creation of 25,000 square feet of flexible space for programs focused on play-based lessons and other educational programming. Today, many of the classes and workshops offered by The Strong quickly reach capacity due to high interest. This expansion will allow more people to experience the museum’s wide array of educational programs, including its popular makers-space workshops, theme days, and video game creation workshops.

Dynamic New Exhibits

As the dominant form of modern play, video games are changing how people learn, develop, and connect with each other. The second floor of the expansion will showcase new, one-of-a-kind video game exhibits. This space will also serve as the new home of the World Video Game Hall of Fame, which recognizes individual electronic games that have enjoyed popularity over a sustained period and have exerted influence on the industry and popular culture.

Through immersive augmented reality experiences and displays of carefully curated artifacts, these new galleries will encourage guests of all ages to further explore the art, science, history, and cultural impact of electronic games. With special emphasis on the substantial yet often under-recognized role of women in games, the exhibits will also highlight the pioneers and innovators who helped shape the industry. Planning for these exhibits is currently underway with the support of a grant from the National Endowment for the Humanities.

In the existing museum, the current welcome atrium will be reimagined as a high-adventure ropes course, featuring separate tracks for different ages and skill levels. Plans also include moving the Bill Gray’s diner to the exterior of the building to increase accessibility. The Elaine P. Wilson Carousel, an iconic feature of The Strong, will remain in place and continue to operate.

Also envisioned is a new outdoor play exhibit and garden, which will combine the best elements of the original Discovery Garden with enhanced opportunities for outdoor play and relaxation. This one-of-a-kind urban oasis will allow guests to explore the wonders of nature-play amongst interactive play areas, lush planting beds, and a relaxing terrace adjacent to an all-new cafe.

Expanded Collections and Conservation Facilities

At the core of The Strong’s exhibits—as well as its educational programs, research, and publications—are The Strong’s world-renowned collections of more than 480,000 play-related items, including 60,000 video games and related historical materials. While many thousands of artifacts are on display throughout the museum, The Strong houses hundreds of thousands more in special storage environments that protect the objects from deterioration. Current collections storage spaces are all nearing capacity, and the expansion will create 27,000 square feet of additional space to allow The Strong to effectively care for its ever-growing collections.

The Strong’s expansion and Neighborhood of Play will have an extraordinary impact on the growing vibrancy of the city and region. The overall development is projected to generate more than $350 million in annual economic impact for the City of Rochester and surrounding businesses while providing expanded services and opportunities for the community. Says Dubnik, “This is a once-in-a-lifetime opportunity to build something that will be transformational for our members, our guests, and our region—a transformation powered by play.”

www.museumofplay.org
Rockets
Learn about trajectory and velocity by creating and launching an air-powered, paper rocket. Solve a giant, 3-D puzzle depicting a rocket launch, and view rocket toys from the Cold War-era. Test your space piloting skills on classic arcade games such as Asteroids and Lunar Lander.

Space Heroes
Discover the men and women of space—from real astronauts to fictional heroes—through dozens of related toys and games, including costumes and action figures of space opera legend Buck Rogers. Battle enemy starships on the 3-D space shooter arcade game StarBlade and fight back alien creatures as Ellen Ripley in Konami’s Aliens arcade game.

Rockets, Robots, and Ray Guns
is on view through September 3, 2018. Playable machines in Rockets, Robots, and Ray Guns require purchased tokens. Money collected from the sale of tokens helps maintain these original artifacts.

Produced by The Strong’s International Center for the History of Electronic Games in partnership with Rochester Institute of Technology.

Aliens and Monsters
Experience the realms of otherworldly creatures and play a variety of games based on monsters and alien life forms, such as Galaxian, Galaga, and Primal Rage. Zap the attackers from outer-space and try to save Earth in a giant version of the classic arcade game Space Invaders; then grab a friend to check out the new, multiplayer version of the popular game. Create your own alien or monster on glowing light tablets in the custom drawing area. Listen to an original radio broadcast of The War of the Worlds by H.G. Wells.

Future Perfect
Utopia or dystopia? Explore what the future might hold and learn about humankind’s fascination with apocalyptic events by playing the classic Cold War arcade game Missile Command and viewing artifacts such as the Nuclear War game, the Apple II game Wasteland, and a Katniss Everdeen figure from the popular series The Hunger Games; and a copy of George Orwell’s ground-breaking novel 1984.

NEW FRONTIERS
Travel at the speed of light and learn about exploring and colonizing space. View colony play sets and seek out new galaxies on rare arcade games such as Two-Player Computer Space and a cockpit version of Sega’s classic vector game Star Trek.

RAY GUNS
Ray guns, blasters, phasers, heat rays, and other futuristic energy weapons have been a key part of space lore for decades. See a sampling of toy versions and check out the oldest toy ray gun ever created! Zap the bad guys in arcade game shooters such as Alien Extermination and Terminator II.

ROBOTS
Direct a remote-controlled ball through a series of tracks, tunnels, and ramps in the Robot Park. Marvel at a wide-range of toy robots, including Big Loo (a talking, mechanical robot developed by Louis Marx and Company for Christmas season 1963), and learn about the influence of Japanese toys on the development of real robots. Make your own robot from a variety of materials and play robot-centric arcade games such as Robotron: 2084, Berzerk, and Xybots.

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The imaginative universes of science-fiction classics beckon when the Rockets, Robots, and Ray Guns exhibit returns to The Strong. Back by popular demand, the exhibit explores the ways that science-fiction books, toys, movies, and video games have captured people’s imaginations and shaped the way they play. Travel to distant futures and faraway galaxies to explore key sci-fi themes in zones that couple artifacts from The Strong’s collections with dynamic, hands-on activities:
Experience the wonders of space when the state-of-the-art Be the Astronaut exhibit rockets into The Strong on Saturday, September 15. Plan a space mission, learn about the technology and math skills required to be an astronaut, and fly spaceships, pilot landers, and drive rovers.

Join a crew of virtual experts—the scientist, the engineer, the navigator, and the doctor—to learn about spaceflight before loading out on missions in an interplanetary spaceship equipped with futuristic landers and rovers designed in collaboration with NASA. Track mission progress on a magnetic Astronaut ID card as you learn basic principles of physics. Then jump into the cockpit, which comes alive with lighting, game sounds, and visuals.

Need additional help? Robots throughout the exhibit—programmed by the exhibit’s “Artificial Intelligence Program”—are available to aid all future astronauts with their mission goals.

Moon
Fly across the transuranian gulf in a virtual spaceship command module and orbit the Moon. Then pilot a lander to the moon’s surface and drive over actual Moon terrain, a 1:1 simulation of a crater region spanning more than 29 miles.

Mars
Zoom through deep space and then pilot a lander over the solar system’s largest volcano. Drive a rover on Mars’ western canyon—which is wider than North America.

Asteroid Belt and Jupiter
Relax in flight and head to the Asteroid Belt, the largest body in the Asteroid Belt. There, drive a rover across rocky surfaces and catch an up-close view of Jupiter’s storm-filled atmosphere.

Deep Space
Navigate the gravitational force of the planets and survive the hazards of radiation. Fly time-lapsed missions at actual scale and explore the vast distances in space.

Throughout the exhibit, see real artifacts from space, such as meteorites, and memorabilia from the Soviet space program and Apollo Space Race. View full-size spacesuits, including ones from a Soviet commandant and a replica of the NASA Mark VII Moon-Mars Suit, and a Chinese Taikonaut training pressure helmet.

The Be the Astronaut exhibit remains on view through January 7, 2019.

Attention Members: Be the Astronaut opens early on opening weekend for members—9 a.m. on Saturday, September 15 and 11 a.m. on Sunday, September 16.

Sci-Fi Summer
Monday, July 9–Friday, August 31
Visit The Strong all summer long to meet out-of-this-world characters and enjoy space-themed activities. Take pictures with sci-fi characters such as aliens, robots, and astronauts from each day noon to 2 p.m. Then journey through the museum and explore the Intergalactic Maker Space. Build a rocket out of recycled materials, create a rover to explore a distant planet, design your own robot friend to keep you company, and more. Take inspiration from the space-themed activities to create your own planetary craft.

Fairy Magic
Discover the magic of fairies for a limited time during two special programs.

From Wednesday, July 18 to Sunday, July 29, the museum plays host to 10 award-winning fairy houses from the 6th annual Corn Hill Arts Festival Fairy Houses Tour. The enchanting display recognizes categories including Most Unique, Most Whimsical, Best Use of Natural Materials, and the People’s Choice Award. These one-of-a-kind fairy dwellings are made from stones, bark, twigs, and other natural materials. Visit fairyhouses.com to learn how to create your own fairy house to enter in next year’s competition. The display is included with general museum admission fees.

The fairy festivities continue in the museum’s Dancing Wings Butterfly Garden from Wednesday, July 18 through Sunday, September 16. Listen to enchanting music as you walk among hundreds of butterflies and whimsical flowers, including orchids and begonias, in the garden. Marvel at past winners of the Corn Hill Arts Festival Fairy Houses Tour and get up close to charming fairy dwellings donated by artist Chris Pallaca. Garden fees apply.

Puzzle Parley
Friday, July 13
Marvel at professional puzzle-cutting demonstrations from members of the Association of Game and Puzzle Collectors. Learn about the process of designing and creating a jigsaw puzzle, design your own puzzle to take home, and more.

Then, explore the evolution of puzzles in The Strong’s Jigsaw Puzzles: Putting It All Together exhibit. See dozens of examples of classic puzzles, including one of the first puzzles ever made, wooden puzzles from the 18th and 19th centuries, and a foot-powered jigsaw.

Storytime Club
Celebrate the joy of reading. Hear children’s stories on select Mondays at 10:30 and 11:30 a.m. Have your Storytime Club passport punched once during each visit. Collect five punches and receive a free children’s book.

Monday, September 10, 17 & 24
Fantastic Friends: enjoy heartwarming stories about friendship.

Media support from Spectrum.

UPCOMING PROGRAMS & EVENTS

Turtle Power
Saturday, September 8
11 a.m. to 4 p.m.
Rise Up! Enjoy a day dedicated to the Teenage Mutant Ninja Turtles! Don’t miss exclusive screenings of Nickelodeon’s new television series, Rise of the Teenage Mutant Ninja Turtles and join Raphael, Leonardo, Donatello, and Michelangelo as they master new weapons, battle absurd mutants, and discover a Hidden City beneath New York! Cowabunga! The new series airs on Nickelodeon this fall. Learn about spotted turtles and pancake tortoises with staff from the Seneca Park Zoo, meet special guests from the Superheroes Alliance of Western New York, and craft your own Teenage Mutant Ninja Turtle mask.

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The Strong recently launched a bi-weekly livestream, “Game Saves from The Strong,” on Twitch—the world’s leading social video platform and community for gamers, video game culture, and other creative arts. The stream features Andrew Borman, the museum’s digital games curator, and highlights some of the museum’s digital game preservation projects.

Previous episodes have delved into the museum’s deep collections to explore unreleased video games, rare archival materials, and more. View the livestream every other Friday at 4 p.m. and explore archived episodes at twitch.tv/museumofplay.

### Rochester Institute of Technology Donates Party Game

The Strong recently received an original, signed copy of the Lost & Found party game from Rochester Institute of Technology (RIT). The game, developed by a team from RIT led by assistant professor Owen Gottlieb, provides a unique perspective of 12th-century Cairo, Egypt, and is based on medieval legal codes. Players take on the roles of villagers and must balance personal needs with the needs of the community. Christopher Borsch, The Strong’s vice president for collections, received the game donation at an exclusive Lost & Found launch party in April.

### Nominate a Favorite Toy for the National Toy Hall of Fame

Do you have a favorite toy you’d like to see enshrined in The Strong’s National Toy Hall of Fame? The toy nomination season is in full swing and toy lovers across the nation are encouraged to nominate their favorite toys for induction this November. Nominations may be made online at toyhalloffame.org. Submissions for 2018 must be received by July 31, 2018. To date, 63 toys have earned a place in the national Toy Hall of Fame. Visit toyhalloffame.org to learn more about past honorees.

### Rochester Collection Documents History of American Pinball

The Strong recently acquired a collection of archival materials documenting the history of three of the most important American coin-operated game and pinball machine manufacturers of the 20th century—Bally, Williams, and Midway. The records span nearly seven decades and document the manufacturing, engineering, and design of hundreds of pinball machines and other coin-operated games.

“Bally and Williams in particular are integral to the story of American pinball, and along with Gottlieb they are to the pinball industry what Ford, General Motors, and Chrysler were to the American automotive industry,” says Jeremy Saucier, assistant vice president for interpretation and electronic games. “The materials in this collection should prove invaluable to researchers interested in the history of the pinball industry, but they will also add crucial source materials to researchers studying the coin-operated ancestors to modern video games.”

The collection features a wide range of original, one-of-a-kind engineering, manufacturing, and design documentation spanning the rise of pin games in the 1930s through the shutdown of William’s pinball division at the end of the century. Bills of material for Bally games such as Rocket (1933) and Sky scraper (1934) are among the earliest pieces of original company documentation known to exist. Other significant items include 20 engineering log books from programmers and software engineers such as Noah Falstein, Bill Pfutzenreuter, and Ed Suchoki; that document work on solid state pinball and other arcade games in the 1980s and early 1990s.

The bulk of the documentation relates to pinball, but the collection also includes some video game, slot machine, and other arcade game materials, including two boxes of documents on the American Amusement Machine Association Standardization Committee and the City of Los Angeles electrical guidelines revisions for pinball. The materials enhance the museum’s unparalleled collection of documentation related to coin-operated games and pinball machines such as the Williams Pinball Playfield Design Collection and the Atari Coin-Op Division Collection.

“Pinball is currently experiencing a renaissance as new generation of digital natives discover it. This collection helps us better understand how pinball manufacturers created this popular American game that’s evolved into a unique blend of mechanical action and electronic sounds and video,” says Saucier.
American Journal of Play Celebrates its 10th Anniversary

The Strong's American Journal of Play published its first issue in 2008 and has been at the leading edge of the study of play throughout the past decade. The Journal has published 145 articles, 32 interviews, and more than 300 books reviewed in its 10-year run that have reached readers and researchers around the globe.

“It’s rare for a museum to shape a scholarly field in the way The Strong has through its American Journal of Play. A decade after it was first published, it’s widely recognized as the leading journal in the study of play by scholars and practitioners alike,” says Jeremy Saucier, editor of the Journal. “Within a single issue you have something from a play therapist, something from a neuroscientist, and something from an anthropologist. Having scholars in so many disciplines all having a conversation about play has enriched the field of study.”

The Journal has published articles from play-studies luminaries such as Brian Sutton-Smith, Vivian Paley, Thomas Henrichs, and Jaak Panksepp, and issues have included a range of topics, such as the decline of free play, the way play shapes the development of the brain, play as a learning medium for the future of STEM fields, play’s role in mating, and much more. Recent articles have delved into the benefits of video games on children, the video game industry, and the moral panic surrounding violent video games.

The American Journal of Play is available by print subscription or for free online at journalofplay.org.

Sara Poe Named Vice President for Marketing and Communications

The Strong welcomes Sara Poe as its new vice president for marketing and communications. In her role, Poe oversees the museum’s marketing, advertising, public relations, public programs, and membership teams.

Poe joins The Strong from Tipping Point Communications—a media planning and buying, public relations, research, and digital media company—where she served as vice president for media and content. She previously held roles at Dixon Schwabl Advertising, Butler/Till Media, the Walt Disney Company, and Rochester Bioworks.

Poe holds an MBA from S.T. John Fisher College and a bachelor’s degree from the University of Rochester. She lives with her husband and two stepsons in Victor, New York.

Museum’s Board Welcomes New Trustees

The Strong is pleased to announce the election of Stan Purdie and Chris Czamecki to its Board of Trustees.

Purdie, who has been a member of The Strong for nearly two decades, is an entrepreneur and president of Stanley L. Purdie, CPA. He is also the current chief financial officer at Foodlink of Rochester. Purdie has extensive experience in the Rochester area nonprofit sector having made a significant impact at Action for a Better Community, Inc. and the Urban League of Rochester.

Czamecki is the chief executive officer at Broadstone Real Estate, LLC. A graduate of the University of Rochester’s Simon School of Business, Czamecki new volunteers for several organizations in Rochester including the Urban Land Institute and Flower City Habitat for Humanity.

The Strong Hosts Third Annual Education Conference

In May, more than 40 educators from schools in New York, California, Massachusetts, and India attended The Strong’s third annual education conference to explore ways to use the power of music, movement, and storytelling to promote joy and enhance learning in classrooms.

The Reclaiming Joy through Song, Movement, and Stories conference featured award-winning educator Anna Rainville, author of Singing Games for Families; Schools and Communities. Rainville offered ideas for teachers, child care-givers, and administrators to help students create meaningful connections with content while improving their literacy. She was joined by former Expeditionary Learning (EL) education consultant, Steven Levy.

“Play is a fundamental part of a child’s development and a powerful tool for supporting physical, emotional, cognitive, and social growth,” says Debbie McCoy, The Strong’s assistant vice president for education. “Through this conference, teachers, childcare staff, and administrators will discover the role that play, movement, stories, and imagination have in preparing students for success in school and in life.”

Educators also had the opportunity to participate in interactive workshops, round-table discussions, group activities, and exploration of the museum’s exhibit spaces.

New Artifacts Highlight the Significance of Shindana Toys

The Strong has acquired a Shindana Toys Super Agent Slade doll and Career Girl Wanda doll. Shindana grew out of the social upheavals of the mid-1960s. Following the 1965 Watts Riots in Los Angeles, California, Lewis S. Smith II and Robert Hall worked with civil rights activists and community members to form Operation Bootstrap. The cooperative sought to rebuild the community and to provide jobs for its residents. Alarmed by the impact of the riots (34 deaths, numerous fires, and the destruction of $40 million worth of property) near their Business establishments, Chase Manhattan Bank, Mattel Toy Company, Sears Roebuck & Co., and Equitable Life Insurance helped to finance portions of the operations. In 1968, Operation Bootstrap launched Shindana Toys, a community-owned company dedicated to making and marketing toys that “reflect black pride, black talent and most of all, black enterprise.”

In its first year, Shindana produced Baby Nancy: The doll was an instant success and garnered much media attention for Shindana Toys. Smith told reporters that the company believed that through the marketing of black dolls and toys “both black and white children can learn to relate at an early age” and help “foster the spirit of what Shindana is all about, love.” The company proved an exemplary cause in South Los Angeles.

Over the subsequent years, Shindana produced a line of 32 black dolls and several games that never wavered from Operation Bootstrap’s principles. Cuddly Li’l Souls, a soft-cloth doll with “natural hair,” wore clothing imprinted with phrases such as “peace,” “right-on,” and “I’m proud to say it loud,” and “learn, baby, learn,” a play on the “burn, baby, burn” chant heard throughout the 1960s. Shindana’s initiatives contributed to an important part of American cultural history and the diversity of play.”

The Strong Welcomes Distinguished Guests

Judi Ruggles and Ken McAlister (middle), directors of the Learning Games Initiative at the University of Arizona, visit The Strong to conduct research for a book about video game preservation. They are pictured with the museum’s Assistant Vice President for Interpretation and Digital Games Jeremy Saucier (left) and Vice President for Exhibits Jim-Paul Dyson (right).

Ras Proaufrock (second from right), director of the Herschell Carousel Factory Museum, and her husband, Chuck, present The Strong’s Hillary Ellis, director of conservation, and Sue Dowling, carousel conservation technician, with a certificate of appreciation for their continued care of the 100-year-old Elaine Wilson Carousel.

Katie Swindlerhurst (right), brand coordinator for Crystal Dynamics Tomb Raider is a part of Square Enix, with Curator Shannon Symonds after the induction of Tomb Raider into the World Video Game Hall of Fame.
The Happiest Hour Returns August 15

Save the date for The Strong’s next Happiest Hour on Wednesday, August 15, from 5:30 to 9:30 p.m. The Happiest Hour is a ticketed, after-hours fundraiser and museum experience for “big kids” age 21 and older. Proceeds from the Happiest Hour help to support The Strong’s overall educational mission and community outreach programs.

August’s Happiest Hour will feature sci-fi themed crafts and activities, as well as play time in The Strong’s original exhibit, Rocket, Robots, and Ray Guns. Guests will enjoy a sampling of snacks courtesy of Salem’s and a cash bar featuring the local beers of Roc Brewing Co., while exploring two floors of hands-on, interactive exhibits. The evening will also include a dance party by DJ Naps from BreakThroughEntertainment, cotton candy from Sugary Delights, and more.

For August: Members can purchase tickets for just $32! Limit two per member household.

Visit museumofplay.org/happiesthour to purchase tickets and for more fun details about the Happiest Hour.

Corporate Partners and Sponsors

Make a Difference

Across our community, organizations are investing in The Strong by becoming corporate partners and museum sponsors. Their support provides important resources to broaden The Strong’s reach and bring the power of play to more children and families each year.

Mark Your Calendar for Play Ball 2018!

Save the date for Play Ball 2018 on Friday, October 26. This year, inspired by the classic game of dominoes, Play Ball will come alive with black-and-white elegance in a sophisticated yet playful world of oversized games, irresistible cuisine, creative cocktails, delicious desserts, and entertainment like you’ve never seen before.

This year’s Play Ball will be chaired by the Binbaum family. Guests are invited to wear black and white—or go all out and come dressed as a favorite character game, or toy. At Play Ball, costumes are always admired, but not required.

Proceeds from Play Ball support The Strong’s educational mission and outreach programs. Tickets are $175 each.

To purchase tickets, learn about sponsorship opportunities, or make a gift in support of Play Ball, contact Kylee Fassler, donor engagement and special events manager, at kfassler@museumofplay.org or 585-410-6546.

The Happiest Hour and Play Ball programs attract a mix of individuals who share the power of play to more children and families each year.

M&T Bank Renews Support for Education Programs

M&T Bank has awarded The Strong a $27,500 grant in support of the museum’s 2018-2019 education programs. These programs provide enriching school lessons for students in pre-K through grade four, engaging workshops and programs for kids of all ages, and professional development opportunities for educators and administrators.

Designed to help extend the school curriculum beyond the classroom, The Strong’s educational programming encourages learning, creativity, and discovery amid the museum’s dynamic exhibits and world-renowned collections.

“The Strong is grateful to M&T for their ongoing generosity to the museum, and for their dedication to providing greater learning opportunities for Rochester’s children,” says Steve Dubnik, The Strong’s president and CEO.

Donors Like You Help Support The Strong!

The Strong is an educational not-for-profit organization whose work is made possible by the support of generous friends like you. Memberships and admission fees cover less than half the cost of providing the experiences families like yours have grown to love.

To learn how your organization can make a difference at The Strong and receive all the benefits for your employees, please contact Hillary Bobys at 585-410-6302 or hbobys@museumofplay.org.

Thank you to the following companies for renewing their commitments:

- The Bonadio Group
- Brown & Brown of New York, Inc.
- CharterOak: Jensen Stark Architects, LLP
- Diamond Packaging
- DOODLE BUG! Greece
- Fabrik Care
- Five Star Urgent Care
- The Goddard School
- LeChase Construction Services, LLC
- Pepsi Beverages Company
- Rochester Regional Health
- Thomson Reuters
- Trane
- Tucker Printers
- Warner School of Education
- Wegmans Food Markets, Inc.
- Woods Oviatt Gilman LLP

The Strong is grateful to all of its partners and sponsors for their ongoing support of the museum’s mission and work to make a difference at The Strong!
Du Is Tak?

By Carson Ellis

(for the youngest readers)

What if bugs could talk? What would they say? In this special picture book, children can imagine how bugs might communicate.

By Abby Hanlon

“His most important thing about me is that I have two worlds. One is real and one is imaginary.” Dory Fantasmagory is determined to improve her reading, so she locks herself in the bathroom with her imaginary friend Mary and the “Happy Little Farm” easy reader books. One minute she is struggling with the words and the next minute she is, Mary, and the black lamb from the story are all inside the book located in the Imagination Destination exhibit.

Some Kind of Courage

By Dan Gemeinhart

(for older readers)

Joseph Johnson is all alone in this world. His father, mother, and sister are gone, lost to accidents and sickness. But his beloved pony, Sarah, is still out there, stolen from him by a cruel man. Joseph sets out to find her in this fast-paced adventure across the Marathon of Washington.

Science-Fiction Word Search

Find the words below in the grid below! Words may appear forward, backward, up, down, or diagonally. Letters are only used for one word.

Another展览 underwritten in part by official airline of The Strong.

Enjoy exclusive screenings of Star Wars. Visit for more information.

JULY

Tuesday, July 9–Tuesday, July 31

Sci-Fi Summer

Full-House Family Fun

Meet and take pictures with costumed characters, such as aliens, robots, and astronauts.

Fees apply.

August 2018

Programs underwritten in part by Delta, official airline of The Strong.

Summer 2018

Now Open

Rockets, Robots, and Ray Guns

Exhibit

Travel to distant futures and fantasy galaxies as you explore the world of science fiction.

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Sci-Fi Summer

Full-House Family Fun

Meet and take pictures with costumed characters, such as aliens, robots, and astronauts.

Fees apply.

August 2018

Programs underwritten in part by Delta, official airline of The Strong.

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The Strong® is a highly interactive, collections-based museum devoted to the history and exploration of play. As a 501(c)(3) not-for-profit educational organization, The Strong is funded in part by contributions and grants from individuals, corporations, foundations, and state and federal entities. It is home to the International Center for the History of Electronic Games, the National Toy Hall of Fame, the World Video Game Hall of Fame, the Brian Sutton-Smith Library and Archives of Play, the Woodbury School, and the American Journal of Play and houses the world’s largest and most comprehensive collection of historical materials related to play.

The Strong is supported with public funds from the Institute of Museum and Library Services (IMLS) and the New York State Council on the Arts (NYSCA), a State agency. The Strong is accredited by the American Alliance of Museums (AAM), and is an institutional member of AAM, the American Association for State and Local History (AASLH), the Association of Children’s Museums (ACM), and the Museum Association of New York (MANY).

The Strong Launches A History of Video Games in 64 Objects Book with HarperCollins

Explore the evolution of video games, from Pong to Pokémon Go, in A History of Video Games in 64 Objects written by The Strong’s World Video Game Hall of Fame and published by HarperCollins. Drawing on the museum’s unparalleled collection of electronic games and related artifacts, the groundbreaking book tells how video games have transformed over time through in-depth stories and engaging photographs.

“Video games are the most transformative medium of the 21st century. Just as the novel fueled imagination in the 19th century and film and television defined the cultural narratives of the 20th century, electronic games today are rapidly driving cultural and social change,” says The Strong’s Jon-Paul Dyson.

A History of Video Games in 64 Objects is available at the museum’s shop and wherever books are sold.

MUSEUM ADMISSION

General Admission (does not include admission to Dancing Wings Butterfly Garden): age 2 and older $15, under age 2 free, museum members free.

Admission to Dancing Wings Butterfly Garden: $4 per person for members; general admission fee plus $5 for nonmembers; children under age 2 free.

Tickets may be purchased at the museum’s admissions desk.

Admission rates and Dancing Wings Butterfly Garden fees subject to change.

PARKING

Limited free parking is available for guests during regular museum hours on a first-come, first-served basis.

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 find additional parking (fees apply) at neighboring municipal garages.

MUSEUM HOURS

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

The museum will close at 4 p.m. on Wednesday, July 4.

DINING

The museum offers a variety of dining options including Pizza Hut Express, Taco Bell Express, Subway, Louie’s Sweet Shoppe, and Bill Gray’s Restaurant. Visit museumofplay.org for hours and information.

On weekends, holidays, and during school breaks, dining tables and chairs are reserved for restaurant customers only.

INFORMATION

585-263-2700 • museumofplay.org

PLAY TIME

Editor: Kelly Murphy Lucyszyn

Contributing Writers and Photographers:
Hillary Bobys, Victoria Gray, Crissandra Harrison, Noelle McElrath-Hart, Allison McGrath, Beth Lathrop, Kelly Murphy Lucyszyn, Michelle Parnett-Dwyer, Shane Rhinewald, Kate Whitman

Art Director: Niki Kruger, Zimmet Group