Step into the inquisitive world of Sid the Science Kid from the award-winning PBS Kids’ TV series at Sid the Science Kid: The Super-Duper Exhibit!, opening on Saturday and Sunday, October 3 and 4.

Be among the first to explore playful learning environments seen only previously on television when the nationwide exhibit tour comes to The Strong, its first stop in the northeastern United States. (See page 7 for opening weekend activities.)

Investigate every day science questions such as, “Why do magnets pick up some things and not others?” and “Where does sound come from?” around Sid’s home, at the Super Fab Lab, on the playground, and in other iconic locations from the show. Use scientific thinking and tools to learn about simple machines, laws of motion, magnetism, air power, and the five senses. The exhibit includes five hands-on areas that bring the hit Sid the Science Kid to life.
Kitchen
Enter the colorful kitchen where Sid’s baby brother, Zeke, waits for you at the table in his high-chair. Help create a healthy breakfast for Sid and Zeke by choosing from an assortment of foods—including eggs, waffles, toast, strawberries, grapes, and milk. Then open the refrigerator to learn about patterns and dive into the pantry with Sid’s mother, Alice, to sort and weigh jars of cereal and beans with a food scale. Use your senses to investigate exotic spices, and then practice making patterns while “baking cookies.” In the sink, learn about density by trying to make utensils sink or float.

Sid’s Room
Head into Sid’s space-themed bedroom, climb onto the bed, and pull a lever to launch Sid’s toys back into their toy box using a catapult while learning about trajectories and other principles of physics. Test your memory by playing a game with toys on Sid’s bookshelf and learn about measurement by comparing the size of crayon outlines of Sid and Zeke drawn on the wall. Then investigate how simple machines operate and design your own machine, also known as a “Super-Duper-Ooper-Schmooper Big Idea,” on a touch-screen computer at Sid’s desk—where he thinks through all of his scientific problems.

Backyard
A tree house and Sid’s father, Mort, awaits young explorers in the backyard. Test the laws of physics by using a pulley to lift stuffed animals into the tree house and then climb the ladder for a better view. Learn about how sound travels by sharing secrets with a friend through a curved whisper tube.

Classroom
Explore the properties of magnets, sound, color, and more in the Super Fab Lab—one of Sid’s favorite spots and a must-see for young scientists! Use your engineering skills to construct an object with gears, ramps, and blocks. Examine rocks, bugs, and more under a magnifying glass and microscope. Learn about friction by trying to move objects across different surfaces. Then shoot an air cannon to see how far air travels. Pick out a spot on the cozy mat for “rug time” with Teacher Susie, then research and role play STEM—science, technology, engineering, and math—careers, such as an astronaut, doctor, pilot, or scientist.

Playground
Crawl through a kid-sized play set complete with two slides and use the unique environment to identify different sports balls by using only your sense of touch. Examine the effects of inertia by moving toys on a skateboard, and then learn about torque with a wheel and axle in the sandbox. Be a part of the show and tell silly jokes at “Good Laughternoon” by poking your head out of a brightly colored panel like Sid and his friends. Then dance with Sid and other favorite characters—such as the charming May and energetic Gerald—and hop in the yellow car for a sing-along.

Sid the Science Kid: The Super-Duper Exhibit! remains on view through January 24, 2016. The exhibit was created by The Magic House® in collaboration with the Jim Henson Company.

Meet Sid
Opening Weekend
October 3 & 4!
Explore the history of Nintendo and trace the evolution of its groundbreaking Nintendo Entertainment System (NES) in the *Playing with Power: Celebrating 30 Years of the Nintendo Entertainment System* exhibit opening Saturday and Sunday, October 24 and 25.

“The video game console industry started to slump in the early 1980s, and the introduction of the Nintendo Entertainment System in 1985 was crucial in revitalizing the market,” says Jon-Paul Dyson, director of The Strong’s International Center for the History of Electronic Games. “This exhibit tells an important story about a critical time in video game history.”

Learn about Nintendo’s 125-year history as a producer of games, toys, and other playthings by viewing unique Nintendo-produced artifacts from The Strong’s collections. See *hanafuda* cards (Japanese playing cards), the Ultra Machine, and the electronic Love Tester (1969). Check out a 1983 Famicom (the Japanese predecessor to the NES), see rare hardware design documents from Nintendo’s archives, and learn about Famicom’s impact on gaming in Japan.

Follow the Famicom’s development into the NES by viewing design schematics, an NES Deluxe Set (1985), and a video interview of hardware designer Masayuki Uemura discussing his career and the development of the system. Also learn how Nintendo brought the NES to market and created a community of fans through publications, fan clubs, and competitions. Jump into the action with playable original games like *Duck Hunt*, and even try *Super Mario Bros* using a custom-made giant controller.

Trace the legacy of the NES through today’s modern favorites by playing *Mario Kart Arcade GP* and *Super Mario Maker* on the Wii U.

Says Dyson, “The NES—and the characters that it vaulted to superstardom, such as the beloved Mario, Zelda, Link, and Samus—continue to resonate with people all over the world more than 30 years after its debut.”

The exhibit remains on view through January 24, 2016 and is produced by The Strong’s International Center for the History of Electronic Games in partnership with Ritsumeikan Center of Game Research at Ritsumeikan University in Kyoto, Japan.
State-of-the-art Toy Halls of Fame Now Open!

The Toy Halls of Fame, a stunning state-of-the-art play experience that explores American cultural history through beloved toys and their creators, is now open. Enter the museum’s Caterpillar Atrium and climb the dramatic exhibit staircase. On the ascent, marvel at LED lights dancing overhead and view a gallery of 21 portraits of classic toys, some that move and interact with guests in humorous ways. Or choose to take the elevator—carefully disguised as a digital Jack-in-the-Box—to begin your interactive exploration of the toys in The Strong’s National Toy Hall of Fame and the toy industry luminaries recognized by the Toy Industry Association’s Toy Industry Hall of Fame.

- Step up to a soaring bubble tower and create virtual bubbles that can be moved and popped by motion-capture technology. (Create a bubble vortex or put your face and classic toys into the bubble.)
- Use Kinect motion control to play with classic toys and art easels in a 24-foot virtual play room.
- Orchestrates a dazzling music and light show with the Crayon Piano, made from oversized crayons that invite guests to mix colors and sounds.
- Use cranks, pulleys, and cords to interact with a towering kinetic toy sculpture made up of building blocks, balls, a toy car race track, and more.
- Pose in front of an oversized Etch A Sketch for a virtual portrait that can be emailed to family and friends.
- Direct an air cannon to manipulate a 20-foot-wide mobile hanging over the atrium and featuring toy images.
- Learn about the toys in the National Toy Hall of Fame and the luminaries in the Toy Industry Hall of Fame at two 10-foot, colorful, lighted glass kiosks featuring touch screen monitors with in-depth biographical background information about each inductee.
- Pose in front of an oversized Etch A Sketch for a virtual portrait that can be emailed to family and friends.

In addition to their partnership with The Strong on this exhibit, TIA has developed on its own the Genius of Play, a program that highlights the critical role that learning plays in childhood development.

The Toy Halls of Fame project is supported by New York State’s Empire State Development and the I ♥ NY Division of Tourism under Governor Andrew Cuomo’s Regional Economic Development Council Initiative. Additional grant funding provided by the National Endowment for the Humanities. The project is also made possible in part by Neil B. Friedman, Funrise Toy Corporation, Hasbro Children’s Fund, Inc., The Hassenfeld Foundation, Tom and Karen Kalinske, LeapFrog Enterprises, Inc., LEGO Systems, Inc., Pressman Toy Corporation, Radio Flyer Inc., and Toys“R”Us, Inc.
Build, Drive, Go Opens December 5 and 6

Zoom in for the opening of the museum’s newest permanent exhibit, Build, Drive, Go, on Saturday and Sunday, December 5 and 6. Build, Drive, Go explores the history of vehicles of all sorts—from trucks and trains to planes and boats—and marks the completion of the fourth phase of a five-phase project to transform the museum’s second floor into a nearly 20,000-square-foot space exploring the history of play in America.

“The Strong’s toy vehicles, building toys, dollhouses, and miniature toys for pretend play are the largest and most diversified collection of such artifacts in the nation,” says Christopher Bensch, vice president for collections.

A central timeline of driving and building toys traces their history through four eras—19th century, early 20th century, mid-20th century, and contemporary. Iconic artifacts include 1860s tinplate toys from George Brown and Ives, Blakeslee, and Co; early examples of A. C. Gilbert’s Erector Set; John Lloyd Wright Inc.’s Lincoln Logs; a 1935 Mickey Mouse Circus Train set; and design notebooks from Will Wright, creator of The Sims.

Four touch-screen stations provide additional information about key objects. Guests can access audio, still images, and video to learn about each item’s historical significance, as well as view sample advertising materials for each toy.

“While Build, Drive, Go will be rich in artifacts from The Strong’s collections, it will also contain the museum’s trademark blend of interactivity and interpretation,” says Jon-Paul Dyson, vice president for exhibits. “Guests will be able to move through themed activity areas, including a Construction Center and LEGO Lab, and go hands-on with building blocks, a car test track, and computer games that simulate driving a car, train, or plane.”

Upon entering the exhibit, guests will be greeted by an oversized traffic light that beckons them to “Go” deeper into the space. In the Construction Center, budding builders can make their own creations from a wide-range of materials, including traditional wooden blocks, alphabet blocks, and Lincoln Logs. The LEGO Lab invites guests to use interlocking bricks to make their own vehicles and skyscrapers. A camera and green screen captures pictures of creations to email to family and friends.

A construction table inspires pretend play with cars, trains, boats, and airplanes on two islands connected by airports and docks. At the test track, basic physics principles can be used to redesign the track to make it faster and improve performance. Computer stations let aspiring architects try their hand at building simulated cities. Kids may also explore the miniature world of dollhouses by looking closely and playing an ISpy game.

Build, Drive, Go will open adjacent to The Strong’s Play Pals exhibit, which explores the history of dolls, action figures, and plush animals. Says Dyson, “Throughout both exhibits, children can engage in their own miniaturized real world in ways that empower them, extend their senses of possibilities, and equip them to make their way in their full-size, grown-up world.”

Build, Drive, Go is made possible in part by a grant from the U.S. Institute of Museum and Library Services.

See page 10 for opening weekend activities.
Monday Kicks for Ages 2 to 6
Join in playful learning activities with your child at this monthly series created to help parents teach little ones important skills through play. Events run from 10 a.m. to 2 p.m.

November 2: Playing with Science
Get moving with music activities about plants and animals and enjoy stories all about the wonders of science.

December 7: Wonderful Wintertime
Play with pretend snow and enjoy winter-themed imaginative play, crafts, and stories.

Sponsored by Parent
www.museumofplay.org
**The Heart Gallery Display**

**Friday, October 16—Monday, November 30**

Open your heart. Open your home. That’s the message Children Awaiting Parents (CAP) seeks to impart at The Judge Wagner 2015 Heart Gallery—an exhibit of photographs of children in need of adoptive families, on view through National Adoption Month in November. Portraits by volunteer photographers capture each child’s unique personality. Children Awaiting Parents is a national, not-for-profit charitable organization that recruits foster and adoptive families for special needs children who has been waiting the longest for permanent homes. CAP has been serving the community for more than 50 years, bringing together more than 6,000 children and families. For more information about CAP, visit ChildrenAwaitingParents.org.

**Meet Mario at the Opening of Playing with Power: Celebrating 30 Years of the Nintendo Entertainment System**

**Saturday, October 24, 11 a.m.–4 p.m.**

**Sunday, October 25, 1–4 p.m.**

Meet and pose for pictures with Mario! Then explore the history of Nintendo and trace the evolution of its groundbreaking Nintendo Entertainment System. Enjoy juggling and magic tricks by Magical John featuring Nintendo’s iconic video game characters on Saturday at 11 a.m., noon, and 1 p.m. and Sunday at 1 and 2 p.m. Challenge family members to guess popular video game characters by their silhouette and create a Nintendo-inspired craft.

**Toddler Trick-or-Treat**

**Friday, October 30, 10 a.m.–2 p.m.**

Enjoy Halloween activities and prizes for the littlest trick-or-treaters. Come in costume and trick-or-treat for prizes with favorite storybook characters, including a pirate, Little Bo Peep, Little Red Riding Hood, and more. Dance to Halloween music, play party games, get a Halloween temporary tattoo, check out books at the Spooky Story Station, and make a scary craft.
National Toy Hall of Fame Induction Weekend

Saturday, November 7, 11 a.m.–4 p.m.
Sunday, November 8, 1–4 p.m.

Rejoice during this annual celebration of America’s favorite toys! Honor the toys newly inducted into the National Toy Hall of Fame and revel in a weekend of activities featuring past inductees such as bubbles, Easy-Bake Oven, and little green army men.

Delight in whimsical performances by bubble master Doug Rougeux on Saturday at 11 a.m., 1 and 3 p.m. and Sunday at 1 and 3 p.m.

Enjoy a musical treat as Colleen Bernstein, a versatile musician dedicated to arts education; Eastman School of Music students and faculty; and other local musicians present “Toy Suite.” This concert features original compositions inspired by the National Toy Hall of Fame toys. After each performance, museum guests will have a unique opportunity to interact with the composers and performers to learn about the stories behind each song.

Watch members of The Strong museum’s staff show off their culinary abilities in the museum’s first-ever Easy-Bake Oven Bake Off! Cooking demonstrations will take place on Saturday and Sunday at 2 p.m.

In Another Galaxy

Saturday, November 14, 11 a.m.–4 p.m.
Sunday, November 15, 1–4 p.m.

Use the force and transport the family to In Another Galaxy Weekend! Come dressed as your favorite science-fiction character and journey to another universe. Meet actors from the 501st Legion (Vader’s Fist) and Rebel Legion and pose for pictures with your favorite characters.

New this year, meet brothers Jack and Holman Wang, creators of the Star Wars Epic Yarns book series. View their original artwork—including felted characters and props—and watch a video about how the books were created. Chat with Jack and Holman Wang about their artistic process, including needle felting, making scale models and sets, photography, and more.

Check out robots built by the R2-D2 Builders Club, mix and match sci-fi outfits in the Other Worlds Dress-Up area, and test your skills at sci-fi vintage arcade games. View science fiction artifacts—including action figures and spaceships—from the museum’s collections. The littlest Jedi can transform Mr. Potato Head into Darth Vader or Artoo Potatoo and get a temporary tattoo at the Tatooine Tattoo Shop.

In Another Galaxy Weekend is not sponsored or endorsed by Lucasfilm Ltd or Walt Disney Studios.

Media sponsor
Get Ready for *The Nutcracker* and *A Christmas Carol*

**Wednesday, November 11, 11 a.m.–2:30 p.m.**

Enjoy storytelling, dance, and theater from magical family favorites *The Nutcracker* and *A Christmas Carol*. Check out an excerpt from *The Nutcracker* performed by costumed dancers from Rochester City Ballet at 11 a.m. and 1 p.m. A costumed cast member from Geva Theatre Center’s production of *A Christmas Carol* will read selections from the Charles Dickens classic at noon and 2 p.m.

---

**Build, Drive, Go Exhibit Opening Celebration**

**Saturday, December 5, 11 a.m.–4 p.m.**  
**Sunday, December 6, 1–4 p.m.**

Explore vehicles of all sorts, from trucks and trains to planes and boats. Design a race track, build skyscrapers with LEGO bricks, use computer programs to design a town, and view vehicle- and building-related artifacts from the museum collection.

Enjoy readings of *Axle Annie*, a book written by local author Robin Pulver. Check out cars from the Greater Rochester Soap Box Derby and meet their drivers, create tire track art, view a display by the Rochester LEGO group, and more. Saturday only, delight in a musical performance by Eastman School students and professors inspired by the *Build, Drive, Go* exhibit.

---

**Meet Sid the Science Kid During School-Break Week**

**Saturday, December 26, 2015–Sunday, January 3, 2016**

Meet and take photos with Sid from the award-winning PBS KIDS TV series *Sid the Science Kid* from 11 a.m. to 2 p.m. Mondays through Saturdays and 1 to 4 p.m. Sundays during break week. Discover and investigate everyday science questions around Sid’s home and at his school in the Super Fab Lab and on the playground. Use scientific tools and thinking to learn about simple machines, the laws of motion, magnetism, air power, and the five senses.

---

**Sprint to The Strong for the Reindeer Run 5K**

**Saturday, December 19**

The Reindeer Run, a unique, family-friendly foot race, returns this winter! Produced by YellowJacket Racing and sponsored by Fleet Feet Sports, the all-ages run is downtown Rochester’s only winter 5K event.

The 5K Reindeer Run begins Saturday, December 19 at 8:30 a.m. The Kids Run Wild Race series (quarter, half, or full mile) starts around 9:15 a.m. Check in at 7:30 a.m. Participants are encouraged to dress as their favorite toy and the first 2,000 registrants receive reindeer antlers.

Woodbury School Enters 10th Year, Expands

The Strong’s Woodbury School has added another class for three- and four-year-olds for the 2015–2016 school year to meet demand for its project-based, Reggio Emilia-inspired curriculum. The new program grows Woodbury School’s capacity by 16 students, and the museum has constructed a new classroom to accommodate the school’s growth.

“In 2014, Woodbury School added early kindergarten programs for four- and five-year-olds to its well-established preschool program,” says Debbie McCoy, The Strong’s assistant vice president for education. “This year, we expanded in response to need and increased interest in the school’s play-based learning approach.”

The 2015–2016 school year also marks the start of the 10th year of Woodbury School. When the school opened in 2006, it was one of only two Reggio Emilia-based programs in the region, and it has helped to inspire or influence the development of more than a dozen other programs, including the Elmwood Franklin School in Buffalo and the preschool at the Buffalo Zoo. The Woodbury School team also provided training in play-based learning to dozens of school districts, including the Fairport School District and Gates Chili School District.

More than 500 students have enrolled in Woodbury School since 2006, and its yearly capacity has grown from 56 to 80 students. Woodbury classrooms have also provided Reggio Emilia-related professional development and observational learning opportunities to more than 3,000 teachers, college students preparing for teaching careers, and pediatric residents studying child development.

Says McCoy, “Woodbury School demonstrates how play and learning go together, and it supports The Strong’s mission to study and explore the role of play in human development.”

Guided by teachers who facilitate their explorations, children delve deeply into topics that fascinate and stimulate learning. Small and large group activities involve art, music, cooperative games, movement, pre-reading, math, and other age-appropriate experiences.

Applications for the 2016–2017 school year can be requested beginning December 1 by phone at 585-263-2700 between 8:30 a.m. and 4 p.m. Monday through Friday or downloaded at museumofplay.org/education/woodbury-school. Enrollment applications must be accompanied by a non-refundable $45 application fee. A limited number of needs-based partial scholarships are available.
2015 Toy Hall Finalists Announced

Will Battleship fight its way into the National Toy Hall of Fame? Can the scooter glide across the finish line? Will the top spin itself into contention?

The Strong recently announced the following 12 toys as finalists for induction into the National Toy Hall of Fame: American Girl dolls, Battleship, coloring book, Jenga, Playmobil, puppet, scooter, Super Soaker, Teenage Mutant Ninja Turtles, top, Twister, and the wiffle ball.

The class of 2015 will be revealed at a special ceremony on Thursday, November 5 at 10:30 a.m., followed by a special weekend celebration on Saturday, November 7 and Sunday, November 8. See page 9 for weekend activity details.

Collection Documents Blizzard’s Influence on Pop Culture

The Strong has acquired more than 1,500 items that chronicle Blizzard Entertainment, Inc.’s longstanding success at nurturing video game franchises such as Warcraft, Starcraft, and Diablo, and the company’s unrivaled ability to cultivate passionate and loyal fans. The collection, donated by Blizzard’s former Chief Operating Officer Paul Sams, contains games and related merchandise over a 20-year period, from 1992 to 2015. Included are multiple copies of all of Blizzard’s key games—going back to Lost Vikings and RPM Racing produced in the early 1990s when the company was known as Silicon & Synapse—as well as an extensive assemblage of related merchandise such as plush toys, posters, costumes, comics and graphic novels, strategy guides, board and trading card games, Mega Bloks, material from BlizzCon® gaming conventions, and much more. Rich in materials representing key Asian markets such as China and Korea, the collection underscores Blizzard’s extensive international influence.

“The wide scope of this collection showcases the important worldwide influence that World of Warcraft, an inaugural inductee to The Strong’s World Video Game Hall of Fame, and other Blizzard games have had on popular culture, the history of gaming, and the development of virtual communities,” says Jon-Paul Dyson, director of The Strong’s International Center for the History of Electronic Games.”

Many examples from The Paul Sams Collection of Blizzard Games and Merchandise, 1992–2015 will be on display beginning October 1. See page 7 for details.
Upcoming Journal Issue Explores Play Therapy

The upcoming issue of the American Journal of Play includes an interview with Phyllis Booth, Clinical Director Emeritus of the Theraplay Institute, about advances in the theory and practice of play therapy. Booth first encountered play therapy while working at Head Start in Chicago in the early 1960s, and she says she and her peers saw immediate results after playing with children in need of help. She says, “Sad, withdrawn children became livelier and more outgoing, and angry, aggressive acting-out children calmed down and were able to engage with others in a friendly, cooperative way.”

Booth and colleagues adapted their play therapy to bring children and parents together. She says that the result—Theraplay®—puts the focus on healing the relationship, not fixing the child. Theraplay focuses on the non-verbal aspects of the interaction between child and parents, such as eye contact, rhythm, and synchrony. Booth says that this approach works particularly well with adopted children who need help forming attachment to their new parents. It also helps to show the adults ways to be more “responsive, attuned, empathic, and reflective.”

Booth believes that play therapy proves so effective at achieving results in children’s attitudes and behaviors because, “…by inviting them to play, we signal that we will be accepting, that they will be safe, and that they can open up.” Advances in brain science continue to allow play therapists to target their activities to meet the child’s needs. While the therapy is often aimed at children, Booth says that she has seen similar results with seniors, as well.

Booth says, “Play makes us feel good about ourselves and good about others. What more should we expect from therapy?”

Additional articles in Vol. 8, No. 1 of the Journal focus on such topics as the psychological approach to the study of play, children’s perspectives on play, and the learning benefits of alternate reality games.

World Video Game Hall of Fame Coverage Reaches Worldwide Audience

When The Strong’s World Video Game Hall of Fame welcomed its first class in June—Pong, Pac-Man, Super Mario Bros., Tetris, Doom, and World of Warcraft—the induction made international news with stories appearing in the BBC, CBC, Vancouver Sun, and Wired UK. The inductees also generated more than 400 local television and radio newscasts around the United States and were featured prominently in nationally televised news and entertainment programs including Fox Business New’s Willis Report and Headline News. More than 1,300 online and print articles appeared in major market media outlets such as the Boston Globe, Chicago Tribune, New York Times, San Francisco Chronicle, USA Today, Wall Street Journal, and Washington Post. The news also appeared on the websites of prominent news organizations including ABC News, Examiner, Good Morning America, and Yahoo News, along with well-known video game press such as Game Informer and Polygon.

Join The Strong at Distant Worlds: Music from Final Fantasy

The Strong invites guests to experience the music of the popular Final Fantasy game series performed by the Rochester Philharmonic Orchestra at Kodak Hall on October 29. The concert, led by Grammy-Award winning conductor Arnie Roth, features music from all 14 games in the series, which debuted on the Nintendo Entertainment System in 1987. At the conclusion of the concert, Shannon Symonds, associate curator for the International Center for the History of Electronic Games, will moderate a talkback exploring the history and musical compositions of the Final Fantasy series. (See page 4 to learn about Playing with Power: Celebrating 30 Years of the Nintendo Entertainment System.)

As a supporting partner of the concert, The Strong has arranged for museum members to receive 20% off regular ticket prices. To order tickets, visit www.rpo.org/p_2030 and use the promo code STRONG20. Discount valid through October 9, 2015.
The Strong Welcomes Distinguished Guests

Scott Adams (second from right), creator of the first personal computer adventure game (Adventureland) and founder of Adventure International, tours The Strong’s collections with his wife, Roxanne. Pictured with The Strong’s Jeremy Saucier (far left) and Jon-Paul Dyson (second from left).

The Strong’s Suzanne Seldes (left) and Rollie Adams (second from right) tour (left to right) Gavin Landry, executive director of ♥ New York; Rosanna Masucci, U.S. Department of Commerce Buffalo Export Assistance Center; Sarah Kemp, Minister Counselor for Commercial Affairs, U.S. Embassy, Beijing, China; and Tim McCull, U.S. Department of Commerce Rochester Export Assistance Center.

Jane McGonigal, designer of alternative reality games and bestselling author, explores the museum’s collections with Christopher Bensch, The Strong’s vice president for collections.

Terry Marks-Tarlow, psychologist and contributor to The Strong’s American Journal of Play, visits the museum’s library and archives with Jeremy Saucier, assistant director for the International Center for the History of Electronic Games.

The Strong Welcomes Researchers and Scholars

Over the past several months, researchers from cities across eight states—California, Florida, Illinois, Minnesota, New Jersey, New York, Ohio, and Pennsylvania—and four countries—Canada, Finland, the United Kingdom, and Singapore—have examined artifacts in The Strong’s collections and archival materials from its Brian Sutton-Smith Library and Archives of Play to inform dissertations, books, and other scholarly works.

Among those visiting through The Strong’s research fellowship programs were:

- Emily Aguilo-Perez, PhD candidate from Pennsylvania State University, who studied museum collections and archival materials to inform a project titled “Remembering Barbie: A Study of Interactions with Barbie among Puerto Rican Females”;
- Alexander Bevier, MFA candidate from New York University, who researched the career of pioneering board game designer Sid Sackson;
- Andrea Braithwaite, PhD, from the University of Ontario Institute of Technology, who examined the Her Interactive Collection to consider how girls and women understand themselves as gamers;
- Robyn Holmes, professor of psychology at Monmouth University in New Jersey, who studied The Strong’s board game collections to explore connections between board games and cultural, social, moral, and religious messages;
- PhD candidate Koral LaVorgna of the University of New Brunswick, who explored the material culture of post-World War II childhood through examination of cereal box prizes;
- Benjamin Lindquist, PhD candidate from Princeton University, who examined various toy and game collections to investigate the growing importance of “fun” in contemporary religion; and
- Anastasia Salter, assistant professor at University of Central Florida’s School of Visual Arts and Design, who conducted research to inform an upcoming book on the life and work of video game designer Jane Jensen.

The Strong also welcomed more than 20 independent researchers and scholars who conducted research to inform books, newspaper articles, museum exhibitions, dissertations, undergraduate lessons, and more on topics that range from “gamification” to graphic design, and toy and game preservation to video game industry history. Others explored documents and objects related to the history of individual toy and game companies.

Museum Earns Accolades

The Strong museum takes pride in delivering quality educational experiences for its guests near and far. For the 11th consecutive year, The Strong was named Top Place to Take the Kids and Favorite Kid-Friendly Museum by readers of KidsOutAndAbout.com. Recent national accolades come from TripAdvisor, the world’s largest travel website, which awarded the museum its highest honor in recognition of consistent, top ratings from travelers. And in its First Annual Summer Road Trips issue, the Toronto-based Ignition Luxury & Performance Magazine named The Strong as one of its “Top Ten Family Attractions.” (The Strong is the only non-Canadian destination on the list.)

Museum communications were also recognized with high distinction. The Strong earned highest honors for both website design and for online advertising from the Rochester Chapter of the American Marketing Association and an honorable mention for direct response marketing. The museum’s Play Time newsletter received an Award of Excellence from the Rochester Chapter of the Public Relations Society of America.
The Strong Names New Trustee

The Strong’s Board of Trustees elected Bernard Birnbaum, president at Jay Birnbaum Company, as a new member of its governing body. Birnbaum manages retail, office, industrial, and flex buildings in Florida, New Jersey, and New York. He holds a certificate in property management from the Institute of Real Estate Management.

Prior to his election to the board, Birnbaum volunteered as a member of museum’s Collection Committee. He continues to serve in that capacity as a trustee, and also maintains a leadership position with The Strong Play Makers, a group for young professionals that provides financial support for The Strong through social and educational activities.

Birnbaum resides in Pittsford with his wife and two children.

College Students Complete Internships at The Strong

The Strong welcomed seven interns from colleges and universities this summer. Pictured from left to right in the back row is Ivy Burruto, Syracuse University, and Caroline Riedman, University of Richmond. Pictured in the front row is Katie Hackett, William Smith College, and Kelli Emler, The College at Brockport. Not pictured is Melissa Fanton, Rochester Institute of Technology; Mary Ann Dannhauser, University at Buffalo; and Tiffany Henriksen, State University of New York at Geneseo.

Museum Noted in Prominent Publications, Television Series

A scholarly journal, newly published books, and national television programs have devoted major attention to The Strong over recent months.

The new book Case Studies in Cultural Entrepreneurship: How to Create Relevant and Sustainable Institutions, from the American Association for State and Local History, devotes an entire 24-page chapter to The Strong and its strategic vision and leadership. Additionally, the journal Reference Reviews, a publication that helps librarians and information professionals evaluate new and updated print and electronic reference resources, includes an assessment of The Strong’s scholarly resources that states, “there is nothing that compares to The Strong’s breadth and scope of historical materials and collections related to play.” And the just-published The War of My Generation: Youth Culture and the War on Terror from Rutgers University Press features an essay by Jeremy Saucier, assistant director of The Strong’s International Center for the History of Electronic Games, titled “The World War II Combat Video Game and the Construction of the ‘Next Generation.’”

In a May episode of Travel Channel’s Mysteries at the Museum, Vice President for Collections Chris Bensch was interviewed at length about the history of Rubik’s Cube, a 2015 National Toy Hall of Fame inductee. The Strong’s collections and Bensch are frequent resources for the television series. And in June, the nationally syndicated Celebrity Name Game featured The Strong’s National Toy Hall of Fame as a clue in a question about Mr. Potato Head (inducted in 2000).
Advancement

Last Chance to Get Tickets for Play Ball 2015!

Join in the fun at Rochester’s most playful gala for grown-ups only—the Play Ball—on Friday, October 2! Tickets may be purchased by contacting Lisa Feinstein, vice president for institutional advancement, at (585) 410-6370 or lfeinstein@museumofplay.org.

At the Play Ball, explore the museum while enjoying great entertainment, live and silent auctions, creative cocktails, and a mouthwatering menu from Wegmans. This year The Strong welcomes world-renowned electro hip-hop violinist, Svet, to the main stage. Working with local favorite DJ Naps, Svet’s custom performance will feature brand new arrangements and mixes of classic video game music. Play Ball guests will also be treated to performances from contortionists and acrobats from Aerial Arts of Rochester—and much more!

As in past years, guests are invited to dress up for the Play Ball. Be part of this year’s theme by sporting black and white with pops of color—or go all out and come dressed as your favorite game, character, or plaything. Costumes are admired—but not required.

Proceeds from the Play Ball benefit The Strong. For more information and to view photos from last year’s event, visit theplayball.org.

World-renowned electro hip-hop violinist Svet will perform at Play Ball 2015.

Thank you to these new corporate partners and supporters:

- Dalzell Hearing Centers
- School Library System of the Genesee Valley Educational Partnership
- Spectrum Creative Arts LLC
- UR Medicine
- Wagner Soccer

Thank you also to these corporate partners and supporters for renewing their commitments:

- Constellation Brands, Inc.
- Danisco US, Inc.
- Democrat & Chronicle Media Group
- Excellus BlueCross BlueShield
- Harter Secrest & Emery LLP
- Hillyard, Inc.
- HR Benefit Advisors
- Kodak Alaris
- Lonza
- Paychex, Inc.
- Wegmans Food Markets
- Xerox Corporation

Event Offers Up-Close Look at Butterflies

Museum Secrets is an exclusive, behind-the-scenes opportunity for invited upper-level members, donors, and special guests to tour spaces at The Strong seldom seen by the public.

This summer, guests enjoyed an exclusive tour of Dancing Wings Butterfly Garden. Led by the museum’s Live Collections Manager and Chief Entomologist Evan Hoki, participants had a up-close experience with more than 1,000 free-flying tropical and native butterflies, as well as other animals such as Moriarty, the baby bearded dragon.

Guests learned about The Strong’s Discovery Garden from Manager of Grounds and Chief Horticulturist Craig Sherwood. Sherwood highlighted the preparation and care that goes into maintaining the museum’s vibrant outdoor spaces.

Afterward participants enjoyed cocktails, a playful picnic, and a live butterfly release in the Discovery Garden. It was a magical moment when guests’ butterflies took flight.

To attend a future Museum Secrets event, become an upper-level member by contacting the Membership team at membership@museumofplay.org or 585-263-2700 Monday through Friday 8 a.m. to 4 p.m.

Thank You Corporate Partners and Supporters!

Businesses that make a financial contribution to The Strong’s Corporate Partners program provide meaningful support for the museum while receiving valuable benefits for their employees, such as free admission days, family passes, and employee discounts on museum membership. To learn how your company can participate, contact Michelle Parnett, director of corporate and foundation relations, at (585) 410-6353 or mparnett@museumofplay.org.

Thank you to these new corporate partners and supporters:

- Dalzell Hearing Centers
- School Library System of the Genesee Valley Educational Partnership
- Spectrum Creative Arts LLC
- UR Medicine
- Wagner Soccer
Games and Giving: An Unexpected Connection

When Andrew Cosman was a fifth grader in Norfolk, Virginia, his teacher gave him Rise and Decline of the Third Reich, a World War II strategy board game. She asked him to learn how to play and then teach it to his class—which he did. That experience was the start of Andrew's lifelong fascination with and love of games.

Mary Valentine’s love of games started differently. She remembers growing up in New York’s Hudson Valley watching her family and friends play cards. “I could barely see over the edge of the table as I watched them,” Mary explains. “I was fascinated by it. Finally, I think when I was about seven, my mother said ‘Ok, you can play Michigan Rummy now.’ And from that moment on, she was hooked.

Decades later, Andrew and Mary met in California where they fell in love, got married, and opened a game store. Throughout their years together, Andrew and Mary amassed more than 650 games. Eventually they sought to find a permanent home for their collection.

“It was always our desire to have our collection go to a museum,” says Mary. “But one day a friend asked if she was familiar with The Strong. Mary was not, but after some online research, she was intrigued. So she called the museum. That phone call, the first of many, led to the donation of their collection to The Strong.

Andrew and Mary also wanted researchers to have access to their collection. This led to a very generous financial commitment, establishing the Mary Valentine and Andrew Cosman Research Fellowships. The fellowships provide financial support for academics and scholars pursuing play-related research that can benefit from on-site access to The Strong’s collections.

Earlier this year, Robyn Holmes, a professor of psychology at Monmouth University in New Jersey, was awarded a research fellowship thanks to Andrew and Mary’s generosity. “I came to The Strong to study how board games communicate cultural messages and social attitudes,” Robyn explains. “I focused on how social, cultural, and technological factors influence board games and board game play.”

Working closely with curator Nic Ricketts and other staff, Robyn was surprised by the scope and depth of The Strong’s collection. “The collection was off the charts,” recalls Robyn. “I remember one of Andrew and Mary’s games in particular. It was the original Dungeons and Dragons with all the books.”

But one of Robyn’s favorite surprises wasn’t a board game. It was the unexpected opportunity to meet Mary, who happened to be visiting from California.

“It was wonderful to meet Mary,” says Robyn. “I wish I could tell her now how much my research has informed my teaching. For me, research is more than writing and presenting. It’s sharing with my students and with other people.”

Mary has a similar philosophy. “I believe that doing good is like throwing a pebble in the water, and it spreads outwards.”

For Mary, supporting The Strong is about connecting with other people. “Philanthropy can be defined in many ways,” she says. “Most of us think of it as donation of money to a good cause. But philanthropy—I actually looked it up. The word comes from the Greek. It means love of humanity. And for me, that’s it.”

“The Strong is constantly moving forward,” continues Mary. “But moving forward takes time and financial commitment. I encourage people to support the museum. That will allow the activities The Strong offers to continue and expand in the future.”

And that copy of Rise and Decline of the Third Reich that Andrew’s teacher gave him so many years ago? It is now in The Strong’s collection, along with Andrew’s handwritten notes still in the box, waiting for a researcher to open the lid and connect with the past—and a fifth grader from Norfolk, Virginia.

To join Mary in supporting The Strong, visit museumofplay.org/giving to make a secure online donation.

Out and About

In August, Scott Eberle, vice president of play studies, offered the keynote address at the International Baccalaureate World Student Conference at the University of Rochester. Eberle also recently published How Charlie Got His Groove Back: Hot Pursuit at the Beach, a blog for Psychology Today. Vice President for Collections Chris Bensch will offer numerous lectures throughout the fall including “The Radio and American Life,” “Pilgrims, Politics, and Pumpkin Pie, and “Wish You Were Here: Travel Memories and Souvenirs.”

Beth Lathrop, director of libraries, will attend the New York Library Association’s 125th anniversary conference in Lake Placid, New York, in October. The event is the largest state library association conference held on the East Coast.

Also in October, Archivist Julia Novakovic will represent The Strong at the Mid-Atlantic Regional Archives Conference (MARAC) in Roanoke, Virginia. She also serves on the Local Arrangements Committee for the conference.
Big Bad Bubble
by Adam Rubin and Daniel Salmieri
(for younger readers)

After a scary incident with bubble gum when he was little, Mogo Pogo convinced all his monster friends that bubbles were dangerous. Can Mogo and his fellow monsters conquer their fear of those big, bad bubbles? (Shelved in Toy Halls of Fame.)

Monarch Magic!
Butterfly Activities & Nature Discoveries
by Lynn M. Rosenblatt
(for older readers)

This guide tells the story of the Monarch butterflies’ life cycle in full-color photographs and provides a bonanza of activities, from making fun caterpillar crafts to keeping a scientific journal to chart the Monarch’s growth and development. (Shelved near Dancing Wings Butterfly Garden.)

Parentology:
Everything You Wanted to Know about the Science of Raising Children but Were Too Exhausted to Ask
by Dalton Conley
(for parents and caregivers)

A scientist and professor provides a humorous guide to raising children. From bribing his kids to do math to giving them unusual names in order to teach impulse control, Conley tried it all in the name of science. (Shelved in Play Fare.)

Can You Spot the Differences?

Look for nine differences between the two images below. Spot the Difference Game by Jack and Holman Wang, creators of the all-ages Star Wars Epic Yarns book series. See page 9 to learn more about Epic Yarns at In Another Galaxy Weekend.
Unless otherwise noted, events typically end by 4 p.m. and are free to members.

**OCTOBER**

**Thursday, October 1–Sunday, January 3**
Making Magic: The Fantastic Worlds of Blizzard Entertainment
Discover the video game company behind the massively popular World of Warcraft series.

**Friday, October 2**
Museum Closed for the Play Ball.

**Saturday & Sunday, October 3 & 4**
Exhibit Opening: Sid the Science Kid: The Super-Duper Exhibit!
Meet and take photos with Sid! Explore the new exhibit and to learn about the laws of motion, the five senses, and more.

**Mondays, October 5, 19 & 26**
Storytime Club
Fantastic Fall: delight in stories about autumn and Halloween.

**Wednesday, October 7**
Balloons Around the World
Watch as a colorful balloon sculpture is built in conjunction with the 16th annual Balloons Around the World event.
11 a.m.–3 p.m.

**Saturday, October 10–Monday, October 12**
Science Fun with Sid Columbus Day Weekend
Meet and take photos with Sid the Science Kid; experiment with magnets, catapults, and more; and create a science journal.

**Friday, October 16–Monday, November 30**
The Heart Gallery Display
See photographs of children in need of adoptive families.

**Saturday & Sunday, October 24 & 25**
Exhibit Opening: Playing with Power: Celebrating 30 Years of the Nintendo Entertainment System
Meet Mario opening weekend only and explore the history of the groundbreaking Nintendo Entertainment System (NES).

**Friday, October 30**
Toddler Trick-or-Treat
Come in costume and trick-or-treat for prizes with favorite storybook characters, play party games, and make a scary craft.
10 a.m.–2 p.m.

**November 2015**

**November 2015**

**December 2015**

**December 2015**

**Monday, November 2**
Monday Kicks for Ages 2 to 6
Playing with Science: enjoy music and movement activities about plants and animals.
10 a.m.–2 p.m.

**Thursday, November 5**
National Toy Hall of Fame Induction
Discover the newest toy inductees.
10:30 a.m.

**Saturday & Sunday, November 7 & 8**
National Toy Hall of Fame Induction Weekend
Revel in a weekend of activities featuring new and past inductees.

**Mondays, November 9, 16 & 23**
Storytime Club
Fantastic Fall: delight in stories about autumn and Halloween.

**Wednesday, November 11**
Get Ready for The Nutcracker and A Christmas Carol
Get in the holiday spirit with dance, storytelling, and theater.
11 a.m.–2:30 p.m.

**Saturday & Sunday, November 14 & 15**
In Another Galaxy Weekend
Come dressed as your favorite sci-fi character, meet actors from the 501st and Rebel Legion.

**Friday, November 18**
After-Hours Shopping for Adults
Get a jump on holiday shopping and enter to win prizes. Save 25% on museum shop purchases and enjoy buy one, get one free deals on Melissa & Doug items.
5–8 p.m.

**Thursday, November 26**
Museum Closed for Thanksgiving

**All December**
Save 25% in the Shop
Enjoy a 25% discount on museum shop purchases with valid membership card.

**Saturday & Sunday, December 5 & 6**
Exhibit Opening: Build, Drive, Go!
Go hands-on with vehicles of all sorts—from trucks and trains and planes and boats!

**Mondays, December 7 & 14**
Storytime Club
Winter Wonders: explore the magic of winter.

**Monday, December 7**
Monday Kicks for Ages 2 to 6
Wonderful Wintertime: enjoy imaginative play and stories.
10 a.m.–2 p.m.

**Saturday, December 19**
Reindeer Run
Sprint to The Strong for the Reindeer Run 5K.

**Thursday, December 24**
Museum Closes at 4 p.m.

**Friday, December 25**
Museum Closed for Christmas

**Saturday, December 26–Sunday, January 3**
School-Break Week with Sid the Science Kid
Meet Sid from daily and explore the exhibit.

**Thursday, December 31**
Museum Closes at 4 p.m.
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.

MUSEUM ADMISSION
General Admission (does not include admission to Dancing Wings Butterfly Garden): age 2 and older $13.50, under age 2 free, museum members free.

Admission to Dancing Wings Butterfly Garden: $3 per person for members, general admission fee plus $4 for nonmembers; children under age 2 free. Entry to Dancing Wings Butterfly Garden is by reservation only. Reservations may be made 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 be closed October 2, Thanksgiving Day, and Christmas Day. The museum will close at 4 p.m. on Christmas Eve and New Year’s Eve.

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: Kim Della Porta, Lisa Feinstein, Crissi Harrison, Beth Lathrop, Bethany Mosher, Kelly Murphy Lucyszyn, Shane Rhinewald, Suzanne Seldes
Art Director: Niki Kruger, Zimmet Group

Never Forget Your Membership Card Again
Tired of searching your wallet or purse for your printed museum membership card? Use a digital membership card app on your smartphone (such as CardKing on iPhone or Stocard and Keyring on Android) and you will always have your card with you when you visit The Strong. To get started, pick an app from your phone’s app store and scan your card into your smartphone. When you visit the museum, simply show the card on your smartphone along with photo ID.

Patron members visiting other museums must present their printed card to receive the ACM Reciprocal Network discount.

Need help getting started? Call The Strong Membership Team at 585-263-2700.

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).