Play your way through more than 80 years of pinball history!

This original permanent exhibit explores the history of pinball and traces the evolution of the pinball playfield—the surface where the ball ricochets through a maze of lights and obstacles to rack up points—from countertop games of the 1930s to the sophisticated electronic versions that remain popular today.

View pioneering pinball machines from The Strong’s comprehensive collections including Whiffle (1931), one of the earliest pinball machines; World’s Fair Jigsaw (1933), which features a mechanical jigsaw puzzle on its playfield; and Humpty Dumpty (1947), the first game with flippers.

Pull the plunger and try to rack up high scores on a host of other playable machines from The Strong’s collections, such as the iconic electromechanical Fireball (1972); the largest commercial pinball machine Hercules (1979); the carnival-like Funhouse (1990); the head-to-head USA Football (1992); the Universal monsters-themed Monster Bash (1998). Also play some of Stern Pinball’s most exciting recent games including the rock n’ roll-fueled Kiss (2015) and the fantasy-filled Game of Thrones: Limited Edition (2015), part of the Stern Pinball cluster.

Stand next to an oversized pinball machine flipper for a unique photo opportunity. Discover how pinball machines work by viewing electromechanical pinball machine components such as flippers, pop bumpers, and drop targets. Scroll through a timeline of key moments in pinball history—such as New York City’s ban on pinball that ended in 1976 and the introduction of the first pinball machines powered by microprocessors in 1975—on a touch screen.

Pinball Playfields is produced by The Strong’s International Center for the History of Electronic Games.

The exhibit is sponsored in part by:

Many machines in Pinball Playfields require purchased tokens. Money collected from the sale of tokens helps maintain these original artifacts.

Behind the Scenes: The Making of Pinball Playfields

Jeremy Saucier, assistant director of The Strong’s International Center for the History of Electronic Games, offers some insight into the creative process behind the Pinball Playfields exhibit.

Why did The Strong create a permanent pinball exhibit?

While pinball traces its roots to the 18th century French game of bagatelle, modern pinball is an American play invention. This exhibit highlights its importance as a plaything and as a fascinating part of American cultural history. Pinball offers a unique combination of electromechanical action and electronic sights and sounds that’s captivated players around the world for decades.

How did you choose the pinball machines to showcase in Pinball Playfields?

We wanted our guests to have the opportunity to play games from the introduction of flippers in the late 1940s and 1950s to the sophisticated electronic machines of today. We also wanted to highlight how the pinball playfields—the machines’ surface where the ball rolls—evolved from a wooden board with metal pins and scoring holes to a game filled with bumpers, ramps, and interactive toys. We wanted guests to experience some of the most widely celebrated and popular games ever produced, including Fireball (1972), Black Knight (1980), and The Addams Family (1992).

How extensive is The Strong’s pinball collection?

The Strong’s collection of more than 250 arcade games includes dozens of pinball machines from more than 80 years of the game’s history. A recent donation of original playfield design drawings from pinball pioneer Williams Electronics Games, Inc. has added crucial documentation that helps us better understand how designers created these games. Several reproductions of original drawings from that collection, including designer Mark Ritchie’s playfield sketches for Indiana Jones: The Pinball Adventure (1993), are on display in Pinball Playfields.

What’s the most historically significant game on display and why?

The introduction of flippers on D. Gottlieb & Co.’s 1947 game Humpty Dumpty changed the way people played pinball forever. Before the addition of flippers, some civic reformers attacked pinball as a game of chance often adapted for gambling. Flippers provided skilled players with the ability to aim, fire, and control the ball as it moved across the playfield.

What’s your favorite part of the exhibit?

The Stern Pinball cluster. Here guests are able to play some of the most exciting games the company has to offer, including X-Men Magneto Limited Edition (2012) (one of only 250 produced), Wrestlemania (2015); Wipeout (2015); and the brand-new fantasy-filled Game of Thrones: Limited Edition (2015). The cluster also features a display of game designer George Gomez’s “whitewood” prototype playfield for his 2003 pinball masterpiece Lord of the Rings—one of only four prototypes created during the game’s development.
Rockets, Robots, and Ray Guns
Opens June 11

Zoom into the imaginative universes of popular science-fiction series at the new, original Rockets, Robots, and Ray Guns exhibit opening on Saturday, June 11. Explore how 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 discover key themes such as space heroes, robots, time travel, and extraterrestrial life.

“Science fiction—from the classic books of yesteryear to today’s Hollywood blockbuster movies—has shaped how generations of people across cultures play and imagine their tomorrows,” says Scott Eberle, vice president for play studies at The Strong. “Rockets, Robots, and Ray Guns explores how we have played with the deep questions science fiction raises about our future.”

Try your hand at interactive elements, including science-fiction arcade games, such as Tron, Johnny Mnemonic, and Terminator 2; magnetic puzzles; an alien art gallery; a time machine; and a giant version of Space Invaders. View unique artifacts from the Strong’s collections, including toy ray guns and rockets, and popular science-fiction characters, from Buck Rogers to Transformers.

The exhibit remains on view through September 5, 2016.

The Force at Play Opens June 11

Learn how the Star Wars movie franchise revolutionized play and playthings in the exclusive The Force at Play—a companion exhibit to Rockets, Robots, and Ray Guns opening June 11! View dozens of artifacts from The Strong’s collections, including original Kenner Star Wars action figures and spaceships, LEGO sets, an original video from the making of the first Star Wars video games, and video game design documents. Also, play arcade video games, such as Star Wars: The Empire Strikes Back, and Star Wars: Battle Pod.

“Star Wars transformed the world of entertainment and continues to resonate with people across cultures and generations,” says Chris Bensch, The Strong’s vice president for collections. “It’s had a seismic impact on the way people play—from the toys and video games that it helped inspire to the way that it shapes children’s role-playing.”

In 2012, The Strong acquired more than 2,000 Stars Wars action figures from long-time Industrial Light and Magic model-maker Fon Davis, adding significantly to the museum’s collection. Star Wars action figures joined the museum’s National Toy Hall of Fame in 2013. Star Wars continues to endure, Bensch says, “…because the movies pull from familiar themes found throughout literature, folk tales, and popular culture—the utilitarian hero who needs to prove himself, the kindly mentor, the disasian cowboy with a heart of gold, and others. And thanks to the powerful legacy of Star Wars, kids and adults alike continue to recreate their favorite elements of the story through play.”

The exhibit remains open through September 5, 2016.

Superheroes Weekend
Saturday, April 9, 10:30 a.m.–5 p.m.
Sunday, April 10, 12:30–5 p.m.

Swing into The Strong for a hero-filled weekend, and be sure to bring your camera! Meet two of Marvel Comic’s official superheroes—Spider-Man swings in on Saturday from 10 a.m. to 1 p.m., and 2:30 to 5 p.m. and Iron Man rockets in on Sunday from 12:30 to 5 p.m. New this year: timed superhero meet and greets! Meet and pose for a picture with a superhero at a designated time by picking up a free ticket in the Caterpillar Atrium the day of the event while supplies last.*

All day long, visit with PBS Kids’ Super Why and celebrate with finalists from The Strong’s comic book costume contest.

Budding cartoonists can receive drawing and writing tips from professional artists, check out original art, and view an engaging display of comic books spanning nearly 50 years created by Alfred University.

Take on your own super persona when you create a hero headband and craft a mini hero puppet to take home.
Muppets, Fraggles, and Beyond: The Jim Henson Collection

April 8–July 5
Explore the creative legacy of Jim Henson, legendary puppeteer and Hollywood icon, in the Muppets, Fraggles, and Beyond: The Jim Henson Collection display opening on April 8 near The Strong Express Train. Featured are dozens of licensed products donated by the Henson family, such as coloring books, activity books, board games, card games, video games, stuffed animals, puppets, jigsaw puzzles, play sets, music boxes, collecting cards, hats, calendars, and household decorations. The artifacts showcase many of Henson’s popular characters such as Big Bird and Grover from Sesame Street and Kermit the Frog and Miss Piggy from The Muppet Show. Learn more about the collection on page 8.

Soccer Smash Weekend

Featuring the Rochester Premiere of the K9 World Cup Movie

Saturday, April 22, 11 a.m.–4 p.m. and Sunday, April 23, 1–4 p.m.
Bounce into The Strong for a weekend full of soccer fun! See the Rochester premiere of the full-length, family-friendly animated film Selectie Canina (K9 World Cup) and discover how a soccer team made up of canines learns that the road to glory depends on teamwork. Enjoy the Spanish-language version of the film at 12:30 p.m. and the English-language version at 3 p.m. each day. Award-winning director Ricardo Aranza will introduce each screening and speak to guests about the film-making and translation processes that helped bring Selectie Canina (K9 World Cup) to life. Seating for the full-length movie screenings are limited. Show off fancy footwork, dynamic dribbling, and perfect passing in the soccer play area. Share knowledge and win prizes with sports trivia, learn about different opportunities to play soccer in the Rochester area, and more.

Rochester Lemonade Day

Saturday, June 4, 11 a.m.–4 p.m.
Lemonade Day is a community-wide educational program that introduces youth to the entrepreneurial skills necessary to start, own, and operate their own business—a lemonade stand. The Strong will host a lemonade stand run by a group of Monroe County youth who participated in the Rochester Lemonade Day program organized by Rochester Institute of Technology’s Center for Urban Entrepreneurship (CUE). The stand will be located near the museum entrance (outside weather permitting). Here guests can purchase lemonade and chat with the budding entrepreneurs. Aiming to provide a superior and safely served beverage, stand operators pay strict attention to Monroe County Department of Public Health guidelines. Proceeds from Lemonade Day will be used by students to pay “bank loans” and other expenses assumed to build and operate the stand.

To learn more about lemonade day, visit https://rochesterlemonadeday.org.

Supercalifragilistic Weekend

Saturday, May 14, 11 a.m.–4 p.m.
Sunday, May 15, 1–4 p.m.
Fly in and celebrate Mary Poppins! Meet and take photos with the practically perfect nanny, make a mini kite to take home, and decorate your own unique Mary Poppins hat. See what is stowed in Mary Poppins’ carpetbag. Create sidewalk chalk drawings (outdoor activity, weather permitting). Enjoy a fanciful carousel ride—free with paid admission—just like Mary, Bert, Jane, and Michael enjoyed in the Mary Poppins movie.

Rockets, Robots, and Ray Guns Opening Celebration

Saturday, June 11, 11 a.m.–4 p.m.
Transport yourself to another galaxy during the opening of the Rockets, Robots, and Ray Guns exhibit. Meet and pose for pictures with members of the 501st Legion as they stroll through the museum in full Star Wars regalia and say “nuqneh” (in Klingon) to popular characters from other well-known science-fiction universes. Come in costume or visit the alien dress-up area to transform into a creature from a faraway planet.

Little Red Robin Hood and Xylophone Performances

Saturday, May 7
Enjoy performances of Little Red Robin Hood presented by Genesee Community College Forum Player Theatre Ensemble at 1 and 3 p.m. Set in Robin Hood’s Nottingham and Sherwood Forest, this humorous tale features favorite fairy tale characters such as The Three Little Pigs, Humpty Dumpty, Mother Goose, and many others. At noon and 2 p.m., be entertained by the College at Brockport Xylophone Ensemble. Enjoy a range of songs from drum line to adaptations of classical, rock, pop, and jazz. This special performance features pieces arranged by members of the ensemble.
Disney CEO Celebrated in Toy Halls of Fame Exhibit

A plaque honoring Robert A. Iger, chairman and CEO of the Walt Disney Company, for his significant contributions to the toy industry and his impact on childhood imagination is now on display in the museum's Toy Halls of Fame exhibit. Iger is the latest inductee into the Toy Industry Hall of Fame. His resume is positioned alongside such toy industry luminaries as Jim Henson, George Lucas, Milton Bradley, and Walt Disney.

The Toy Industry Association inducted Iger in February, citing his dedication to creating new experiences that enrich childhood memories. Iger joined Disney in 1996 as chairman of the ABC network group and has since grown the Disney portfolio to include such influential entertainment properties as Pixar, Marvel, and Lucasfilm, all of which inspire children's play and imagination of childhood film audiences.

Century-Old Toys Displayed in Honor of Wegmans Anniversary

One hundred years ago, grocery store giant Wegmans first opened in Rochester, New York. Over the last century, the Wegmans brand has grown and changed. To mark the centennial, a grouping of century-old toys—including two grocery storefronts—is now on display near the museum's Wegmans Super Kids Market exhibit.

“My father took great joy in seeing his creations adapted to become toys. He was delighted to think of the Muppet characters becoming a part of a child’s life in the form of a favorite stuffed animal, game, or bedtime story,” says Chris Bensch, Vice President, Collections and Research. “My parents had four young children at home when they started working on Sesame Street. They knew the power of play firsthand. Toys that inspire creative play were important to them as parents as well as artists.”

Henson transformed the art of television puppetry by using the television screen to frame the action while performers watched themselves on a small monitor. This allowed them to have better eye focus and required more precise, coordinated mouth movements. Henson started his television career in 1954 while still in high school, but moved into the main stream in 1969 after joining the cast of Sesame Street, where he brought Grover, Oscar the Grouch, Cookie Monster, Big Bird, and other popular characters to life. His illustrious career in television and movies earned him Emmy Awards and a star on the Hollywood Walk of Fame. He also impacted the world of play and playthings significantly and his contributions earned him a place in the Toy Industry Association’s Toy Industry Hall of Fame—honored at The Strong.

In many ways, work and play were synonymous to Jim Henson,” says Bonnie Erickson. “Jim had an enormous appetite for both. All of us who worked with Jim were not only allowed but encouraged to use play as a way to find new ways to solve complicated problems. The productions and many of the products they inspired came out of that collaborative work-play environment that Jim created.”

The Jim Henson Collection includes coloring books, activity books, board games, card games, video games, stuffed animals, puppets, jigsaw puzzles, and play sets, as well as other licensed products—from alarm clocks to household decorations. The collection adds significantly to The Strong’s existing holdings of products licensed by Henson and his successor companies. Many of the items will be on view in the Muppets, Fraggles, and Beyond. The Jim Henson Collection display opening April 8. See page 6 to learn more.

PEZ Donor Visits The Strong

Robbie Brunner of Schenectady, New York, brought hundreds of PEZ-inspired artifacts to the museum—visited the Perfectly PEZ display with The Strong’s Chris Bensch (right) during the display’s run earlier this year.

Henson Family Donates Collection

The family of legendary puppeteer and television icon Jim Henson recently donated more than 500 licensed products and 60 books to The Strong that chronicle Henson’s more than 30-year career. The donation, coordinated by Bonnie Erickson, executive director of The Jim Henson Legacy, and Karen Falk, archives director for The Jim Henson Company—includes playthings and other items related to Henson’s numerous television and movie productions such as Sesame Street, Dinosaurs, Fraggle Rock, The Dark Crystal, Labyrinth, and The Muppet Show.

“Jim Henson not only changed television puppetry forever, but he helped to create a cast of life-like characters that continue to touch the lives of children and adults,” says Patricia Hogan, curator at The Strong.

Cheryl Henson, president of The Jim Henson Foundation, remembers, “My father took great joy in seeing his creations adapted to become toys. He was delighted to think of the Muppet characters becoming a part of a child’s life in the form of a favorite stuffed animal, game, or bedtime story. My parents had four young children at home when they started working on Sesame Street. They knew the power of play firsthand. Toys that inspire creative play were important to them as parents as well as artists.”

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National Toy Hall of Fame Induction Reaches Audiences Worldwide

When The National Toy Hall of Fame welcomed its newest inductees—puppet, Twister, and Super Soaker—in November, the news made national headlines and sparked conversations all over the globe.

The toy inductees were reported on more than 1,000 times during local television and radio newscasts around the country and were featured prominently in nationally televised news and entertainment programs including Fox and Friends on Fox News, Live with Kelly and Michael on ABC, Fox Business News, and MSNBC. More than 1,700 online and print articles—published by major market media outlets such as Boston Globe, Chicago Tribune, Denver Post, Huffington Post, New York Post, New York Times, San Francisco Chronicle, TIME magazine, Wall Street Journal, and Washington Post—generated nearly one billion additional impressions.

International coverage of the induction included MSN Hong Kong, Yahoo News Hong Kong, Yahoo News Japan, and Yahoo News Taiwan. Also, as in previous years, social media generated international buzz, amounting to nearly 50 million Twitter impressions. Posts from ABC News, Denver Post, NBC News, TIME magazine, and the Washington Post led the way.

Locally, The Toy Hall of Fame was on display in more than 1,700 out-of-home locations within the Rochester region. The Strong had a week-long voter contest leading up to the November 18 inductee announcement.

The Toy Hall of Fame Induction—hosted by Cheryl Henson, president of the Jim Henson Foundation—was broadcast on the Discovery Kids channel. The broadcast generated nearly one million viewers, including an estimated 450,000 “Super Soaker” viewers. The broadcast also achieved 8.7 million impressions on Twitter.

Since its 1998 launch, the Toy Hall of Fame induction program has reached nearly 10 million people. The Strong has become a leading national destination for this annual celebration of the world’s favorite toys.

Roc-opoly will join The Strong’s world-renowned collection of more than 145 Monopoly games, including several different city-themed varieties.

“Monopoly is one of the most popular board games in history and was inducted into The Strong’s National Toy Hall of Fame in 1998,” says Chris Bensch, vice president for collections. “The museum has the world’s most comprehensive collection of Monopoly games, including several different city-themed variations. We’re excited to add this original Rochester version to our collection, as well.”

My Favorite Toy Box printed 1,500 first-run copies of the game for sale retail shops around the Rochester area, including the museum’s Everything for Play shop.

Local toy store My Favorite Toy Box has donated to the museum two of the first copies of their new Roc-opoly board game—a unique, hometown-themed Monopoly-style game that features landmarks and organizations such as The Strong, Seneca-Park Zoo, Geva Theatre, Rochester Public Library, and more than a dozen others.

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Margaret Woodbury Strong Papers Added to New York Heritage

Staff, interns, and volunteers at The Strong's Brian Sutton-Smith Library and Archives of Play have been working steadily to identify, scan, and upload images and other historical materials that chronicle the life of museum founder Margaret Woodbury Strong. These materials—nearly 70 digital files—compose a new online collection viewable through New York Heritage, which documents Mrs. Strong’s life, including the establishment of the Margaret Woodbury Strong Museum and Fascination, precursor to The Strong museum.

The online collection is derived from the Margaret Woodbury Strong Papers, 1897-1969, a collection of archival materials—such as family papers, scrapbooks, correspondence, news clippings, greeting cards, drawings, paintings, photographs, bookplates, slides, 16mm films, financial papers, and libraries of photographs—of The Margaret Woodbury Strong. An avid collector her entire life, Mrs. Strong amassed a vast assemblage of dolls, dollhouses, toys, and other playthings, with which she hoped to build and maintain a museum. In 1968, she obtained a proviso charter from the New York State Board of Regents for the “Margaret Woodbury Strong Museum of Fascination.” After her death in 1969, her collections and financial resources formed the basis for what is now The Strong museum.

New York Heritage—nyheritage.org—is a research portal for students, educators, historians, genealogists, and others interested in learning more about the history of institutions of New York State. The site provides free access to a wide range of historical, scholarly, and cultural materials through a growing repository of more than 170 distinct digital collections containing millions of records, images, and other cultural institutions across the state. The online collection devoted to Mrs. Strong can be accessed directly at nyheritage.org and through the museum website—themuseum.org—will eventually be incorporated into the Digital Public Library of America.

Out and About

In January, Suzanne Seidels, executive vice president and chief marketing officer, presented the museum at a Wine, Waters, and Wonders sales mission in New York City to further develop international tourism for the Rochester Finger Lakes Region. Vice President of Collections and Chief Curator Chris Bensch was the keynote speaker at the Digital Media in the Classroom Conference Day, presented by the Genesee Valley Educational Partnership at Genesee Community College in Batavia in December. The audience consisted of teachers, librarians, and school media specialists. In February, Bensch represented The Strong at the 2016 Toy of the Year Awards at the American Museum of Natural History in New York City. He also joined Curator Patricia Hogan in New York City on February 25th at the 25th anniversary dinner of Women in Toys.

In February, Debbie McCoy, assistant vice president for education, spoke to parents at Walt Disney School in Gates about the importance of play in school and at home. Walt Disney parents and students also enjoyed a night of play and learning at the museum in March. In April, McCoy will present an all day workshop for students of Empire State College about the importance of play for both infants and children in primary grades.

In April, Jon-Paul Dylon, director of the Information Center for the History of Electronic Games will speak at the University of Pittsburgh about video game preservation. In May Dylon’s article “Toys” will publish in the MIT Press book Debugging Game History. Also in April, Julia Novakovic and Danielle Whipple present a collaborative project in the Arts and Culture Conference at the 2016 Mid-Atlantic Regional Archives Conference (MARAC) in Pittsburgh.
New Vice President for Finance Named

The Strong welcomes Trudy Starr Quarley as its new vice president for finance and facilities. She brings nearly three decades of experience serving institutions of varying sizes and industry sectors, including both for-profit and non-profit organizations.

Before The Strong, Quarley enjoyed a career at Insco & Co. CPAs as a partner of the Outoucura Consulting Division. Prior to that, she held chief financial officer positions at the Xerox Imaging Corporation and Mercury Print Productions. She is a graduate of St. John Fisher College, a Certified Public Accountant (CPA), and a Certified Valuation Analyst (CVA).

Quarley has served as a founding board member of the Bivona Child Advocacy Center, a board member of Pre-Trial Services, and as a committee member of the New York-Branch of the National Center of Missing and Exploited Children. She is a past recipient of Rochester Business Journal’s Forty Under 40 award.

Museum Hosts Fit Kids Day for Local Students

On January 30, The Strong hosted Fit Kids Day. The event provided children and their families with fun opportunities to experience the joy of physical activity, healthy eating, and discover the long-term benefits of staying fit.

Fit Kids Day attracted more than 4,000 guests to the museum. Among those were 461 students and caregivers from Rochester City School District and other community organizations. The visits for these families were underwritten in part by the generosity of event sponsors Intense Milk, Wagner Soccer, and Roc Kids Smile. The Max and Marian Farash Charitable Foundation generously provided transportation funding to bring many of these families to the museum.

Staff from Wegmans Food Markets, Bristol Mountain, Rochester City Ballet, the BueHealthy, Hart about healthy eating, and the City of Rochester helped museum educators deliver a wide range of fun and inspiring programming during Fit Kids Day.

John Pierson (front left) visits The Strong to make a donation in honor of his brother, Sammy. John is pictured here with his friend (front right) and family (back row, center), among the Strong’s Director of Annual Giving and Donor Relations, Chris Harrison. (Top left) and Associate Curator Shannon Symonds (far right).

John Pierson: A Young Philanthropist

In 2015, 10-year-old John Pierson was The Strong’s youngest donor. John and his family made a financial gift to The Strong in memory of his younger brother Sammy who passed away as a result of a tragic accident in the summer of 2012.

On December 30, the day that would have been Sammy’s seventh birthday, The Strong treated John and other members of the Pierson family—including his younger brother Charlie, parents Jake and Kerry, and grandparents—to a behind-the-scenes tour of the museum. Throughout the tour, The Strong’s curators highlighted collections items similar to toys that John and Sammy enjoyed playing with together such as trains, electronic games, and Star Wars action figures.

“I chose The Strong because Sammy and I had a lot of memorable times there and I think other kids will have fun there too,” explained John.

“The three of us spent many afternoons at The Strong, from exhibit and always enjoyed lunch and an ice cream treat before we left,” said Kerry Pierson, their mother.

The Strong is honored to be a special place for the Pierson family to come and recall cherished memories of Sammy. The Strong is grateful to John for showing that people of all ages can be philanthropists.

Museum Welcomes New Trustee

Mike Cicero, vice president and investment officer & client consultant at Gianese Valley Trust, has been selected to The Strong’s board of trustees. Cicero has served as a volunteer on the museum’s investment subcommittee prior to joining the board and will continue in that role while a trustee.

Shell and Doll Collection Inspires Research Scholars

Every year, through The Strong’s fellowship programs, research scholars are invited to explore the museum’s wealth of archival materials and resources related to the history of play and developments. During a one-week fellowship, Molly Dugan, lecturer at the National Art School in Sydney, Australia, examined The Strong’s assemblage of 19th-century shell artifacts to inform her book on Victorian shellwork and its influence on European tourist trade. Dugan examined a collection of sailors’ valentines, shell dolls, and handmade shell art, many of which originated from Margaret Woodbury Strong’s collection of shell-made crafts.

Aria Halliday, doctoral candidate in American Studies at Purdue University conducted research in February on the fashioning of ethnic dolls and princesses in Western culture’s toy industries. She is also a member of the Stupendous team. The Strong’s extensive collection of Barbie dolls and poured through numerous trade catalogs and Playthings magazines to better understand how iconic celebrities use childhood toys, particularly feminized dolls, to popularize their image and sell brand merchandise.

Thank You Corporate Partners

Businesses that make a financial contribution to The Strong as corporate partners and sponsors provided meaningful support for the museum while receiving valuable benefits for their employees. To learn how your company can participate, contact Michelle Parnett-Dwyer at 585-410-6353 or mdwyer@museumofplay.org.

Thank you to these new corporate partners and supporters: Doodle Bugs! Children’s Center Greece Konar Management Roc Kids Smile Stern Pinball

Thank you to these corporate partners and supporters for their renewed commitment: Delta Air Lines DelMonte Hotel Group Excellus BlueCross BlueShield Interseas M/T KeyBank Mary Therese Friel, PLLC M/E Engineering, PC

Adults Play at the Happiest Hour

More than 1,200 adults came out for a fun-filled evening of games and play at the second Happiest Hour in February. These proceeds from the fundraiser support The Strong’s overall educational mission and museum access programs that provide admission for thousands of financially disadvantaged children and foster families each year.

Mark your calendar for the next Happiest Hour on Wednesday, August 17.
Help Captain Wow!

Chris Palace and Kevin Serwacki, illustrators and authors of Joey & Johnny: The Ninjas, need your help! Draconus the Devourer has come from Planet Hydros and it looks like he’s going to eat Lemming Falls. Can you guide Palace and Serwacki’s Captain Wow through the maze so he can save the day?

Check out other superheroes, monsters, robots, ghosts, and ninjas from Palace and Serwacki at blueoceanstudios.com and harpercollinschildren.com.

Book Nook

Librarians’ picks from the Grada Hopeman Gelser Library

Super Hero ABC

by Bob McLeod

(for the younger readers)

From avoiding alien attacks to the zigzagging through the zero zone, little readers are the hero of the alphabet! This action-packed picture book, by renowned comic book illustrator, Bob McLeod, will attract readers such as Goo Girl and Odor Officer teach letter recognition with amusing alliteration (shelved in American Comic Book Homes).

Fearless: the Story of Racing Legend Louise Smith

by Barb Rosenstock

(for younger readers)

Little Louise Smith began her racing career at age seven when she crashed her father’s car into a chicken coop. Smith went on to race and crash her way to become the first woman elected to the International Motorsports Hall of Fame. Her story comes to life through graceful words and gorgeous illustrations in this picture book (shelved in Hot Wheels: Motorsports Hall of Fame). The story celebrates the American female racing legend who overcame gender barriers to pursue and achieve her racing dreams.

The Martian Chronicles

by Ray Bradbury

(for older readers)

Bradbury’s collection of short stories about the settlement of Mars by humankind remains a classic of science fiction literature. Originally published in science fiction magazines, the stories will resonate with readers of science fiction and other genres alike (shelved in Rockets, Robots, and Ray Guns beginning June 5).

Spring 2016

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

April

Now Open

Robin Ray/Fields

Play your way through more than 80 years of pinball history in this new, permanent exhibit.

April 1-31

Best of the Past

View award-winning short films from the Rochester International Children’s Film Festival.

April 4, 18, and 25

Storytime Club: New Beginnings

Delight in vibrant stories that celebrate the beginning of spring.

10:30 and 11:30 a.m.

April 4, 8-10, Tuesday, July 5

Muppets, Fraggles, and Beyond: The Jim Henson Collection

Explore the creative legacy of Jim Henson, legendary puppeteer and Hollywood icon.

April 11

Monday Kicks for Ages 2 to 6: Things That Go

Fly, ride, or zoom in for a day of movement play related to transportation.

10 a.m. to 2 p.m.

April 16

Saturday, April 16

A Midsummer Night’s Dream Ballet Preview

Delight in a preview of Shakespeare’s beloved story by the New York State Ballet.

Noon and 2 p.m.

April 22

Friday, April 22

Earth Day with the ScrapKins: Meet Brian Yanish, creator of ScrapKins and one of his characters, Itcher.

11 a.m.-2 p.m.

May

Mondays, May 2, 16, and 23

Storytime Club: Pet Tales

Enjoy books about pets of all kinds including dogs, cats, and birds.

10:30 and 11:30 a.m.

May 5

Thursday, May 5

World Video Hall of Fame Induction

Discover which video games will be added to The Strong’s World Video Game Hall of Fame.

10:30 a.m.

May 7

Saturday, May 7

Little Red Robin Hood and Xylophone Performances

Enjoy performances of the beloved story by the New York State Ballet as well as xylophone adaptations of classical, rock, pop, and jazz music.

10 a.m.-2 p.m.

May 9

Monday, May 9

Monday Kicks for Ages 2 to 6: Let’s Move

Get moving with activities and games that promote healthy diets and exercise.

10 a.m. to 2 p.m.

May 14 & 15

Saturday & Sunday, May 14 & 15

Soccer Smash Weekend

Meet and take photos with Mary Poppins, inspired by the beloved nanny, and more.

June

Saturday, June 4

Lemonade Day

Chat with young entrepreneurs about their lemonade stand. Beverage fees apply.

Monday, June 6

Monday Kicks for Ages 2 to 6: Garden Science

Explore the nature through stories and activities.

10 a.m. to 2 p.m.

Saturday & Sunday, June 11 & 12

Exhibit Opening: Rockets, Robots, and Ray Guns

Explore the sci-fi universe, from robots to time travel to extraterrestrial life.

10:30 a.m.

Saturday, June 11

Saturday & Sunday, June 11 & 12

Exhibit Opening: The Force at Play

Discover how the Star Wars movie franchise revolutionized play and playthings.

10:30 and 11:30 a.m.

June 17, 20, 27

Mondays, June 13, 20, 27

Storytime Club: Summertime Fun

Get ready for summer with stories about sunshine, nature, and outdoor activities.

10:30 and 11:30 a.m.

Unless otherwise noted, events typically end by 4 p.m. and are free to members.
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 $14, 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.

**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**

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