Let your imagination soar! Be an astronaut, rescue pilot, construction worker, actor, and more in The Strong’s newest permanent exhibit—Imagination Destination. Role-play in inspiring spaces bursting with physical challenges, such as a rescue helicopter, construction site, rocket ship, and theater.

**Command**
Assume the captain’s chair and take command of the bridge of the U.S.S. Strong—a futuristic spaceship replete with lights and sounds reminiscent of favorite science-fiction movies. Give orders to the crew, work the controls, and set the ship to light speed! Overhead, monitor the flight on the navigational computer and watch the stars whirl past.

Want to save the day? Climb into the cockpit of an emergency helicopter with working controls and set off on a search-and-rescue mission. Zip down a slide into the ocean below to aid those in need—but watch out for sharks!

**Construct**
Don a construction vest and head off to one of two hands-on worksites. Gather your tools and become a builder by attaching blue or purple siding to the frame of a house. Or be part of the remodel and demolition team by knocking the existing siding out! After, use an air-powered cannon to shoot shingles to the top of the house, climb the ladder, and complete the roof. Drop used shingles down a giant trash shoot into the waiting dumpster below.

Then travel down into the sewers to inspect city pipes and use engineering skills to repair missing pieces. Crawl through the dark, winding environment to see live critters and crawlers, including real cockroaches.

**Perform**
Become a Broadway darling! Go backstage and put on a costume in front of a giant mirror. Then deliver an on-stage performance worthy of a Tony Award in the newly renovated theater. Add sounds—such as applause and laughter—and adjust the house lights and the glittering, crystal chandelier overhead.

**Explore**
Blast off! Climb up and around a rocket ship set among the stars. Work your way through spaces packed with physical play opportunities—including a ropes maze, tube slide, climbing deck, and moon walk area. Be sure to say hi to the NASA space monkeys around you.

**Discover**
Step through a giant magnifying glass and shrink down to the size of a bug in an area specially designed for toddlers. Crawl through a honeycomb maze and meet giant, plush bumblebees. Wind through a front-yard brimming with huge blades of grass, droopy sunflowers, and cuddly bunnies. Overhead, dazzling fireflies light the sky.

**Imagination Destination** is an original exhibit of The Strong and supported in part by:

**Exhibit Now Open!**

I want to be an engineer.
I want to be a doctor.
I want to build houses!

**PLAY Time** • Spring 2018

NEW EXHIBIT

www.museumofplay.org
The imaginative universes of science-fiction classics beckon when the Rocks! Robots! and Ray Guns exhibit returns to The Strong on Saturday, June 9. Back by popular demand, the exhibit explores the ways that science fiction books, toys, movies, and videogames 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 realms of other-worldly creatures and play a variety of games based on monsters and alien life forms, including a giant version of the classic arcade game Space Invaders. 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. Launch an air-powered paper rocket through targets.

View toy versions of ray guns, blasters, phasers, heat rays, and other futuristic energy weapons, including Buck Rogers’ blaster—the first toy ray gun ever created. 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 make your own robot from one of the first puzzles ever made (from the late 1700s) to modern 3-dimensional ones. Trace the role of pop culture on puzzle making and see how changing technologies—such as steel-cut dies—made puzzles easier and cheaper to mass produce, leading to a popularity boom in the 1930s. Check out “weekly puzzles” that sold at newsstands across America for as little as 10 cents.

Jigsaw Puzzles: Putting it All Together Exhibit

Opens June 23

Explore the evolution of jigsaw puzzles and learn how they have been made through the years. Fashioned with thousands of pieces, these favorite toys can be challenging or pleasingly relaxing. Or they can be works of art, used as teaching tools. See a foot-powered jigsaw to learn how the individual, intricate pieces were cut. Explore how changing technologies—such as steel-cut dies—made puzzles easier and cheaper to mass produce, leading to a popularity boom in the 1930s. Check out “weekly puzzles” that sold at newsstands across America for as little as 10 cents.

View early wooden puzzles from the 18th and 19th centuries depicting famous figures and places. See an extensive collection from Anne D. Williams, one of the foremost puzzle experts, and now we’re drawing on those resources to tell the story of this beloved plaything.”

Enjoy an interactive performance of Story Quest! by College of Brockport students. Journey through a magical forest and meet the whimsical animals that call it their home. Watch as the animals go on whimsical adventures, each leading to a popularity boom in the 1930s. Check out “weekly puzzles” that sold at newsstands across America for as little as 10 cents.

Also, examine the impact of pop culture on puzzle making and see how changing technologies—such as steel-cut dies—made puzzles easier and cheaper to mass produce, leading to a popularity boom in the 1930s. Check out “weekly puzzles” that sold at newsstands across America for as little as 10 cents.

Orchids in Bloom

Saturday, March 31–Monday, May 14

Marvel at more than 150 spectacular orchids blooming for a limited time in The Strong’s Dancing Wings Butterfly Garden. Enjoy a rare opportunity to get up close to a variety of orchids from all over the world—including Asia and Central and South America—and take pictures as butterflies rest on the flowers. Garden fees apply.

Orchids in Bloom presented in memory of Carol D. Simms.

Family Game Break Week

Friday, March 30–Sunday, April 8

Get creative with playful products courtesy of e4Bob. Be inspired at craft and activity stations. Play a memory game with sharks, turn a spinner to collect ingredients for a cooking game, assemble a silly face, craft a spaceship, out of cardboard and more.

Story Quest! Interactive Performance

Saturday, April 28, 11 a.m.

Enjoy an interactive performance of Story Quest! by College of Brockport students. Journey through a magical forest and meet the whimsical animals that call it their home. Watch as the animals go on whimsical adventures, each leading to a popularity boom in the 1930s. Check out “weekly puzzles” that sold at newsstands across America for as little as 10 cents.

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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.

Mondays, April 9, 16, 23 & 30

Things That Go: fly, ride, and zoom through tales about transportation.

Mondays, May 7, 14 & 21

Everyday Heroes: discover stories about friendly neighbors and community helpers.

Monday, June 4

Summertime Fun: spring into summer with stories about sunshine, nature, and outdoor activities. Meet Spikes from the Rochester Red Wings from 10:30 a.m. to 12:30 p.m.

UPCOMING PROGRAMS & EVENTS

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Elaine Wilson Carousel 100th Anniversary
Saturday, May 12
Celebrate 100 years of the Elaine Wilson Carousel. Learn how the museum conservators care for and preserve the carousel—one of the largest artifacts in The Strong's collection—at special presentations from 11 a.m. to 2 p.m. Enjoy one free ride per person on the carousel with paid admission; visit representatives from the Herschell Carrousel Factory Museum to learn about the history of carousels, and design your own carousel horse. Manufactured in 1918 by the Allan Herschell Company in nearby North Tonawanda, New York, The Strong’s carousel is an example of a historic country fairstyle machine. It is named in honor of the late Elaine P. Wilson in recognition of the Elaine P. Wilson and Richard U. Wilson Foundation’s generous support of the museum.

All Aboard! Trains Weekend
Saturday & Sunday, April 28 & 29
Meet with conductors from the New York Museum of Transportation and learn about local trolley history. Marvel at unique model railroad displays from Genesee & Ontario-Michigan N-Giners, Rochester Area S-Gaugers, Edgerton Model Railroad Club, and FCCTT HillRailers. Enjoy one free ride per person on The Strong Express Train with paid admission. Check out the Thomas & Friends™: Explore the Rails exhibit and dress up as a conductor, guide a train around a steep curve, use rods and wrenches to fix Percy’s wobbly wheels, and more. Visit the Ticket to Ride display near The Strong Express Train to explore the history of America’s fascination with railroad toys. © 2018 Gullane (Thomas) Limited. Thomas & Friends™, Explore the Rails exhibit was created by Minnesota Children’s Museum, presented by Fisher-Price and sponsored by 3M.

World Video Game Hall of Fame Weekend
Saturday & Sunday, May 5 & 6
Celebrate the newest inductees into the World Video Game Hall of Fame and revel in a weekend filled with activities themed around past inductees such as Tetris and The Sims. Dance to live music performed by three-man band Glitch from 1 to 4 p.m. The interactive performances feature music and trivia from classic video games, including Pac-Man and Super Mario Bros.

Don’t miss your last chance to see the Thomas & Friends™: Explore the Rails exhibit at The Strong. Meet favorite steam engines, such as Thomas, Percy, Gordon, and others. Explore the unique landscape of Sodor and help Thomas and his friends solve a variety of math and science-based challenges. Dress up as a conductor, guide a train around a steep curve by adjusting its speed, use rods and wrenches to fix Percy’s wobbly wheels, and more. Thomas & Friends™: Explore the Rails! exhibit at The Strong. Meet favorite steam engines, such as Thomas, Percy, Gordon, and others. Explore the unique landscape of Sodor and help Thomas and his friends solve a variety of math and science-based challenges. Dress up as a conductor, guide a train around a steep curve by adjusting its speed, use rods and wrenches to fix Percy’s wobbly wheels, and more. © 2018 Gullane (Thomas) Limited. Thomas & Friends™: Explore the Rails was created by Minnesota Children’s Museum, presented by Fisher-Price and sponsored by 3M.

Thomas & Friends™: Explore the Rails! Exhibit Closing
Sunday, May 6
Don’t miss your last chance to see the Thomas & Friends™: Explore the Rails exhibit at The Strong. Meet favorite steam engines, such as Thomas, Percy, Gordon, and others. Explore the unique landscape of Sodor and help Thomas and his friends solve a variety of math and science-based challenges. Dress up as a conductor, guide a train around a steep curve by adjusting its speed, use rods and wrenches to fix Percy’s wobbly wheels, and more. © 2018 Gullane (Thomas) Limited. Thomas & Friends™: Explore the Rails was created by Minnesota Children’s Museum, presented by Fisher-Price and sponsored by 3M.

The Strong Partners with Rochester Twilight Criterium for Big Wheel Race
The Strong invites its members, guests, and neighbors to cheer on professional cyclists from across the globe at the annual Rochester Twilight Criterium taking place in downtown Rochester on May 19. Racing begins at approximately 6:25 p.m. New this year, The Strong is partnering with the Criterium to hold a free Big Wheel race for kids. Families can register children for the Big Wheel race beginning at 3:45 p.m. while at the Criterium.

Inducted into the National Toy Hall of Fame in 2009, Big Wheel has carried generations of kids on sidewalk adventures since the 1960s. The Rochester Twilight Criterium is free to spectators. Learn more at rochestercriter.com

Rockets, Robots, and Ray Guns Opening Weekend
Saturday & Sunday, June 9 & 10
Celebrate the return of The Strong’s Rockets, Robots, and Ray Guns exhibit. Travel to faraway galaxies through dynamic, hands-on-in-situ activities and discover science fiction books, toys, video games, and other artifacts from The Strong’s collections. Opening weekend only, say hello to a health care robot. Help robots transform to disguise their identities, build a rocket or UFO out of recycled materials, team up with a Martian to zap the bad guys, and more. Opening weekend, Rockets, Robots, and Ray Guns opens early for members only—9 a.m. on Saturday, June 9, and 11 a.m. on Sunday, June 10.

Bristol Mountain Aerial Adventures Mobile Park
Friday, June 15-Monday, June 25
Swing in and test your mettle at the Bristol Mountain Aerial Adventure Mobile Park, back by popular demand! Embark on an indoor, action-packed adventure on a 26-foot-wide endurance zone. Conquer the twisted spider web, scale vertical nets six feet off the ground, and test your balance on log swings and rope bridges as you climb from one thrilling area to another.

The Aerial Adventures Mobile Park is for children ages four through 14. Due to limited capacity, entry is by timed ticket only. Tickets are $5 for non-members and $4 for members (in addition to general museum admission fees). Guests may purchase tickets at the museum admissions desk. Children must be 42 inches or taller and weigh less than 250 pounds to participate. Closed toe shoes are required. Participants must submit a signed liability release. Tickets are non-refundable and non-transferable.

UPCOMING PROGRAMS & EVENTS

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Neverland Weekend
Saturday & Sunday, May 19 & 20
Fly in to The Strong to discover the magic of Neverland. Get a sprinkle of fairy dust from Peter Pan and Tinker Bell, journey through the museum on a treasure hunt, and enjoy story readings with Wendy Darling. Visit the Neverland play area and try on fairy wings and pirate hats, create a fairy dwelling, captain the Jolly Roger ship, and walk the plank. Visit the Discovery Garden and view colorful fairy houses donated by artist Chris Palace.

Use inspiration from this enchanting day to build your own fairy house and submit it to The Strong’s Hill Arts Festival Fairy House Tour. Learn more about the festival at communityfestival.com or be sure to visit The Strong between July 18 and 20 to see the winners from the festival.

Neverland Weekend
Saturday & Sunday, May 19 & 20

UPCOMING PROGRAMS & EVENTS

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Introducing The Strong Neighborhood of Play

The Strong museum—along with partners Konar Properties and Indus Hospitality Group—recently unveiled plans for The Strong Neighborhood of Play, a world-class destination for all ages, and an inclusive, connected, fun, walkable, green place to live, work, and play. The transformative project will make use of new development parcels created when the City of Rochester filled in parts of the former Inner Loop highway system.

The neighborhood will include a national, family-friendly hotel and restaurant; playfully themed parking garage; market-rent housing; and a mix of retail businesses.

As a cornerstone piece, the museum plans to open a new, state-of-the-art, 100,000-square-foot wing that will house the museum’s World Video Game Hall of Fame and two expansive exhibit spaces to explore and celebrate the history and cultural impact of video games.

The Strong’s expansion will allow the museum to showcase even more of its nearly 50,000 artifacts related to electronic games—the largest such collection in the world—and provide a first-person, immersive experience that includes physical and augmented reality programming, allowing guests to feel as if they are inside some of the best-loved games of all time. The expansion will also allow the museum to provide new, family-friendly activities and exhibits in the existing museum space.

“The Strong’s planned expansion comes at the perfect time for Rochester and will be a major contributor to the renaissance of this region,” says Steve Dubnik, president and CEO of The Strong. “The expanded home for the World Video Game Hall of Fame will allow the museum to provide a leading-edge video game experience like no other and be a draw for people from around the globe.”

Based on extensive market research, the museum is expected to draw an additional 400,000 people to downtown Rochester from geographies outside the region, eventually bringing the museum’s annual attendance close to one million. The project is estimated to have an economic impact of $130 million each year for the city of Rochester.

The Strong Partners with Greater Rochester International Airport

In February, The Strong joined the Greater Rochester International Airport and Monroe County at a press conference to announce an agreement for the museum to build two, all-ages play zones in the airport’s concourses as part of their larger renovation efforts.

“The Greater Rochester International Airport is the gateway to our community, and we’re honored to work with their team to provide travelers from near and far a dynamic airport experience,” says Steve Dubnik, The Strong’s president and CEO. “These zones will bring the joy and educational benefits of play to passengers of all ages coming into and departing our region.”

The play zones will leverage two of Rochester’s most unique, international brands—The Strong’s National Toy Hall of Fame and World Video Game Hall of Fame. They will include interactive elements, such as an oversized construction truck and classic arcade games, as well as artifacts from the museum’s world-renowned collections. Through these objects, the zones will highlight the influence of toys and video games on our cultural history.

“The play zones are expected to open in October 2018.”

New Acquisition Offers Early History of Strategy Games

A significant addition to the museum’s collections provides a rare glimpse into the early history of strategy and role-playing games. The Bromley Game Collection (1960–1985), donated by Darwin P. Bromley, cofounder of Chicago’s Mayfair Games, encompasses a vast collection that Bromley and his late brother, Peter Y. Bromley, amassed of first edition role-playing and strategy card games, and early war games, most of which still include their original packaging.

In addition to the untarnished samples of nearly impossible to find games, the collection includes an assortment of lesser-known titles by startup publishers, as well as documents that chronicle Mayfair Games’ formative years and provide a window into the world of designing, manufacturing, and marketing these games.

Vice President for Collections Christopher Benisch says: “The Bromleys assembled an exceptional array of games and The Strong is honored to be the repository where this collection will be preserved, studied, and exhibited. They will offer a wealth of information to future researchers.”

This acquisition is the single largest gift to the museum’s collections and includes approximately 8,000 library titles, including early 1950s wargame journals and near-to-complete runs of gaming magazines, such as Dragon and White Dwarf.

The Bromley Collection reflects a pivotal time in game development before the computer age that would eventually change the nature of game play. It provides a valuable resource to serious gamers who want to understand the importance and influence of these early games and their effect on the development of contemporary examples.
New Journal Issue Explores Play and the Human Experience

Play can be complex, diverse, ambiguous, and ever-expanding. There's a social, cultural, psychological, and biological component that makes it difficult to describe or define, according to the upcoming issue of The Strong's American Journal of Play. Play should be viewed as a fundamental pathway of human experience, though, much like work or ritual. Thomas Henricks, one of the foremost play scholars in the world and distinguished professor at Elon University, dissects the forms of play—exploration, construction, interpretation, and dialogue—characterizing play as an essential strategy for living and self-realization.

"Players seek to know what they can do in—and to—the world," says Henricks. "The world includes not only external forms and forces but also their own psychological and physical capacities. In that latter sense, people have to change themselves." Henricks posits that all life-forms feature self-positioning, and that play focuses on "building the personal frameworks useful for addressing forthcoming challenges, both anticipated and unanticipated." This, he argues, makes play critical to a satisfying life.

The issue also includes articles about play therapy in China, the progression of role-playing games, theatrical performances and preschoolers, and the popular card game Magic: The Gathering.

Read the American Journal of Play for a free charge at joule.strong.org and sign up for new issue alerts. Printed editions are also available for subscription and single copy purchase.

National Toy Hall of Fame Induction Reaches Worldwide Audience

When the National Toy Hall of Fame welcomed its latest inductees in November—paper airplane, Wii Fit Balance Board—the news made international headlines. Nearly 3,000 local television and radio newscasts around the country reported on the news, and it appeared on nationally televised programs including Bloomberg, CNBC, ESPN, and Headline News. More than 2,000 online and print articles published by major market media outlets such as CBS News, Chicago Tribune, Fox Business News, Los Angeles Times, NBC News, USA Today, and Washington Post—generated nearly one billion media impressions.

Also, social media generated national and international buzz, amounting to more than 100 million Twitter impressions. Posts from ABC News, NBC News, Good Morning America, and USA Today led the way.

Newest Toy Association Inductees Honored in Toy Halls of Fame Exhibit

Every year, the Toy Association honors individuals in the toy industry who, through their innovation and industry leadership, have created a love of play in people around the world.

This year, the Toy Association recognized Andrea Barthello, cofounder and chief operating officer of ThinkFun™—the internationally recognized company responsible for Rush Hour, Zingo!, and Gravity Maze—and James Becker, founder and former president of Anjar Company, the oldest game company responsible for Rush Hour, Zingo!, and Gravity Maze—and chief executive officer of ThinkFun.

To nominate a game to the World Video Game Hall of Fame for 2019 or learn more about past inductees, visit videogamemuseumofamerica.org.

New Book Explores Museum’s Transformation

The recently published Guide to Making Public History, part of Rowman & Littlefield’s American Association for State and Local History book series examines The Strong’s transformation into the only collections-based museum in the world devoted solely to the study of play. Edited by Bob Balett, the book explores the museum’s early history as a relatively modest local museum and its evolution into a national destination.

World Video Game Hall of Fame Finalists Announced

Which video games will join icons such as Pac-Man, Pong, Super Mario Bros., and Tetris in the World Video Game Hall of Fame this May? The finalists for induction include Asteroids, Call of Duty, Legend of Zelda, Metroid, NBA Jam, Pokemon, Final Fantasy VII, Half-Life, John Madden Football, King’s Quest, Metroid, Minecraft, Ms. Pac-Man, Spacewar!, and Tomb Raider.

"These 12 finalists span decades, gaming platforms, and countries of origin—but what they all have in common is their undeniable impact on the world of gaming and popular culture," says Jon-Paul C. Dyson, director of The Strong’s International Center for the History of Electronic Games.

The World Video Game Hall of Fame received thousands of nominations from more than 100 countries for consideration for the 2018 class. The final inductees are chosen based on the guidance of an international selection advisory committee made up of journalists, scholars, and other individuals familiar with the history of video games and their role in society—will be announced during a special ceremony at The Strong on Thursday, May 3, at 10:30 a.m.

To nominate a game to the World Video Game Hall of Fame for 2019 or learn more about past inductees, visit videogamemuseumofamerica.org.

The Strong Hosts Video Game Creation Workshop

This winter, The Strong hosted more than 40 student-adult pairs for its Video Game Creation Workshop. The educational workshops, created and led by assistant professor Ian Schreiber. In this special workshop, participants to conceptualize, design, and create an original computer game and explore themes such as game design and rules, implementation, and visual art and animation within video games.

The workshops included a special opportunity to visit the RIT campus during Global Game Jam, an initiative where teams from around the world create video games inspired by a shared theme. Participants also showcased their work at the museum.
Researchers Explore the History of Early Video Games

The Strong welcomes scholars, students, collectors, and other researchers on-site at the museum for study throughout the year. During a one-week fellowship in January, Darly Guay-Bélanger, a graduate student in Public History from Carleton University in Ottawa, Ontario in Canada, conducted research using archival materials and artifacts from The Strong's International Center for the History of Electronic Games (ICH GE). Guay-Bélanger's ongoing project focuses on developing a methodology for studying early video games, with emphasis on games that used cartridge, magnetic tape, and floppy disks, that can no longer be played in their original form. His research also aims to depict how these games represent America and the world.

Rebecca Rouse, assistant professor at Rensselaer Polytechnic Institute in Troy, New York, poured through the museum's Carol Shaw Collection, 1978-2002, in March, to inform her forthcoming book Media of Attraction: A Curious Women's History of New Media Pioneers Across Time Periods and Technologies. Rouse examined materials from the collection, including Shaw's sketches and design notes on Pong, 3-D Tic-Tac-Toe, Calculator, and Video Checkers, to investigate Shaw's thought process during the early stages of game development.

Exploring Play through Music and Movement


Tim Walsh—game inventor, author, and member of the National Toy Hall of Fame's National Selection Advisory Committee—tours The Strong's Collections and Archives, which is pictured second from right with staff from the museum's library and some of his materials, including his book Timeless Toys.

The Strong Welcomes Distinguished Guests

Mark Watters (left), director of the Beal Institute for Film Music and Contemporary Media at the Eastman School of Music, tours The Strong's electronic games collections with Tim Walsh, vice president for exhibits and director of the International Center for the History of Electronic Games.

The Happiest Hour Returns August 15

Save the date for The Strong’s next Happiest Hour on Wednesday, August 15, from 5:30 to 9:00 p.m. The Happiest Hour is a ticketed, after-hours fundraiser and museum program about “big kids” age 21 and older. Proceeds from the Happiest Hour help to support The Strong’s overall educational mission and community outreach programs.

The Happiest Hour will feature crafts, games, and activities and play time in The Strong’s original exhibit. Rocketeers, Robots, and Play Guns. Guests will enjoy a sampling of snacks courtesy of Sahlen’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 Naas from Break-Through Entertainment, cotton candy from Sugary Delights, and more.

To learn more about the Happiest Hour, visit museumofplay.org/happiesthour to purchase tickets and for more fun details about The Happiest Hour.

NYSCA Renews Support of The Strong

The New York State Council on the Arts (NYSCA) has awarded The Strong $47,000 to support museum programming in 2018. NYSCA, a New York State agency, is dedicated to preserving and expanding the rich and diverse cultural resources of New York and broadening public access, appreciation, participation, and education in the arts and culture throughout the state. The Strong’s programming is made possible, in part, by NYSCA with the support of Governor Andrew M. Cuomo and the New York State Legislature.

The Strong’s Board Elects New Officers

The Strong is pleased to announce that Bernhard Binbaum, president and CEO of Binbaum Companies, has been named vice chair of the museum’s Board of Trustees. Binbaum joined the board in 2015 and currently serves on its Collections Committee and Facility Expansion Subcommittee and is chair of The Strong’s Play Makers Leadership Council.

The Strong’s board also approved the following slate of Board Officers and Executive Committee members for 2018: Laura Sady, Lynch, Chair; David J. Burns, Vice Chair; Bernhard Binbaum, Vice Chair; Cecilia Griffin Golden, Secretary; Zeke Duda, Treasurer; Michael J. Cicero, Assistant Treasurer; Joy Ryan Potkin, Immediate Past Chair; Aaron Newman, Member at Large; and Erina Dutkiewicz, Member at Large.

Corporate Partners and Sponsors Make a Difference

Access the 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.

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

Thank you to the following companies for renewing their commitments:

- Bill Gray’s Restaurants
- Excelita/BlueCross BlueShield
- GUNS Division of Enesco, LLC
- KayBar
- M/E Engineering, P.C.
- Mary Theres Frail, LLC
- Monroe Veterinary Associates
- Paychex, Inc.
- Stern Pinball
- Tasteful Connections, Inc.

Out and About

In November, Jon-Paul Dyson, vice president for exhibits and director of the International Center for the History of Electronic Games, traveled to Montreal to present the keynote address for Ubisoft “Play for Good” campaign. The presentation was streamed to all 13,000 of the company’s employees.

In December, Debbie McCay, assistant vice president for education, collaborated with staff of the Rhode Island School of Design to launch a professional development series for elementary school teachers called “Learning Social Studies through Purposeful Play,” for elementary school teachers. Additionally, McCay has been named an advisor for the Cape Cod Toy Library in Massachusetts.

Curator Nic Ricketts’ essay about variations on the board game Clue appeared on ToyTales.ca in December.

Shannon Symonds, curator, spoke on a panel about video game preservation at MAIGFast (Music and Gaming Festival) in National Harbor, Maryland, in January.

Andrew Boman, digital games curator, attended the Stanford Software Preservation Workshop at Stanford University in February with Dyson.

Additionally in February, Chris Bensch, vice president for collections and exhibitions; Michelle Parrnett-Dwyer, curator, represented The Strong at the Women of the Worldwide Video Games dinner in New York City. Bensch and Parrnett-Dwyer were joined by Steve Dubnik, president and CEO, at both the American International Toy Fair and the annual Toy of The Year awards dinner, also in New York City.

Also in February, Dyson joined Dubnik, Jeremy Saucier, assistant vice president for Interpretation and electronic games; Lisa Feinstein, vice president for advancement; and Don Daglow, senior director for strategic partnerships, in Las Vegas for D.I.C.E. Summit 2018. Dyson, Dubnik, Symonds, and Saucier also traveled to the Game Developers Conference in San Francisco in March.

Additionally in March, Saucier published her article “A History of Play-as-Innovator” in the Reviews in American History journal.
A Playful Legacy: Harvey and Carol Simmons

Harvey and Carol Simmons began their relationship with The Strong in 2012 when they were looking for a home for Carol’s collection of Marx Honeymoon Express wind-up toy train sets. Since then, the couple has remained friends of the museum, eventually choosing to leave a lasting legacy of play as members of The Strong’s Woodbury Circle Planned Giving Society.

“When Carol decided to offer her collection to the museum, we were both very impressed with the professionalism of the staff and efficiency of the process,” says Harvey. “The packing and inventory of the collection was very well done and the initial display at the museum was awesome!”

Carol’s trains were put on display in The Strong’s One History Place. “It also allowed us to try it forward for the fortunate lives we’ve led,” Harvey says.

The Strong is grateful for the support of friends like Harvey and Carol, who help ensure the museum can continue to fulfill its mission well into the future. Their commitment creates a unified community, says Harvey. “FriendsTM: Explore the Rails!”

M/E Engineering Celebrates 20 Years of Corporate Membership

M/E Engineering—a mechanical and electrical engineering firm with offices in Rochester, Buffalo, Albany, and Schenectady—has been investing in The Strong’s corporate partner program.

“The Strong is a true Rochester gem! There’s no better venue to discover the importance of play in our everyday lives,” says Ron Mead, president of M/E Engineering. Last year, Mead and his employees chose to celebrate the company’s 25th anniversary in the museum’s dynamic exhibit space. “The hands-on environment brings so much nostalgia and allows our employees, their children, and grandchildren to create great new memories.”

Mead’s appreciation of The Strong extends beyond his company’s corporate partnership—he and his family regularly visit the museum together. While his four grandchildren all run straight to Wegmans Super Kids Market as a first stop, they each have their favorite place in the museum. Benny loves all things superheroes, while Gigi, Annie, and Madeline love the newly renovated One History Place.

Like all Corporate Partners, M/E Engineering enjoys a suite of benefits to share with their employees while providing critical funding for the museum. The Strong is grateful to M/E Engineering for enriching so many lives and communities with their support.

New Openings!

Imagination Destination
Role-play in inspiring spaces brewing with physical challenges such as a rescue helicopter, rocket ship, trailer, and more.

Friday, March 30 - Sunday, April 8

Family Game Break Week
Get the whole family playing at board game and activity stations throughout the museum.

Orchard in Bloom
Marvel at more than 150 orchids blooming in Dancing Wings Butterfly Garden. Fees apply.

Monday, April 2

Storytime Club
Things That Go: fly, ride, and zoom through tales about transportation. 10:30 & 11:30 a.m.

May

Thursday, May 3

World Video Game Hall of Fame Induction
Don’t miss as gaming worlds will be inducted into the 2018 class. 10:30 a.m.

Saturday & Sunday, May 5 & 6

World Video Game Hall of Fame Weekend
Explore the Rails! Visit the oldest, most diverse carousel in the world. Children ages four through 14 can climb a 26-foot-wide endurance zone. Entry is by timed-ticket only. Fees apply.

June

Monday, June 4

Storytime Club
Storytime Club: Garden Fun. Sing, run into summer with stories about sunshine, nature, and outdoor activities. 10:30 & 11:30 a.m.

Saturday & Sunday, June 9 & 10

Exhibit Opening: Rockets, Robots, and Ray Guns
Travel to distant futures and faraway lands with science fiction. Fees apply.

Thursday, June 21

Storytime Club
Bonjour! Bonjour! Children ages four through 14 can climb a 26-foot-wide endurance zone. Entry is by timed-ticket only. Fees apply.

Friday, June 22

Field of Dreams: Explore Science Fiction
Explore the evolution of science fiction. Fees apply.
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 $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.

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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Rochester Red Wings Celebrate Iconic Toys

Play ball! Join The Strong for a day at the ball park and a celebration of iconic toys when the Rochester Red Wings take on the Scranton/Wilkes-Barre RailRiders at 1:05 p.m. on Sunday, June 24. The special day at Frontier Field features a tribute to the time-honored toys in The Strong’s National Toy Hall of Fame with activities such as a Wiffle ball home run derby, Frisbee toss, in-game Big Wheel race, and more. See if you can solve the Frontier Field Mystery with an interactive game of Clue, try toy-inspired ballpark treats, play toy trivia, and learn about the treasured childhood toys of your favorite Red Wings players.

Strong members can use promo code “STRONG” at redwingsbaseball.com to receive $1 off tickets for the Sunday, June 24 game. Show your Sunday, June 24 Red Wings game ticket to save $1 off museum admission per person on any visit through June 30, 2018!