Margaret Woodbury Strong

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Margaret Woodbury Strong understood the importance of play. She had a lifelong love of collecting, travel, sports, gardening, and other forms of play. Such a belief that the ways to play are varied and vast for people of all ages lies at the heart of the museum she founded.

As a child Margaret played in ways ranging from dolls to lawn games to travel. She began golfing at a young age with her aunts and her father and later took lessons at the Rochester Country Club from Walter Hagen, one of the nation’s top professional golfers. Along with golf, she also took tennis and horseback riding lessons, and in each demonstrated a fierce competitive spirit. She became one of the best youth archers in Rochester and as an adult consistently took home trophies in club and city golf championships.

As she grew older, Margaret engaged in various forms of nature play, including gardening, garden club activities, and competitive flower arranging. She won a blue ribbon at the 1939 International Flower Show in New York City and was invited to show an arrangement at the World’s Fair that year. Her love of gardening helped inspire the museum’s Discovery Garden, an outdoor garden with trees, shrubs, and flowering plants selected specifically to attract butterflies, birds, and other wildlife.

Margaret also enjoyed traveling and collecting. Her parents were both avid collectors and travelers, and as soon as Margaret was old enough, they began taking her along on their global adventures, traversing continents and visiting exotic destinations. The Strong’s Woodbury School is named after Margaret because through her travels and experiences her parents made the world her classroom.

In her youth, Margaret collected souvenirs from every place she visited. As an adult reflecting on those experiences, she noted, “I was allowed to carry a small bag to put my dolls and toys in, and to add anything I acquired on the trips. Consequently, my fondness for small objects grew.”

Though she collected numerous dolls and other toys, Margaret had a favorite doll, Mabel, who accompanied her on all her childhood trips. Mabel’s wig was crafted from Margaret’s own hair, cut for that specific purpose when Margaret was five years old. Margaret also collected doll houses, amassing more than 300 as she became an adult.
Margaret also collected dolls, toys, buttons, artwork, and miniatures throughout her life. Her collecting interests ranged so widely, and her methods assumed such aggressive proportions, that by the late 1960s, she had accumulated more than 27,000 dolls and a seemingly endless number of middle-class American household objects, as well as a large collection of regional art and souvenirs from Asia. The vast majority of her collections, however, related in some way to play, and she earned a particular reputation for her outstanding collection of playthings.

As her collections grew, Margaret began to think of her home in Pittsford as a museum instead of a house, and eventually she added two gallery-like wings to accommodate her objects. When people came to visit, she asked them to sign a guest book. In 1968 Margaret applied for and received a provisional charter from the New York State Board of Regents for the “Margaret Woodbury Strong Museum of Fascination,” a name she took from the way guests often described her collections. She planned to add another wing and a lecture hall to her home but never built them. On July 17, 1969, she died in her sleep at age 72. In her will, she left her entire collection and most of her financial resources to form a museum, and 13 years later, in 1982, the Margaret Woodbury Strong Museum opened at the institution’s current site in downtown Rochester.

Margaret’s legacy is about more than just her objects, however. The Strong museum is a cultural cornerstone in the Rochester community. Enjoyed by nearly 600,000 guests each year, it houses the world’s most comprehensive collection of historical materials related to play. Both enabled and inspired by Margaret Woodbury Strong, the museum is devoted to increasing knowledge about and appreciation for the critical role of play in the social, emotional, and physical well-being of people everywhere and the ways in which play illuminates cultural history.
Step right up! Celebrate arcade amusements in all their beeping, blipping, vibrant glory at *Boardwalk Arcade*. Step into a scene reminiscent of 19th- and early 20th-century resorts such as Coney Island and Atlantic City, where Americans from across the nation flocked for good old summertime fun.

Challenge yourself on redemption games such as Skee Ball, Hoop Fever, Ticket Monster, and Harpoon Lagoon. Win tickets and use them to collect a variety of prizes, including stickers, oversized sunglasses, and stuffed animals. Try your hand at contemporary amusements including Fruit Ninja, Temple Run, and Batman Whack-a-Villian. And enjoy playing historic video arcade machines such as *Punch-Out!!*, *Star Wars: The Empire Strikes Back*, and *Virtua Racing*.

Laugh at your distorted reflection in silly fun-house mirrors, take a picture at the oversized beach-scene postcard cut-out, play with beach toys at the *Boardwalk Arcade* shoreline, and much more.

And don’t miss your chance to play your way through more than 80 years of pinball history at *Pinball Playfields*. Trace 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 of today.

View pioneering pinball machines and try to rack up high-scores on a field of playable machines including Vagabond, FunHouse, Monster Bash, Lord of the Rings, and Emerald City Limited Edition Wizard of Oz. Try to wrap your arms around Hercules, the world’s largest commercial pinball machine.

*Boardwalk Arcade and Pinball Playfields* are produced by The Strong’s International Center for the History of Electronic Games. While several of the games and activities in *Boardwalk Arcade and Pinball Playfields* can be played freely, some may require purchased tokens. Money collected from the sale of tokens helps maintain these original artifacts.
Red Wings Meet and Greet

Monday, July 28
11 a.m.–noon

Meet a Rochester Red Wings baseball player and team mascot, Spikes.

Over the Rainbow Weekend

Saturday, September 13
11 a.m.–4 p.m.

Sunday, September 14
1–4 p.m.

Head over the rainbow to The Strong to meet and pose for pictures with Dorothy, Toto, and Scarecrow. Hopscotch down the Yellow Brick Road and add a personalized “brick” and colorful flower to the 3-D Munchkinland mural. Defeat the Wicked Witch as you try for the high score on the popular Wizard of Oz pinball machine. Make a magical Glinda wand, and create your own rainbow work of art. Pop outside to delight in a bubble activity (weather permitting).

Wee Worlds of Fairy Folk

Begins Tuesday, July 15

Be captivated by charming fairy abodes. View a whimsical display of the 10 award-winning fairy houses from this year’s Annual Corn Hill Arts Festival Fairy Houses Tour through Sunday, July 27 in the Caterpillar Atrium. Marvel at entries judged as “Best Use of Natural Materials,” “Most Unique,” “Most Whimsical,” and more. These one-of-a-kind fairy habitats—made from stones, bark, twigs, and other natural materials—were inspired by the popular Fairy Houses series of children’s books written by Tracy Kane.

All summer long watch as the museum’s outdoor Discovery Garden transforms to welcome more fairy friends. According to folklore, the best way to ensure a fairy’s goodwill was to make a fairy door. Explore the garden’s twisting paths and hidden nooks to discover delightful fairy doors donated by artists Chris Pallace and Kevin Serwacki of Blue Toucan Studios. The Discovery Garden is open seasonally during regular museum hours.
Storytime Club

Mondays, September 15, 22 & 29
Making Friends

Celebrate the joy of reading. Hear children’s stories all about friendship 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.

Sponsored by Parent

Museum Libraries Awarded Honorable Mention

The Rochester Regional Library Council (RRLC) awarded The Strong’s Grada Hopeman Gelser Library and Brian Sutton-Smith Library and Archives of Play an honorable mention in its 2014 Library of the Year contest. The Strong’s library and archives staff received the award during the RRLC annual meeting and, on May 29, the New York State Senate adopted a legislative resolution commending the museum for this distinction.

Hundreds voted in this year’s contest across three library categories. The Strong is grateful to museum members, guests, researchers, and others that nominated The Strong’s circulating and research libraries for this honor.

Cinderella Weekend

Saturday, September 27, 11 a.m.–4 p.m.
Sunday, September 28, 1–4 p.m.

Wear your most exquisite princess gown and step into a world of enchantment. Pose for pictures with Cinderella. Meet her evil stepmother and ugly stepsisters. Visit with award-winning artist and book illustrator Nancy Wiley and view original works of art from her new book, Cinderella. Learn about Wiley’s creative process and see her unique doll-making molds and hand-painted dolls in various stages of completion. Explore story adaptations of Cinderella in Reading Adventureland, view unique Cinderella-related artifacts from around the world, pose for pictures in the magical pumpkin carriage, and more.

Image courtesy Gene Turner.

Book images courtesy Nancy Wiley.
Member Nights with the Rochester Red Wings

Bring the kids and enjoy family fun and great baseball at Frontier Field.

**Saturday, July 26 at 6:05 p.m.**
vs. Indianapolis Indians (fireworks night and Rochester Philharmonic Orchestra performance)

**Saturday, August 16 at 7:05 p.m.**
vs. Syracuse Chiefs (fireworks night)

**Saturday, August 23 at 7:05 p.m.**
vs. Scranton Wilkes-Barre Rail Riders (fireworks night and ZOOperstars appearance)

Museum members can purchase $6 reserved seating (regularly $8), $8.50 upper box seating (regularly $10.50), or $9.50 premium seating (regularly $12). To purchase tickets, visit redwingsbaseball.com and enter promo code “playstrong.” Tickets must be purchased online at least 24 hours prior to each game. Service fees and restrictions apply.

Don’t Forget Your Photo ID and Membership Card!

Be sure to bring your membership card and photo ID each time you visit The Strong. If you lose or misplace your membership card or have a change of address, please stop by the admissions desk or contact membership during business hours at 585-263-2700. There is a nominal fee for card reprints.

Upgrade and Save at Other Museums

Upgrade to a Patron membership and save on admission to nearly 200 children’s museums across the United States and Canada thanks to the museum’s partnership with the Association of Children’s Museums. In addition, Patron members receive four one-time use guest passes and butterfly garden passes—an amazing $70 value! Best of all, a Patron membership is affordable—only $41 more than the cost of a Family or Grandparent membership. Visit the admissions desk to upgrade today.

Members Save at Local Attractions

Enjoy exclusive members-only savings to local attractions and events. Visit the museum’s member discount page at museumofplay.org/membership/discounts for information, and check back often for new deals!

Inside the Museum Shops

Check out the huge selection of Beanie Boos available inside the Everything for Play! shop. Pick up your favorite Boo on your next visit. Beanie Boo coupons accepted.

And don’t forget, members always save 10% on shop purchases with valid membership card. Some restrictions apply.
The Strong Acquires Massive Atari Coin-Op Collection

Did you ever play a round of Pong (1972), blast space debris in Asteroids (1979), or fend off the evil Empire in Star Wars (1983)? If so, you have played some of the iconic and best-selling games created by Atari’s coin-op and pinball divisions. The Strong recently acquired a massive collection of original artwork, design notes, schematics, game source code, corporate records, and one-of-a-kind artifacts—including the unreleased arcade game “Maze Invaders”—that document the history of these Atari divisions from 1972 to 1999.

“Atari is one of the most important companies in the history of electronic games and laid the foundation for the modern video game industry,” says Jon-Paul Dyson, director of The Strong’s International Center for the History of Electronic Games (ICHEG). “The coin-op division created many of the most memorable and groundbreaking arcade games of all time.”

Atari, founded in 1972 by video game pioneers Nolan Bushnell and Ted Dabney, revolutionized the arcade and home video game industries with the introductions of Pong (1972) and the Home Pong (1975) console. The Atari 2600 video game console became one of the most successful home consoles in history and dominated the marketplace from its launch in 1977 until the early 1980s. During its formative years, Atari designed, produced, and distributed dozens of now iconic arcade video game and pinball machines, such as Pong, Breakout (1976), Asteroids (1979), Superman pinball (1979), Missile Command (1980), Centipede (1981), Tempest (1981), and Star Wars (1983). A downturn in the video game market in 1983 caused the company to spin off its other divisions, but it retained the coin-operated game division, which it renamed Atari Games in 1984.


This collection of Atari materials includes tens of thousands of individual items. There are more than 3,000 pieces of original concept and final arcade cabinet artwork, hand-drawn assembly design sketches, storyboards, photographs, and print advertising proofs; hundreds of original art kits and production films for Atari arcade video game cabinets; nearly 2,800 videos of game demos, television commercials, industry show presentations, focus groups, and company celebrations; arcade game source code; promotional materials; and designer Ed Logg’s unreleased “Maze Invaders” arcade video game—one of only two units known to exist in the world. Also included are dozens of binders chronicling the production of virtually every Atari coin-operated game from 1972 to 1999: extensive corporate records documenting game brainstorming sessions, industry and market research, and player game evaluations; as well as company correspondence, newsletters, and technical documentation.

“Much of the material in this collection is one-of-a-kind and hasn’t been viewed before by the public,” says Jeremy Saucier, assistant director of ICHEG. “Acquiring this collection reinforces The Strong’s global leadership in the field of electronic game preservation.”

Book Touts ICHEG

A new book—Game After: A Cultural Study of Video Game Afterlife, written by Stony Brook University professor Raiford Guins and published by MIT Press—devotes major attention to The Strong, the International Center for the History of Electronic Games (ICHEG) and its Director Jon-Paul Dyson, and the museum’s eGameRevolution exhibit. Museum activities are discussed or referenced on more than 40 pages, and the book contains a dozen photographs of the exhibit and museum collections.

Distinguished Guests Welcomed

The Strong hosts The Association for the Study of Play’s 40th Annual Conference, titled “Play: Connecting the Past, Present & Future.”

The Strong welcomes more than 70 game and puzzle collectors, historians, and industry leaders from across the country as part of the Association of Game and Puzzle Collectors 30th Annual Convention.

A crew from AREA 5 in San Francisco spends two days at The Strong interviewing staff and filming The Strong’s electronic games collections for use in a six-part documentary tentatively titled “Outerlands.”
The Strong’s Jigsaw Puzzle Collection Now World’s Largest

A major acquisition of more than 7,000 jigsaw puzzles makes The Strong’s collection the largest and most comprehensive in the world. The assemblage includes examples from virtually all American and most European puzzle makers from the 18th century to present, as well as tools and equipment used for puzzle making since that era. The collection came to The Strong from Anne Williams, considered by many to be the foremost expert and author on jigsaw puzzle history. Her books on the subject include *The Jigsaw Puzzle: Piecing Together a History* and *Cutting a Fine Figure: The Art of the Jigsaw Puzzle*.

“Anne Williams assembled one of the largest and most comprehensive jigsaw puzzle collections in the world, and we are now proud to be able to preserve these valuable and important playthings,” says Christopher Bensch, The Strong’s vice president for collections. “This world-class collection not only documents the history of puzzles, but it helps tell the story of manufacturing, popular culture, and multigenerational play.”

Puzzles emerged as teaching tools for children in the 1700s, and in the early days, many were cut from wood using a jigsaw, resulting in the name. Adult puzzles appeared in the early 1900s, and they reached peak popularity in America and Europe in the 1930s. New materials and manufacturing techniques made them more widely available, and they proved a welcome distraction during the Great Depression. The Strong inducted the jigsaw puzzle into its National Toy Hall of Fame in 2002.

Among the items acquired are jigsaw puzzles from all major and many lesser American and many European manufacturers throughout history, including a child’s map puzzle by John Spilsbury, the first recorded large scale puzzle producer in England; children’s puzzles from the 1700s; rare wooden puzzles for adults from the first wave of popularity during the 1910s; wooden puzzles from all American makers in the second wave of adult puzzle popularity in the 1930s; examples from Parker Brothers’ Pastime puzzle brand and Par puzzles of New York—two U.S. manufacturers known for their creative, detailed cutting methods; trade catalogs, advertising, and other materials documenting the history of puzzles; and jigsaw-making tools and equipment, including mechanical and foot-powered jigsaws and puzzle dies.

Museum Receives Rare 19th-Century Board Game

One of The Strong’s newest artifacts holds the distinction of being the second-oldest mass-produced board game in the museum’s collections. The hand-colored Pope and Pagan, produced by the Ives Company in 1844, reflects American cultural history at a time of strong anti-immigrant sentiment.

Longtime museum friend and Connecticut resident Diane Olin donated Pope and Pagan to The Strong earlier this year. “This rare and special game deserves a special home,” says Olin. “And that home is The Strong.”

Pope and Pagan will reside among other board games originally amassed by Olin and her late husband, Stephen, who, in 2007, agreed to make The Strong the permanent home of a comprehensive collection of 850 board games that date from the late 19th century to early 20th century. That acquisition established The Strong as the repository of the largest diversified public collection of American board games in the United States. The games span the history of American games in chronology, manufacture, and theme.
Behind the Scenes with Chris Bensch: National Toy Hall of Fame

Each year the inductees into The Strong’s National Toy Hall of Fame generate national and international attention. Many are curious about how those toys are selected. Vice President for Collections Chris Bensch offers a peek behind the scenes.

How did the National Toy Hall of Fame come to The Strong? The National Toy Hall of Fame started in 1998 at A. C. Gilbert’s Discovery Village, a children’s museum in Salem, Oregon. Through its early years, the Hall of Fame inducted numerous classic toys. The nomination and induction process ran smoothly until 2002 when fans of Raggedy Ann began to advocate that their favorite red-haired doll should be included in the National Toy Hall of Fame. A. C. Gilbert’s Discovery Village found themselves swamped with phone calls, letters, petitions, and even picketers dressed as Raggedy Ann.

In this instance, the lobbying paid off and Raggedy Ann became a 2002 inductee to the National Toy Hall of Fame. But the staff at A. C. Gilbert’s Discovery Village was exhausted by the process and receptive when The Strong approached them about transferring ownership of the Hall and moving it to Rochester.

How does the National Toy Hall of Fame contribute to the museum experience and play mission? It’s important for adults and kids alike to recognize that some toys and games have had enduring play value over the years, despite changes in styles, tastes, and technologies. The National Toy Hall of Fame lets us remind people that great toys aren’t necessarily limited to that year’s latest releases or Top 10 lists. Knowing that the National Toy Hall of Fame includes toys and games that go back hundreds or even thousands of years—I’m thinking of kites, jacks, marbles, checkers, and dominoes, for instance—provides valuable perspective on why play and playthings hold such significance in our lives.

Who nominates the toys for induction? Anyone can nominate a toy. If you’re really motivated, you can come to The Strong’s website every day and nominate your favorite toy. We also receive emails and letters from people wanting to nominate a toy.

How do you pick the final inductees? A select group of museum staff reviews all the year’s nominations and determines the 12 that best meet the primary criteria for inclusion in the hall: longevity, recognition factor, and toys and games that encourage learning, creativity, and discovery. The list of finalists are then sent off to a National Selection Committee. That group of about two dozen people, with expertise in child development, the history of the toy industry, and play studies, among other disciplines, selects the final two or three toys that earn a place in the Hall as that year’s inductees.

What are some of the more unusual inductees? When we inducted the Atari 2600 game system into the Hall of Fame in 2007, it was the first electronic game that received such special recognition. The Atari 2600 wasn’t the first electronic game system or the best, even in its time, but it was the one that introduced American households to the concept of electronic games over the television set. The Atari 2600 laid the groundwork for every electronic game and system that followed. There are also some non-toy playthings that fit the induction criteria. We’ve inducted the cardboard box, the stick, and the blanket into the Hall, recognizing the multiple ways those items have inspired play across the years. It’s also nice to realize that a great plaything doesn’t necessarily come with a big price tag—or any price at all.

Which toys have the most interesting history? I’m especially fond of the toys that didn’t start out as toys. Play-Doh, for example, started as wallpaper cleaner. You bought it—then called Kutol Wall Cleaner—in a gallon can for your spring cleaning. Rubbing the slightly sticky goo down your walls pulled off the soot, grime, and fingerprints. But electric and gas heat were rapidly making it obsolete in the 1950s and it was one of those light-bulb-over-the-head moments that resulted in the idea of adding color and making it a craft material for kids.

Are there any changes coming to the National Toy Hall of Fame? I’m excited about opening an entirely new National Toy Hall of Fame gallery in 2015. The Strong has joined forces with the Toy Industry Association, the major toy trade organization in North America, to offer our guests a new and enhanced experience. The Toy Industry Association has their own Toy Industry Hall of Fame that recognizes the people who’ve made significant impact on the world of play and it meshes perfectly with our own National Toy Hall of Fame that recognizes all the most memorable “stuff” that people use to play. It’s going to be great bringing those elements together in a fresh, dynamic, interactive way for people of all ages to explore and enjoy.

Visit toyhalloffame.org to nominate your favorite toy! Nominations made by July 31 will be considered for 2014 induction.
Role of Play in the Therapeutic Process

Therapists often rely on clinical intuition—such as hunches, gut feelings, or behavioral impulses—to help guide their interactions with patients. This type of intuition cannot be taught, but it can be cultivated through play, according to Terry Marks-Tarlow, clinical psychologist and author of *Awakening Clinical Intuition: An Experiential Workbook for Psychotherapists*. In an article in the most recent issue of the *American Journal of Play*, Marks-Tarlow explores the role that play takes in the dynamic relationship between therapist and patient.

Marks-Tarlow argues that being playful helps therapists to follow natural flows of emotion, energy, and information during their sessions. In turn, it allows patients to be more open to experimentation and emotional risk taking. She says that it’s important for both therapist and patient to access their intuitive sides in a playful way in order to expand self-awareness and lead to healthy change.

Additional articles in Vol. 6, No. 3 of the *American Journal of Play* focus on such topics as children’s playground preferences, chess, and adult playfulness. The complete issue can be accessed freely online at journalofplay.org. Print subscriptions are also available.

The Role of Documentation at Woodbury School

At The Strong’s Woodbury School, curriculum is emergent—it responds to the interests of learners. This approach encourages teachers and students to work together to plan the curriculum and create projects. Guided by teachers who facilitate their explorations, students delve deeply into topics that fascinate and stimulate.

Documenting children’s daily experiences and ongoing projects is a pillar for Woodbury School’s Reggio Emilia-inspired approach to learning. Documentation of children’s experiences, memories, thoughts, and ideas in the course of their work can help guide project direction or help teachers assess children’s understanding. Documentation is used by students as a way of reflecting on experiences they’ve had and also serves to inform parents and maintain their involvement in classroom activities.

On a daily basis, Woodbury School teachers record and collect data. Documentation typically includes samples of a child’s work at several stages of completion; photographs showing work in progress; comments written by the teacher or other adults working with the children; transcriptions of children’s discussions, comments, and explanations of intentions about the activity; and comments made by parents. Examples of children’s work and written reflections on the processes are displayed in Woodbury School classrooms and in a display outside the museum’s *Field of Play* exhibit.

Earlier this year, a group of Woodbury students working on a project involving insects, and inspired by the museum’s *Game Time!* exhibit, decided to develop a game for bugs and lizards. Throughout the experience they learned about rule formation, collaboration, and game design. Woodbury staff filmed the children as they explained the rules and played the game. The students later watched the videos to reflect on what they had accomplished and to develop game plans and a list of game rules. Students invited museum staff, parents, and guests to play the game.

Strong Fellowship Program Attracts Researchers from Across the Nation

During a two-week fellowship in March, Robert Guyker Jr., of the Mythological Studies Program at Pacifica Graduate Institute in Carpinteria, California, conducted research using archival materials and artifacts related to the work of The Strong’s International Center for the History of Electronic Games. In his thesis Guyker contends that the video game platform is a vehicle for expressive, meaningful, and educational cultural engagement and that if society is to tap into the potential of video games for educational purposes, it is necessary to accept them now as cultural artifacts.

Marilyn Solvay, adjunct professor of cultural anthropology at Husson University, Bangor, Maine, and visiting professor with the museum program at College of the Atlantic, Bar Harbor, Maine, conducted two weeks of research in April to inform a book on the card game Old Maid. Solvay examined numerous Old Maid cards and other board games, as children’s books and periodicals, papers of play scholars and early childhood educators, toy catalogs dating back to the mid-19th century, the *Playthings Magazine* Collection, and other historical documents to better understand how this card game character—a “cautionary icon” for young females after the Industrial Revolution—became so deeply and so lastingly embedded in American culture.
Conservator Rick Sherin Retires

An original Thomas Edison talking doll. A hand-made Monopoly set crafted by Charles Darrow, the man who popularized the game in the 1930s. A working and lovingly restored 1918 carousel with leaping horses, ponies, a chariot, and whirling tub. These are just some of the many and varied artifacts of play that conservator Rick Sherin cared for in his more than 30 years at The Strong before his retirement this past April.

“For more than three decades, Rick worked tirelessly to assure that the museum’s artifacts are stored and exhibited under the best possible conditions for their long-term preservation,” says Chris Bensch, vice president for collections. “He applied his skills and insights to conservation treatments that always upheld the highest professional standards. As an integral part of the collections team, Rick will be greatly missed.”

Rick began his career at The Strong in 1984 after spending three years at the Indianapolis Museum of Art. A graduate of the art conservation program in Cooperstown, New York, Rick was the museum’s first professionally trained staff conservator. Initially, he worked mostly on furniture in Margaret Woodbury Strong’s original collections, but over the years he broadened his experience to include work on the museum’s rapidly expanding collections of playthings—gluing, painting, patching, and preserving toys, dolls, board games, video games, other electronic games, and other historical materials. Rick prided himself on being able to stabilize artifacts without altering their original character.

Rick also took a particular interest in exhibit lighting and led the way in implementing fiber optic lighting to enhance the appearance of objects on display while protecting them from harmful UV rays and excess heat. His work on the eGameRevolution and Game Time! exhibits on the museum’s second floor set the new lighting standards for the museum, and his legacy will carry on when the Play Pals exhibit opens this December.

When asked to sum up his time at the museum, Rick said, “The Strong gave me a very satisfying career that I will always look back on fondly... and proudly. Play on, everyone.”

The Strong’s volunteers were honored at a luncheon in May. Pictured in the back row, from left to right, are Sandra Mitch, John Pearsall, Marilyn Hamilton, Gloria Gates, William Tribelhorn, and Valerie Young. Pictures in the front row, from left to right, are Beverley Reeves, Alice Sengle, Sharron Isaacson, Louise Harris, and Carolyn Carroll.
Museum Thanks Corporate Partners

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 Katie Riley at 585-410-6368 or kriley@museumofplay.org.

Welcome to our newest corporate partner:
Monroe Veterinary Associates

Thank you to these corporate partners for renewing their memberships:
Arlene’s Costumes
Constellation Brands, Inc.
Danisco US Inc.
Diamond Packaging
Garlock Sealing Technologies
M/E Engineering, P.C
The Strathallan, A DoubleTree by Hilton
Thomson Reuters
Unity Health System
Wegmans Food Markets
Xerox Corporation

www.museumofplay.org
Sand Castle
by Brenda Shannon Yee
(for younger readers)
Detailed illustrations tell the tale of five children, each with a different idea and implement, building a sand castle together. Don’t miss the surprise ending. (This book is shelved in the Adventure section of Reading Adventureland.)

The Korean Cinderella
by Shirley Climo
(for young to intermediate readers)
Nearly every culture has a Cinderella story. In this Korean variation, lovely Pear Blossom’s widower father remarries a jealous, cruel woman with a lazy daughter. Magical creatures help Pear Blossom complete the impossible tasks she is ordered to do. And, as in all fairy tales, good triumphs. (This book is shelved in the Fairy Tale section of Reading Adventureland.)

The Lost Princess of Oz
by Frank Baum
(for older readers)
Did you know the author of the Wizard of Oz wrote 13 stories, many featuring fantastic new characters? In this take, Princess Ozma has disappeared along with her Magic Picture. Only Glinda the Good might be able to help, but the mystery deepens with the discovery that her magical instruments and The Great Book of Records are also gone. (This book is shelved in the Fantasy section of Reading Adventureland.)

Send in Your Drawing for a Chance to Win!
Kids, submit your museum-inspired drawing today for a chance to be featured in a future Play Time issue and win a carousel or train punch pass! Submit your art flat on 8.5”x11” paper to The Strong, Member Newsletter, One Manhattan Square, Rochester NY, 14607 or drop it off in the Kids’ Art box at the museum’s library desk. Artwork must have a museum theme or illustrate a museum exhibit.

Published entries will win a carousel or train punch pass good for five rides. Submissions must be signed on the reverse by a parent or legal guardian and include the parent or guardian’s first and last name, home address, phone number or email address, and the child artist’s first and last name, age, and home address. Only the child’s first name, last initial, age, city and state may be published. All submissions become the property of The Strong and will not be returned. Submissions do not guarantee publication.

Over the Rainbow Word Search!
Find the words listed below. Words may be hidden up, down, and diagonally, forward or backward. Use the letters left on the grid to fill in the secret message on the lines below.

BRAIN EMERALD CITY COURAGE
EMERALD CITY GLINDA HEART
HOUSE KANSAS LION
MELTING MUNCHKIN POPPIES
RUBY SLIPPERS SCARECROW TIN MAN
TORNADO WICKED WITCH,WINGED MONKEY
WIZARD YELLOW BRICK ROAD

Send in Your Drawing for a Chance to Win!

Meghan, age 7, Brighton
Summer 2014

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

**JULY & AUGUST**

**Now Open!**
**Boardwalk Arcade**
Play contemporary and historic arcade games, win tickets and redeem them for prizes, take a picture at the oversized postcard cut-out, play with beach toys, and so much more.

**Now Open!**
**Pinball Playfields**
Play your way through more than 80 years of pinball history. View pioneering pinball machines and try to rack up high-scores on a field of playable machines.

**Now Open!**
**Parker Brothers Games Display**
View historic Parker Brothers games displayed on the museum’s second floor.

**Friday, July 4**
**Museum Closes at 4 p.m.**

**Friday, July 4–Monday, September 1**
**Summer of Farewell Parades**
Join in the musical good-bye parades at the end of each day.

**Opens Tuesday, July 15**
**Wee Worlds of Fairy Folk**
Be enchanted by a display of award-winning fairy houses from the Corn Hill Arts Festival Fairy Houses Tour through Sunday, July 27. All summer long, explore the museum’s *Discovery Garden* to uncover hidden fairy doors.

**Monday, July 28**
**Meet a Rochester Red Wing**
Meet a Rochester Red Wings baseball player and team mascot, Spikes.

**Friday, September 19**
**The Play Ball**
Adults-only fundraising gala to benefit The Strong. For information, visit theplayball.org.

**Saturday & Sunday, September 6 & 7**
**Boardwalk Arcade Exhibit Closing**
Last chance to play contemporary and historic arcade games, win tickets for prizes, and more.

**Saturday & Sunday, September 6 & 7**
**Pinball Playfields Exhibit Closing**
Final weekend to play your way through more than 80 years of pinball history.

**Saturday & Sunday, September 13 & 14**
**Over the Rainbow Weekend**
Meet Dorothy and Toto, enjoy Oz-themed crafts and activities, and more.

**Mondays, September 15, 22 & 29**
**Storytime Club**
Making Friends: stop in for children’s stories about friendship and have your Storytime Club passport punched.

**Friday, September 19**
**Museum Closed**
The museum is closed to the public in preparation for the Play Ball gala.

**Friday, September 19**
**Cinderella Weekend**
Meet Cinderella, her evil step-mother, and her ugly step-sisters; visit with artist and book illustrator Nancy Wiley; and enjoy Cinderella-themed activities.

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

Opening October 4!

**LEGO Castle Adventure**
Produced by The Children’s Museum of Indianapolis
Number One Family Museum in Country

FamilyFun magazine, an affiliate of Parents, named The Strong the nation’s number one family museum and the number four overall favorite family destination in the country trailing only Disney World, Universal Studio’s Islands of Adventure Theme Park, and the city of Orlando. The magazine asked its readers to consider hundreds of museums, theme parks, national parks, historic site, zoos, aquariums, and cities. Winners were announced on the Today Show in April. Other museums in the top 10 included the Museum of Science and Industry in Chicago and the Smithsonian’s National Museum of Natural History. Other destinations in the rankings included Yellowstone National Park, and Mount Rushmore.

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 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.

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

The Strong is a United Way donor designation agency (ID#2556).

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. The museum accepts Visa, MasterCard, American Express, and Discover.

PARKING

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

On high visitation days, the museum lot may reach capacity early in the day. If space is not available on site at the time of your visit, you will find additional parking (fees apply) at neighboring municipal garages.

MUSEUM HOURS

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

The museum will close at 4 p.m. on Friday, July 4.
The museum is closed all day on Friday, September 19.

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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$4 for nonmembers; children under age 2 free.

$13.50, under age 2 free, museum members free.