Explore the science behind the art of animation amid colorful, larger-than-life graphics of popular characters from Cartoon Network at Animation, a new, highly interactive exhibit at The Strong February 1 through April 27.

Families and children will delight in bringing their own creations to life—from storyboarding, character design, and drawing techniques, to movement, timing, filming, and sound selections. Guests can explore an array of animation tools and techniques, including cartoon drawing, visual effects, cel layering, computer animation, and stop-motion and time-lapse technology. The exhibit also presents the history of animation and features a screening room and a cartoon museum.

Discover six thematic areas in the exhibit:

**History:** Learn about early animation and apparent motion. Manipulate and spin three-dimensional objects with a praxinoscope to see them morph into a single animation. Visit the Penny Arcade and test a mutoscope, a hand-cranked 19th-century animation viewer.

**Animation Studio:** Explore the process of animation, from story creation to animators’ techniques and tools. Develop a storyboard from a series of picture cards, draw characters, enlarge drawings with a pantograph, and create scenes using layered cels and moving backgrounds.

**Art in Motion:** Discover why art and math are important allies when creating characters, motion, and change with help from Cartoon Network’s Foster’s Home for Imaginary Friends. Animate yourself using a large floor grid, camera, and computer.

**Science Laboratory:** In Dexter’s Laboratory, delve into the science and technology that make animation possible. Create the illusion of a bouncing ball with a “squash and stretch” technique and find out how the action slows down or speeds up with time-lapse videos. Watch yourself “hover” while exploring visual effects in a full-body interactive experience that uses the same type of special effects Hollywood uses in movies and television.

**Sound and Stage:** Discover the principles of sound and phonetics with characters from Chowder, Ben 10: Alien Force, and Kids Next Door. Explore the complexity of matching phrases to different mouth shapes. Add your own voice to a silent animation and watch the character say your words. Set the mood of a film by selecting background music from a variety of soundtracks.

**Cartoon Museum:** View clips of popular animations such as Josie and the Pussy Cats, Top Cat, The Jetsons, Challenge of the Super Friends, and many more while learning the secrets behind their production. Examine unique artifacts such as cels, models, and storyboard drawings from classic and favorite animations such as Scooby-Doo, The Powerpuff Girls, and The Flintstones. View nostalgic toys and other fun, pop-culture objects based on classic Hanna-Barbera characters.

ANIMATION was created and is circulated by the Oregon Museum of Science and Industry.™ and © 2013 Cartoon Network. All rights reserved.
Animation Fun Facts!

• Walt Disney had only two animators working for him when he created *Steamboat Willie* in 1928.

• *Snow White*, which premiered in 1937, was the first American animated feature film. It cost $1.4 million to produce.

• During the production of *Snow White* in the mid-1930s, the Disney studio increased its animation team from 187 to 600.

• *Three Little Pigs* cost $16,000 in 1933. In contrast, *Sleeping Beauty*, which was made in 1959 and was one of Disney’s most expensive animated features, cost $6 million.

• Some 350,000 drawings were made for the production of *Robyn Hood*, with more than 100,000 painted cels and 800 painted backgrounds.

• Production of *Beauty and the Beast* took three-and-a-half years and required the talents of nearly 600 animators, artists, and technicians.

• Computer-generated imagery enabled the filmmakers of *Aladdin* to create the magic carpet ride through the Cave of Wonders, the intricately patterned carpet itself, and the tiger head cave.

• *Toy Story* was the first animated feature ever generated completely on computers.

• The Strong has more than 700 animation cels in its collections, including those pictured here from Disney’s *Snow White* and *Cinderella*. 
**Upcoming Programs & Events**

**Storytime Club**
Celebrate the joy of reading. Hear classic children's stories read aloud on select Mondays at 10:30 and 11:30 a.m. and be whisked away on literary adventures with Storytime Club. Have your Storytime Club passport punched once during each visit. Collect five punches and receive a free children’s book!

- **Mondays, January 6 & 27**: Bear Buddies
- **Mondays, February 3 & 24**: Love Is in the Air
- **Mondays, March 10, 17, 24 & 31**: Silly Seuss Stories

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

- **Monday, January 13**: ABCs and 1, 2, 3s—Enjoy songs and stories about the alphabet and counting.
- **Monday, February 10**: Celebrating Friendship—Learn to share and care with crafts and books about friends and family.
- **Monday, March 3**: Fairy-tale Fun—Be whisked away to faraway places with fairy-tale-themed song and dance.

**Fashionistas Weekend**
Saturday, January 11, 11 a.m.–4 p.m.
Sunday, January 12, 1–4 p.m.
Calling all fashionistas! Transform yourself into a runway model with glamorous outfits and consult with The Strong’s fashion guru extraordinaire, Kiki. Need an accessory? Design your own crazy hat or mysterious mask. Then strut your stuff on the catwalk and pose for pictures with adoring fans. Stop by the styling salon to give Barbie a new hairdo and check out a display of Barbie and other fashion dolls to see how styles have changed over the years. Meet Stacey, the Hat Lady, and explore colorful hats and headdresses from Asia, Africa, Europe, and South America.

**Little Builders Exhibit Closing**
**Saturday & Sunday, January 4 & 5**
Put on a construction vest, grab some orange rubber cones, and become an engineer or construction worker before the Little Builders exhibit closes. Explore the concepts of construction, motion, simple machines, and more at 20 interactive stations. Additional zones brimming with colorful, open-ended building materials offer hands-on fun for all ages.

**Celebrating Diversity**
**Monday, January 20, 11 a.m.–4 p.m.**
Honor the legacy of Dr. Martin Luther King Jr. and enjoy the interactive show “Championing Equality through the Power of Creativity” by Alfred University’s Art Force Five at 1 and 2:30 p.m. See how creativity can assist in problem-solving and in promoting fairness. (Participants receive an Art Force Five badge.)

Also, view a special, one-day-only comic book display by Art Force Five that illustrates America’s journey toward civil rights. The display includes more than 25 classic comics and tackles questions such as, “Was Superman created to fight bullies?” and “Was Marvel’s Black Panther part of the Black Panther party?”

At 11 a.m. enjoy “A Moving Experience,” a peace-themed modern dance performance by the Arc of Monroe. Help peace take flight by crafting a paper dove to hang in the museum.
Paws and Claws Weekend

**Saturday, January 25, 11 a.m.–4 p.m.**
**Sunday, January 26, 1–4 p.m.**

Enjoy a weekend of tail-wagging fun and meet scaly, furry, and feathered friends. Check out a mini-zoo of unique animals from Jeff Musial and Nickel City Reptiles and Exotics (as seen on *The Late Show with Jimmy Fallon* and *Martha Stewart*). Meet the handlers and learn facts about each reptile and mammal’s natural habitat, preferred survival techniques, and eating habits.

Shake paws with trained therapy dogs from Lollypop Farm Pet Assisted Therapy, retired racing greyhounds from Greyhound Adoption of Greater Rochester, and Siren the Fire Dog, a dalmatian that aids the Livingston County fire department. Learn about the special training these pups undergo as part of their canine careers.

Cheer on battery-operated hamsters as they compete at the Toy Hamster Raceway. Make a pet toy to donate to a local animal rescue organization, play a fish-finding game at *Rainbow Reef* aquarium, and receive a temporary fish tattoo.

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**Team Meet & Greets**

Meet, greet, and pose for pictures with mascots from Rochester sports teams.

**Monday, January 20**
**Rochester Lancers**
**Mascot Louie**
10–11 a.m.

**Sunday, January 26**
**Rochester Americans**
**Mascot Moose**
1–2:30 p.m.

**Monday & Tuesday, February 17 & 18**
**Rochester Knighthawks**
**Mascot Thunder**
10–11 a.m.

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**Animation Opening Celebration**

**Meet Scooby Doo!**

**Saturday, February 1, 11 a.m.–4 p.m.**
**Sunday, February 2, 1–4 p.m.**

Meet and pose for pictures with Scooby Doo, Cartoon Network’s canine celebrity, at the opening weekend celebration for the new *Animation* exhibit. Explore the exhibit to experience firsthand the many processes used in the art of animation—from the original concept to the finished product. Sharpen your animation skills using exhibit interactives and create your own animation craft.

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**Fat Brain School-Break Week**

**Saturday, February 15–Sunday, February 23**

Fatten up your brain through play! Put on your thinking cap and challenge yourself to mind-expanding Fat Brain games and toys such as the new Squigz and Tobbles, along with classics such as Twig, Reptangles, and Hexactly. Build amazing creations with Dado Cubes—a toy inspired by The Strong’s National Toy Hall of Fame inductee, the cardboard box!
Upcoming Programs & Events

Sound the trumpets! Come dressed in your most regal attire and be whisked away to a royal court. Join the Queen of Play for live music, pageantry, and courtly dancing. Enjoy song and dance with Nonesuch Early Music Ensemble, “feast” at the royal banquet table, and create your own crown or scepter. On Saturday only, get caught up in the magic of Rochester Lyric Opera’s production “The Happy Prince,” a one-act opera based on the Oscar Wilde story at 11 a.m. and 1 and 3 p.m.

The Royal Ball
Saturday, March 1, 11 a.m.–4 p.m.
Sunday, March 2, 1–4 p.m.

Check out real armor and try on chainmail to see how heavy it is. Work on your hand-eye coordination with Nerf slingshots in Sherwood Forest and stop by Rapunzel’s hair salon for a fashionable, courtly hairdo. Receive a bejeweled gift from the Fairy Godmother. Also, create your own imaginary world of princesses, dragons, and knights with Folkmanis puppets.

Get Animated! Cartoon Weekend
Meet Ben 10 and Bugs Bunny
Saturday, March 15, 11 a.m.–4 p.m.
Sunday, March 16, 1–4 p.m.

Stop by to say hello and pose for pictures with popular Cartoon Network characters Ben 10 and Bugs Bunny at Get Animated! Cartoon Weekend presented in conjunction with the Animation exhibit.

Work with professionals from Rochester’s own Animatus Studio to create a stop-motion animation. Enjoy an opportunity to talk one-on-one with animators, ask questions about their artistic process, and see samples of their work. View a variety of animation techniques including drawn, handmade, and 2D and 3D computer-generated images.

Don’t miss screenings of the new, full-length animated film El Americano: The Movie (in Spanish and English) before it opens in theaters. Enjoy a presentation about the film by its director, Ricardo Arnaiz, and see if you have what it takes to be a voice-over star. Hone your skills at how-to-draw sessions and make crafts based on colorful characters from the movie.

 Courtesy El Americano: The Movie.
Members Score
Savings at Local Sporting Events

**Rochester Americans**
The Rochester Americans hockey team offers The Strong members $16 tickets for any seat in the arena at select games. To purchase tickets, contact Lee Maslyn 585-286-9933 and mention that you are a member. Tickets must be purchased by 1 p.m. the day of the game. Some restrictions apply.

- Wednesday, January 8 at 7:05 p.m. vs. Binghamton Senators
- Sunday, February 16 at 3:05 p.m. vs. Texas Stars. Moose’s Birthday and $14 tickets!
- Sunday, March 9 at 5:05 p.m. vs. Oklahoma City Barons
- Friday, April 18 at 7:05 p.m. vs. Syracuse Crunch

**Rochester Knighthawks**
Don’t miss the action at the Blue Cross Arena this winter as the Rochester Knighthawks embark on their quest for a league-record third straight National Lacrosse League Championship. Members of The Strong can purchase discounted tickets to select games for $10. To purchase tickets, call 585-454-4295 and mention that you are a member. Tickets must be purchased by 5 p.m. the day before the game. Some restrictions apply.

- Saturday, March 29 at 7:30 p.m. vs. the Edmonton Rush. All kids age 12 and under are free at this Kids’ Day game.
- Saturday, April 5 at 7:30 p.m. vs. the Minnesota Swarm. Don’t miss this Give Back to Charity game where all “200 End” seat tickets are just $10 each with half of the ticket sales going back to The Strong. Tickets are limited!

Visit museumofplay.org member discounts page for more valuable discounts and special offers.

**Upgrade to Patron Level**
Thanks to The Strong’s partnership with the Association of Children’s Museums, Patron-level members receive discounted admission to more than 200 children’s museums across the United States and Canada. Visit childrensmuseums.org for a list of participating museums. Discounted admission offers families a cost-saving way to experience other children’s museums.

Patron-level members also receive four one-time use museum guest passes and passes to Dancing Wings Butterfly Garden—a $70 value—for only $41 more than the cost of a Family- or Grandparent-level membership. Ask about upgrading your membership at the museum admissions desk or call 585-263-2700 x254.

**Inside the Museum Shops**
**Buy 2, Get 1 Free**
Buy two Melissa & Doug floor puzzles and get the third one free. Offer valid January through March 2014 while quantities last. Some restrictions apply.
Sketches Reveal Toy Design Process

Toys featuring the likeness of Disney, Marvel, and Nickelodeon characters, as well as figures from favorite Saturday morning television cartoons, have been accompanying children’s fast-food meals for decades. A recent donation by toy designer Garth Parker of Irvine, California features thousands of designs for premium toys created for companies such as Burger King and McDonalds. Comprised of sketches, drawings, and notes for promotional merchandise designed by Parker from the mid-1980s through 2012, the collection provides unique insight into the creative process of a merchandise creator. Also included are “leave-behind” books and other materials printed to assist companies in selecting merchandise.

Additionally, Greg Hyman, co-inventor of Tickle Me Elmo and more than 120 other licensed toys, has added notebooks to his existing collection of archival materials, toys, and prototypes housed at The Strong. These primary source materials include lab notes, schematics, and sketches of draft projects related to toys that he designed from 1977 through 1995. The materials illuminate the evolution of electronic game designs and provide researchers an important overview of early electronic toy technology.

Javanese Wooden Puppets and Classic Bicycle Cruisers Added to Collections

Through a gift from Bernard and Norine Selby, The Strong has acquired a set of five wooden doll puppets with origins in Java, Indonesia. The puppets are known as “wayang golek” (“wayang” for shadow or ghost and “golek” meaning three-dimensional) and have evolved from Java’s traditional “wayang kulit,” or shadow theater.

The stories of Javanese shadow theater reflect the influences of Indian and Islamic cultures on the island. According to some puppet historians, puppeteers began using wayang golek in the 1600s, and the puppets influence continues to this day. Theater director Julie Taymor, who studied in Indonesia many years ago, incorporated techniques of Javanese puppetry to bring characters to life in the popular Broadway musical The Lion King.

The carved and painted wood Javanese puppets in The Strong’s collection portray a groom, bride, noble man, noble woman, and a Semar servant clown. The bride and groom are depicted in ceremonial wedding costume and the clown servant is clad in a white geometric print garment. The lower body of each puppet is constructed of a single piece of turned wood mounted to a round wooden base. Wooden rods attached to the puppets’ hands allow a puppeteer to manipulate the figures.

The Strong has added 16 examples to its growing bicycle collection. Included among them are a Sociable Tricycle produced between 1930 and 1940; low-slung chopper-style bikes from the 1990s, such as the Dyno Roadbuster Bicycle and Giant Stiletto Chopper Bicycle; and a Swing Bike popular in the mid-1970s that featured independent steering for both the front and back wheel, allowing for wacky maneuvers often accompanied by unanticipated crashes.

Part kid’s toy, part adult athletic equipment, and part basic transportation, bicycles first gained popularity at the end of the 19th century. Since then bike designs have ranged widely from the balloon-tired cruisers of the 1930s to kids’ bikes inspired by motorcycles and rocket ships to bicycles designed for fitness, tricks, and off-road endeavors. An iconic plaything offering fun and fitness for all ages, the bicycle was inducted into The Strong’s National Toy Hall of Fame in 2000.

Museum Artifacts Travel Across the State and Across Town

The Strong’s playful collections often help enrich museum displays across the country and abroad. Recent artifact loans include vintage skateboards and skateboard-themed objects to the Everhart Museum in Scranton, Pennsylvania, for their Sidewalk Surfing: The Art & Culture of Skateboarding exhibit, open through December 30; and examples of folk art to Rochester’s own Memorial Art Gallery for their Memory Theatre exhibit open through December 29.
ICHEG Helps Position Rochester as a Major Video Game Hub

Though video game development has been concentrated in Silicon Valley, and Kyoto and Tokyo in Japan, with today’s technology, people can develop games from anywhere. The state Senate Select Committee on Science, Technology, Incubation, and Entrepreneurship concurs.

At an October conference held in Rochester, the committee cited The Strong’s International Center for the History of Electronic Games (ICHEG) and RIT’s school of video game design as key assets driving video game development, making Rochester an important industry hub and a vital part of New York State’s video game industry. Legislators at the conference discussed potential ways to use legislation or economic incentives, or both, to encourage further development of the industry here and across the state.

According to Jon-Paul C. Dyson, director of ICHEG, Rochester’s highly educated workforce, The Strong’s unparalleled video game collections and preservation efforts, and Rochester Institute of Technology’s top-rated game development program make Rochester a center of game design that could stoke New York’s economic engine.

Wired Touts ICHEG

The Strong and its International Center for the History of Electronic Games were introduced to a worldwide audience after Wired magazine editor Chris Kohler visited to film an exclusive story on a newly acquired Japanese collection of 7,000 video games—the largest public collection of Japanese video games in the world. In October, Wired posted four separate videos showcasing the The Strong’s Japanese video game collection, rare arcade video machines, historic documents, and more.

New Collection Illuminates Video Game Trailblazer

The family of Jerry Lawson has donated a collection of materials that chronicle the innovative contributions of one of the most significant figures in early video game history. Gerald A. “Jerry” Lawson (1940–2011) changed the way the world played video games. Lawson was among the first African American engineers in the world of electronics and one of only a handful involved in the early days of the electronic gaming industry. His pioneering work is best illustrated by the Fairchild Channel F video game system, the first home console with removable game cartridges. Credited as the “father of the video game cartridge,” it was Lawson, along with Fairchild engineers Nick Talesfore and Ron Smith, who first made it possible for consumers to play a variety of video games at home on a single console. The interchangeable cartridge system likewise transformed the home console industry, ultimately generating millions of dollars in profits for companies such as Atari and Nintendo—who produced best-selling cartridge-based systems until Nintendo’s last one, the N64, in 1996—and paving the way for today’s multigame disc-based systems.

Lawson moved from Queens, New York, to California’s Silicon Valley in the 1970s to work for Fairchild Semiconductor. There he created one of the earliest examples of a microprocessor coin-operated game—Demolition Derby. It was after this invention that Fairchild put Lawson in charge of video game division.

Lawson was among the early members of the Homebrew Computer Club, which included such computer industry luminaries as Apple founders Steve Jobs and Steve Wozniak. In the early 1980s, Lawson left Fairchild and founded Video Soft, Inc., an engineering design company and game developer best known for its novel Atari 2600 Color Bar Generator (1984) utility cartridge.

The Gerald A. “Jerry” Lawson Collection is comprised of iconic artifacts, prototypes, and documents that chronicle how Lawson and his team developed the trailblazing console technology that was quickly overshadowed by the Atari 2600. The donated items include three generations of Fairchild Channel F prototype Printed Circuit Boards (PCBs); a Fairchild Channel F (1976) and Channel F System II (1979); dozens of games including Channel F and Video Soft prototype cartridges, a game originally produced for the first video game-themed television show TV Powww!, and a copy of the rare Video Soft Color Bar Generator utility cartridge; documentation on the Channel F and Video Soft including a blue print of the Channel F console case; function specifications for several Channel F and Video Soft games; an original Video Soft business plan; proposals and documentation for unreleased projects; and Lawson’s original Fairchild employee badge.

Materials will be cared for by The Strong’s International Center for the History of Electronic Games to ensure that present and future generations can explore their historical and cultural significance.
Researchers Examine Play-Related Materials

Through its fellowship program, The Strong encourages and supports scholarship by inviting researchers to use its wealth of resources on the history of play and playthings to inform theses, dissertations, books, and other scholarly works.

In July, S. Lynneth Solis, a doctoral candidate from Harvard University Graduate School of Education, reviewed museum collections and library materials to inform her study of the role of play in children’s development. She examined books and papers of noted play scholars such as Brian Sutton-Smith and Anthony Pellegrini and artifacts including play blocks, construction sets, and objects from the museum’s toy company collections for Fisher-Price and Playskool.

For three weeks in August, fellowship recipient Jonathan Clemens from the University of Minnesota studied how producers, users, and mediators affect technological innovation. Clemens reviewed company documents, including those in the Atari Arcade Design Collection, that provide insight into the conditions of the early video game industry; periodicals, such as those in the Kevin Gifford Video Game Magazine collection, that grant perspectives on consumerism; and dozens of video arcade games that inform how play is experienced, how video arcade technology has changed over time, and the role of cabinets in advertising and narrative.

Sarah Scripps, PhD candidate, Department of History at University of South Carolina, also completed a three-week fellowship in August. In her investigation of the formation of youth scientific communities from 1915 to 1960, Scripps analyzed construction sets, science toys, and related ephemera. Her research shed light on how toy manufacturers promoted science and technology to a rising generation of consumers and the ways children responded by mastering new tactile and cognitive skills, performing experimentation, and learning the broader societal implications of science in the context of their households and communities.

Pretend Play Probed in Special Journal Issue

When a child crawls into a make-believe cave world underneath the covers, will she be spurring her intellectual, emotional, and social growth? Many scholars say yes, and consider play essential for a child’s full development. But how can the positive influences of pretend play be measured? In a special issue of the American Journal of Play, some of the nation’s most distinguished cognitive psychologists and scholars of early childhood help answer that question.

Pioneering Yale University play researchers Dorothy G. Singer and Jerome L. Singer, who have published hundreds of studies about play over the last four decades, lead off this special issue. In a wide-ranging interview, they describe numerous benefits of pretend play. According to the Singers, children reach a milestone in their development when they begin playing imaginatively at around 18 months of age, as they start to use something other than an original object (like a box) to represent another (such as a car). Pretend play later confers special advantages; and, according to the Singers, “children who are not very good at make-believe differ significantly in their imaginations, social behavior, and aggression from children who are excellent make-believe players.” In the Singers’ view, play helps to develop vocabulary, flexibility, and large and small muscle control. Through play, kids also learn how to cooperate and share—if they expect to stay in the game. “And that’s a very important part of play for not only self-control, but for social behavior.”

The complete issue of The Strong’s American Journal of Play can be accessed freely online at journalofplay.org.

Chess and Rubber Duck Inducted into National Toy Hall of Fame!

The venerable, ancient game of chess joined the splashy toddler bath companion, the rubber duck, as honored toys in the National Toy Hall of Fame.

One of the world’s oldest games, chess springs from an ancient Indian war game called chaturanga, in which pawns represented different types of fighting men. The game caught on in Asia and finally in Europe. By 1475, in England, chess evolved into the game we recognize today, with similar pieces and moves.

There’s no evidence of exactly who hatched the idea of the rubber duck, but the first rubber toys appeared in the late 1800s, when manufacturers made use of Charles Goodyear’s process for rendering rubber into malleable material. The first rubber ducks didn’t even float: they were cast solid and intended as chew toys. By the 1940s, the yellow figure evolved into the iconic floating companion we recognize today. In 1970, Sesame Street’s Ernie fixed the rubber duck’s image as the quintessential tub toy when he sang “Rubber Duckie.” Today, rubber ducks aren’t even rubber—they’re mostly made of vinyl—but the cheerful yellow quackers have become iconic items in pop culture worldwide.

Chess and the rubber duck entered the hall at a ceremony on November 7, 2013. During the ceremony, nationally syndicated cartoonist Leigh Rubin (Rubes) presented two commemorative cartoons, which he created in honor of the newest inductees.
Susan Trien, Senior Director of Public Relations and Advertising, Retires

After nearly 23 years of service, Susan Trien, senior director of public relations and advertising, retired from The Strong in December. When Susan began her museum career in 1991, the museum looked very different and attracted around 135,000 visitors a year. The Strong now welcomes nearly 600,000 guests annually from all 50 states and six continents, is the size of five football fields, and holds the world’s largest collection of toys, dolls, games, video games, and other play-related items. As the institution grew in size and scope, Susan played a vital role in building new audiences and bringing national attention to The Strong and its programmatic elements.

“Susan has been instrumental in bringing The Strong’s message about the value of play to widening audiences,” says Suzanne Seldes, vice president for marketing and communications. “She’s a consummate professional who brings a unique sense of inquiry, wonder, and humor to everything that she does. Work truly is her play.”

Through the years, Susan spearheaded efforts to increase The Strong’s visibility in regional, national, and international media, helping the museum achieve far-reaching recognition for its authority on play. Most notably, she helped raise The Strong’s National Toy Hall of Fame to cultural significance, and news of its induction regularly appears in noteworthy publications and on prominent television programs. Susan also oversaw the museum’s advertising program, helping to attract millions of guests of all ages. When asked what accomplishment makes her most proud, Susan said, “There are so many moments to be proud of in my career. I’m very lucky to have settled into this job, and it’s been amazing to see the museum grow and prosper. I feel great about what I’ve accomplished here.”

The Strong Welcomes New Trustee

Matthew Tipple, relationship manager at M&T Bank, has been elected to The Strong’s board of trustees. Prior to joining M&T Bank, Tipple held leadership positions in the United States and abroad with firms specializing in securities lending, asset management, equipment leasing and financing, and international transaction sourcing. He holds a bachelor’s degree in economics from the University of Vermont and an MBA in Corporate Accounting and Finance from the William E. Simon School of Business.

Tipple brings to The Strong a wealth of successful experience and business acumen and the ability to contribute invaluably as the museum continues a period of extraordinary growth.

Out and About

In September, President and CEO, G. Rollie Adams, was recognized with the VisitRochester Tourism Civic Award for his commitment to promoting Rochester.

Also in September, Christopher Bensch, vice president for collections, provided a keynote address about the evolution of play in America at the World Congress of Play in San Francisco. In November, Bensch filmed a segment on toys at New York City’s F.A.O. Schwarz for Fox News’ The Willis Report.

In October, The Strong hosted the Reggio Study Group, a committee of the Rochester Association of the Education of Young Children. Woodbury School teachers Cheryl Nichols and Marlene Heuer, along with Debbie McCoy, director of early childhood programs and Woodbury School, presented an interactive workshop on how to use documentation in a preschool program. Additionally, McCoy also participated in a week-long Museum Teams Study Tour of the schools of Reggio Emilia, Italy in November.

Also in October, Vice President for Play Studies Scott Eberle presented “Creativity and the Elements of Play” as part of Monroe Community College’s Honors Institute speaker series.

In March, Jon-Paul Dyson, vice president for exhibits, will travel to Kyoto, Japan, to speak at an international conference on the global efforts toward digital game preservation. Dyson recently traveled to Denmark to consult on the creation of the LEGO House.
The Strong received a $149,903 grant from the Institute of Museum and Library Services to complete a 4,000-square-foot exhibit focusing on the history and evolution of play through pretend figures, including dolls, stuffed animals, action figures, toy soldiers, and other figural playthings. This exhibit, called Make Believe!, is scheduled to open in December 2014.

Rich in objects from The Strong’s world-renowned collections, and complemented by hands-on activities, Make Believe! will feature rare artifacts such as a doll from England dating from 1690, the first talking doll (created by Thomas Edison and pictured at right with Vice President for Collections Chris Bensch), a Barbie doll prototype, the earliest teddy bears inspired by President Theodore Roosevelt’s 1903 hunting expedition, and historic play sets including early Noah’s Arks. Museum guests will also enjoy interactive components including an oversized walk-in dollhouse and an animal hospital with props for role-play.

The Strong’s collection of dolls, stuffed animals, toy soldiers, action figures, and other play figures is the largest diversified collection of such artifacts in a public institution in the United States, showcasing not only how toys have changed over time, but also how these changes have reflected and influenced American culture.

Lisa Feinstein Named Vice President for Institutional Advancement

The Strong is pleased to introduce Lisa M. Feinstein as its new vice president for institutional advancement. In this role, Feinstein will work closely with The Strong’s President and CEO, Rollie Adams, to further develop and execute a comprehensive institutional advancement program. Her responsibilities encompass supervision of The Strong’s fundraising efforts, including corporate and foundation giving, government grants, individual giving, planned giving, underwriting and sponsorships, and special events.

Prior to joining The Strong, Feinstein worked for more than five years at the State University of New York (SUNY) at Geneseo, where she most recently served as executive director of college advancement. Feinstein managed the public phase of the college’s recent $22 million capital campaign and also oversaw the development and execution of all fundraising and solicitation materials; worked closely with The Geneseo Foundation board of directors; and supervised the annual fund and donor relations teams. While at SUNY Geneseo, Feinstein also served as the secretary to the board, senior advancement writer, and executive director of campaign operations.

Feinstein is a graduate of the SUNY College at Brockport and served in the U.S. Army Reserves, where she was a small arms supply specialist. She lives in the City of Rochester.

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:

Windstream

Thank you to these corporate partners for renewing their memberships:

Bill Gray’s Restaurants
Harris Beach PLLC
JPMorgan Chase
KeyBank
M&T Bank
MVP Health Care
Trane
Tucker Printers

Target Grant Supports Reading Programs

For the sixth consecutive year, The Strong has received grant funding from Target to support its two early childhood reading initiatives, the Storytime Club and Monday Kicks programs. Both programs are designed to encourage young children and their parents or caregivers to read together and to foster a love of reading in children at an early age.
Louise Woerner’s and Don Kollmorgen’s lives have led them many places. But when Louise talks about growing up in Rochester, it is obvious that despite their travels and busy careers, Louise and Don think of Rochester as home.

“I grew up on Harvard Street—and we live close to there now,” says Louise. “Both Don and I have lived in several cities, so to come back here and live four or five blocks from where I grew up is just amazing.”

Louise smiles nostalgically when she talks about her youth in Rochester. “I’ve had a blessed life,” she reminisces. “My parents valued education. I went to School Number 1 and Monroe High, where I was able to get a good enough education to earn a full ride to college and then to graduate school.”

After working as a consultant and doing analytical work in Washington, DC, Louise found herself pulled back to Rochester. When her mother passed away, her siblings lived out of state and her father needed support. She recognized that society was changing, and that there was a growing, genuine need for in-home healthcare.

“One of my friends gave me this advice long ago,” she says, “Ride the horse in the direction that it’s going.” And Louise did just that.

She decided to stay in Rochester, and founded HCR Home Care in response to the area’s need for home healthcare providers. Over the past 35 years, HCR has grown to employ more than 800 workers, and Louise serves as the Executive Board Chair. Like Louise, Don has dedicated his life to public and community service, holding leadership positions at the U.S. Public Health Service and the National Institutes of Health.

Today, Don and Louise recognize that there are still many un-met needs in our community, and they help to fill those needs by supporting the causes and organizations that inspire them.

One of the organizations at the top of their list is The Strong.

“I think what interested Don and me about The Strong is that we both value education. We realized that kids coming out of city schools today probably do not have the advantages that I did,” explains Louise. Don agrees.

“Talking to Rollie Adams, The Strong’s CEO, and hearing about multiple theories of learning,” says Don, “it became clear to us that The Strong needs to be part of the educational system in our community.”

That’s why Louise and Don have committed their resources and time to help The Strong grow and further develop educational programs. In addition to generously supporting the museum, both Louise and Don have served on The Strong’s Board of Trustees. In fact, Don is currently completing his eighth year as a trustee.

But perhaps the most visual representation of Louise and Don’s commitment to The Strong sits on the corner of Chestnut Street near the Inner Loop: Dancing Wings Butterfly Garden. The garden was made possible by a leadership gift from Louise and Don—they funded its butterfly population in perpetuity—and stands as a testimony to the power of philanthropy and the difference that donors make at The Strong.

“An investment in The Strong puts money where it’s going to be well used, adds to a place that is a pillar in our downtown area, and strengthens our educational system,” says Don. “We need to support this organization in enabling people to learn in different ways.”

When asked why members and friends of the museum should join them in supporting The Strong by making an annual gift each year, Louise summed it up in two sentences. “Invest in a winner,” she said. “It is an inspiring place.”

To join Don and Louise in supporting The Strong, please call Audrey Bloch at 585-410-6346 or visit thestrong.org/giving. Gifts of all sizes make a difference and support the programs and exhibits that make the museum an extraordinary place.

www.museumofplay.org
Book Nook

Librarians’ picks from the Grada Hopeman Gelser Library

The Strong is one of only a handful of museums in the nation to offer a circulating library. Children’s books, at all reading levels, can be found in book nooks housed among the exhibits. Check out these featured works:

Crafts for Valentine’s Day
by Kathy Ross
(for young to intermediate readers)
Make something special for a special someone to show that you care about them! How about crafting a heart-shaped mouse or Valentine crown? Clear and colorful directions are given for 20 simple crafts featured in this book. (Shelved in the Kid to Kid exhibit.)

Draw!
by Kim Solga
(for intermediate to older readers)
Have fun while exploring important principles of art. One of the featured projects teaches animation by making a flip book. You can draw your own movie! (Shelved in the Kid to Kid exhibit.)

Beetles, Lightly Toasted
by Phyllis Reynolds Naylor
(for intermediate to older readers)
Andy can think of nothing else but the essay contest. He must win, not only for the prize money and newspaper photo, but to beat his cousin Jack. But neither Andy nor Jack could imagine the humorous outcome of this tale involving family and friends. (Shelved in the Wegmans Super Kids Market exhibit.)

Animation Double Puzzle!
Can you unscramble the words below? Read the Animation exhibit stories on pages two and three or check out the hints below for help. Use the letters in the numbered boxes to uncover a secret message.

SONW TIWHE

POTMUSCEO

TYBEAU

CLE

SOOBYC OOD

YOT SORYT

REEVUTNDA ITEM

TEH TIFLETNSOS

EHT SOTEJNS

ROCATNO

NILDAAD

RETEH LTIETLPSG

Clues:
1. First American animated feature film
2. A hand-cranked 19th-century animation viewer
3. ______________ and the Beast
4. Short for celluloid, a transparent sheet on which objects are drawn for animation
5. Shaggy’s canine sidekick
6. First animated film created completely on computers
7. Finn and Jack’s show
8. Fred and Wilma
9. George, Judy, and the kids
10. Two-dimensional illustrated visual art
11. Featured a magic carpet ride
12. An animation that cost $16,000 to create in 1933
Unless otherwise noted, events and character appearances typically end by 4 p.m. and are free to members.

JANUARY

Wednesday, January 1
Museum Opens at Noon

Saturday & Sunday, January 4 & 5
Exhibit Closing: Little Builders

Mondays, January 6 & 27
Storytime Club
Bear Buddies: go on a literary adventure! Have your Storytime Club passport punched. Collect five punches and receive a free children’s book. 10:30 & 11:30 a.m.

Saturday & Sunday, January 11 & 12
Fashionistas Weekend
Consult with The Strong’s fashion guru. strut your stuff on the catwalk, make your own accessories, and more.

Monday, January 13
Monday Kicks for Ages 2 to 6
ABCs and 1, 2, 3s: enjoy songs and stories about the alphabet and counting. 10 a.m. to 2 p.m.

Monday, January 20
Celebrating Diversity
Enjoy shows by Art Force Five. make a coffee-filter peace dove, and celebrate the legacy of Dr. Martin Luther King Jr.

Monday, January 20
Meet Louie Lancer
Meet the mascot for the Lancers, Rochester’s indoor soccer team. 10–11 a.m.

Saturday & Sunday, January 25 & 26
Paws and Claws Weekend
Meet unusual animals; learn about therapy, racing, and fire station dogs; and enjoy pet-themed crafts and activities.

Sunday, January 26
Meet Moose
Meet the mascot for the Rochester Americans hockey team. 1–2:30 p.m.

FEBRUARY

Saturday & Sunday, February 1 & 2
Exhibit Opening: Animation
Meet Cartoon Network’s Scooby Doo and explore the new Animation exhibit.

Mondays, February 3 & 24
Storytime Club
Love Is In the Air: go on a literary adventure! Have your Storytime Club passport punched. Collect five punches and receive a free children’s book. 10:30 & 11:30 a.m.

Monday, February 10
Monday Kicks for Ages 2 to 6
Celebrating Friendship: learn to share and care with crafts and books about friends and family. 10 a.m. to 2 p.m.

Saturday, February 15–Sunday, February 23
Fat Brain School-Break Week
Fatten up your brain through play! Challenge yourself to mind-expanding Fat Brain games and toys such as the new Squigz, Tobbles, Dado Cubes, and more.

Monday & Tuesday, February 17 & 18
Meet Thunder
Meet the mascot for the Knighthawks, Rochester’s indoor lacrosse team. 10–11 a.m.

MARCH

Saturday & Sunday, March 1 & 2
The Royal Ball
Come in regal costume and be enchanted by live music, pageantry, courtly dancing, live theater, and more.

Monday, March 3
Monday Kicks for Ages 2 to 6
Fairy-tale Fun: be whisked away to faraway places through fairy-tale-themed song and dance. 10 a.m. to 2 p.m.

Friday, March 7
Eastman School of Music Family Performance
Delight in a 20-minute performance followed by Q&A. 6 p.m.

Mondays, March 10, 17, 24 & 31
Storytime Club
Silly Seuss Stories: Go on a literary adventure! Have your Storytime Club passport punched. Collect five punches and receive a free children’s book. 10:30 & 11:30 a.m.

Saturday & Sunday, March 15 & 16
Get Animated! Cartoon Weekend
Meet Cartoon Network’s Ben 10 and Bugs Bunny and explore the Animation exhibit! Enjoy screenings of the animated film El Americano: The Movie and meet its director. Work with professionals from Animatus Studio.

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The Strong® is a highly interactive 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.

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 non-members; 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.

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

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

PARKING
Limited free parking is available at the museum for all guests on a first-come, first-served basis.

Please note that, 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 opens at noon on January 1, 2014.

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
Telephone: 585-263-2700
Website: museumofplay.org

PLAY TIME
Editor: Kelly Lucyszyn
Contributing Writers and Photographers:
Lisa Feinstein, Barbara Fulford, Victoria Gray, Jonathan Groff, Kelly Lucyszyn, Shane Rhinewald, Katie Riley, Suzanne Seldes, Susan Trien
Art Director: Niki Kruger, Zimmet Group

Woodbury School Adds Early Kindergarten Program

Apply now for 2014–2015 Preschool and Early Kindergarten

The Strong is pleased to announce that its Woodbury School has added early kindergarten options to its popular, existing preschool programs. Because of growing interest in the school and demand from parents for alternatives to traditional kindergarten tracks, Woodbury School (known previously as Woodbury Preschool) will now offer project-based, early kindergarten curriculum for four- and five-year-olds. This will be the only half-day program of its kind available to five-year-olds in the Rochester area, and children may now have the benefit of attending Woodbury School for up to three years. The early kindergarten program will be available on a two-, three-, or five-day-a-week schedule and will support children’s emerging social, math, and science skills through small group extensions of project work.

Applications are being accepted for Woodbury School’s 2014–2015 early kindergarten and preschool programs. Learn more at museumofplay.org.