

# PLAY Time



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February 9!

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Disney  
**DOC**  
McStuffins  
**The Exhibit**

**Opens  
February 9!**

Experience this imaginative, bi-lingual exhibit based on Disney Junior's Peabody Award-winning television series *Doc McStuffins*.



Be magically transported to the backyard of six-year-old Dottie "Doc" McStuffins, where she cares for broken toys and stuffed animals. Enter the backyard clinic, assume the role of a doctor-in-training, and learn lessons about healthy habits, empathy, and nurturing in unique hospital environments:

**Reception Area**

Hear messages of encouragement from Doc and friends Hallie, Stuffy, and Lambie at the reception area. Then grab a lab coat and join the hospital staff to perform check-ups and diagnose toy patients with ailments such as loose stitching or low batteries.

**Emergency and Operating Room**

Give your toys a check-up using a variety of tools, such as a stethoscope (to listen to hearts) and otoscope (to see in ears, noses, and throats). Digitally enter their diagnosis and track it using the Big Book of Boo Boos tablet. Wash up in the scrub sink and get ready to surgically repair your toy. Practice mending a ripped toy by using a string to close the open seam and puff up a sagging, inflatable toy with an air pump.

**Nursery**

Be welcomed by the lovable Lambie and take on the role of a caregiver for baby animals. Give the babies a bath and change their diapers before taking them through a naptime routine. Rock them in a mini-rocking chair, give them a warm bottle, and turn on a machine that plays soothing lullabies. After, tuck the babies into their cribs and adjust the lights.

**Pet Vet**

Put your pet toys in a CAT scan machine to diagnose their illnesses. Follow the recommended treatment to make them better. After, give your pets a pretend bath, put them under the dryer, and then use combs and brushes to get them looking their best. Find the assigned shelter for your pets and place them there to rest.

Crank a kinetic energy wheel to recharge Squibbles, a dog who barks and wiggles once he's been re-energized. Clean the hospital fish tank by removing old water and adding new, clear water. Then feed toy fish by working balls of food through a gravity maze.

*Doc McStuffins: The Exhibit* is produced by The Children's Museum of Indianapolis and presented by Riley Hospital for Children at Indiana University Health. Disney character live appearances are not part of the exhibit. © Disney

Produced by  
The Children's Museum of Indianapolis

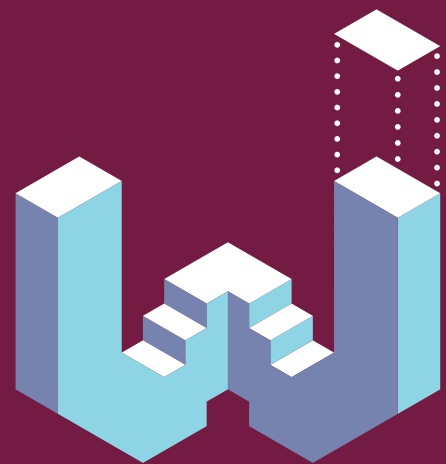


Riley Hospital for Children at Indiana University Health

Presented in the  
Fidelis Care Gallery **FIDELIS CARE**

Local media support from **Spectrum**

**Attention Members**  
*Doc McStuffins: The Exhibit* is open early for members on opening weekend. Show your membership card to gain admission beginning at 9 a.m. on Saturday, February 9, and 11 a.m. on Sunday, February 10.



## WOMEN IN GAMES

Learn about trailblazing women and discover their accomplishments in diverse areas of the video game industry:

### Game Designers and Programmers

View design documents from video game pioneers, including Carol Shaw's *Polo* and *River Raid* and Roberta Williams' *King's Quest* and *Phantasmagoria*. Play a round of *Centipede*, co-designed by Dona Bailey.

### Game Characters

Take a look at iconic female game characters and explore common themes between characters. See the various ways women are portrayed in video games and decide if a popular character is shown as a heroine or damsel in distress. View a timeline of female protagonists in games. Examine life-sized Lara Croft statues and discuss her evolution through the years in an interactive talk-back. Try your hand at the classic *Ms. Pac-Man* game.

### Company Executives

Explore examples of video games marketed to girls and created by female-led companies. Learn about the Nancy Drew series created by Her Interactive and spearheaded by the company's former CEO Megan Gaiser. View the Rockett video game series created by Purple Moon,

founded by Brenda Laurel. Learn about the women behind the Halo franchise at 343 Industries, including Bonnie Ross and Kiki Wolfkill.

### Game Writing and Art

Learn about the important contributions female scriptwriters have made to the video game industry. View scripts by Amy Hennig for *Soul Reaver* and *Uncharted*, and Rhianna Pratchett for *Mirror's Edge* and *Tomb Raider*. Create your own game plot on an old-fashioned typewriter. See graphics created by women for popular video games. View artwork by Mari Shimazaki for *Bayonetta*, *Soul Caliber*, and *Okami*. Examine art by Rieko Kodama for *Sonic the Hedgehog* and *Phantasy*. Watch as artwork comes to life on a digital easel.

### Video Game Music and Audio

Discover the women who create the unique sounds of a video game. Remix music from songs created by composer Yoko Shimomura for *Kingdom Hearts* and *Street Fighter II*. View artifacts such as sheet music created by Shiho Fuji for *Splatoon*. Listen to clips of voice actresses featured in popular video games, including Jennifer Hale in *Mass Effect*, Jen Taylor in *Halo*, and Ellen McLain in *Portal*.

Discover the untold stories of women in the video game industry in the *Women in Games* exhibit now open.

### Non-electronic Games

Explore board games designed by women. See a first-edition version of Elizabeth Magie Phillips's *The Landlords Game*, a predecessor to *Monopoly*; Eleanor Abbott's *Candy Land*; and Leslie Scott's *Jenga*.

The *Women in Games* exhibit will grow along with The Strong's planned expansion project. This collection of unique artifacts and historical materials highlighting female contributions to the video game industry will increase in scope and size as it moves into new gallery spaces once the expansion is complete. For more information about the project, visit [poweredbyplaycampaign.org](http://poweredbyplaycampaign.org).

The exhibit is produced by The Strong's International Center for the History of Electronic Games.



**Pictured upper right:** Gaming companies such as Sierra Entertainment, Her Interactive, Purple Moon, and The Learning Company which created titles from *Nancy Drew* to *Centipede*, have been founded and led by women.

**Pictured lower right:** Women have played key roles in the creation of games from *Candy Land* to *Halo*. These are just a few of the artifacts on display in the *Women in Games* exhibit.

## The 20 for 20 Book Challenge

Join the 20 for 20 Book Challenge! In honor of the Gelser Library's 20th anniversary, the museum is challenging guests to check out and read 20,000 books during the year.

Pick up a bookmark tally sheet at The Strong's Gelser Library desk and use it to record the title of books checked-out from the museum. After checking out 20 books and returning them, guests can submit the completed sheet at the Gelser Library desk and be entered in a quarterly drawing for a \$20 gift card to the museum's shop.

The 20 for 20 Book Challenge will continue through December 31, 2019.



## Carol D. Simmons Storytime Club

Celebrate the joy of reading. Hear 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. Every first Monday of the month, enjoy special activities to celebrate 50th anniversary of the *Sesame Street* television series.

### Mondays, January 7, 14 & 28

Fun in the Neighborhood: get over the cold weather blues with tales about indoor places to visit.

### Mondays, February 4, 11 & 25

Just One You: celebrate what makes each person special with stories about diversity.

### Mondays, March 4, 11, 18 & 25

Silly Stories: enjoy books featuring tongue twisters and silly rhymes.

Carol D. Simmons Storytime Club made possible through the generous support of Harvey D. Simmons in loving memory of his wife.

Media support from **ROC PARENT**



## Celebrating Diversity

Monday, January 21

Honor the legacy of Dr. Martin Luther King, Jr. and enjoy special performances celebrating black history presented by Bright Star Theatre. Watch *African Folktales* at 1 p.m. and learn about world cultures, literature, and the art of interactive storytelling with traditional stories that were shared for centuries by word of mouth.

Experience popular dances from different cultures by Grupo Cultural Latinos En Rochester, McMahan School of Irish Dance, and the YMCA's Hip-Hop Dance Troupe. Meet members of the Nazareth College Black Student Union Club, add your handprint to the "Colors of Us" community wall, and more.

## Pirates and Pals

Saturday & Sunday, January 12 & 13

Land ahoy! Bring your crew of buccaneers to the museum for a weekend of pirate-themed activities. Join the Happy Pirates for interactive musical performances at 11:30 a.m. and 2 p.m. on Saturday and 2 p.m. on Sunday. Shake fins with the Pout-Pout Fish from Deborah Diesen's illustrated book series. Check out model ships from the Model Shipwright Guild of Western New York. Visit the pirate play area and walk the plank, create a sea captain hat, dig in kinetic sand for buried treasure, make a raft to see if it floats, and more.



## Castle Play

Saturday & Sunday, January 26 & 27

Explore the majesty of castles and build a giant fortress using Builder Blox or cardboard Archquest blocks. Create a paper castle and personalize it with doors, windows, and flags. Act out an adventure using puppets and catapult foam balls at a dragon to save the day. Visit the museum's *Build, Drive, Go* exhibit to create soaring towers with king-size blocks.



## Sensory-Friendly Sunday

Sunday, January 27  
9 a.m.–noon

Enjoy a quiet and play-filled morning at The Strong during Sensory-Friendly Sunday. By opening early, reducing light and sound stimulation, and limiting the number of guests, the museum creates an inclusive experience for children with special sensory, developmental, or physical needs.

In 2018, The Strong held three successful Sensory-Friendly Sunday pilot programs. Because of the overwhelming guest support for these events, the museum is delighted to make Sensory-Friendly Sundays a recurring program.

“We are always looking to improve and do the best we can for the families and children that visit the museum,” said Nicole Osier, human resources assistant. “We launched these Sundays to give guests a chance to play in an environment that is comfortable and inclusive.”

Staff at The Strong train with Autism Up to learn how to help guests with special needs.

Sensory-Friendly Sunday is limited to 250 guests. Tickets are \$16 for non-members and \$11 for members. Registration is required. Visit [museumofplay.org/calendar/sensory-friendly-sunday](http://museumofplay.org/calendar/sensory-friendly-sunday) to register.

## Clifford's Valentine Fun

Saturday, February 2

Bring your sweetheart to the museum and meet Clifford the Big Red Dog. Enjoy story readings of sweet tales, including *Clifford's Valentine's Day*. Play a valentine matching game and create a work of art for a loved one. Practice your aim with Cupid's arrow and move your feet at the valentine hop.

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## Fit Kids Day

Saturday, March 2

Slide, run, or skip into the museum for activities that keep you moving. Join staff from the YMCA of Greater Rochester to learn about their summer camp offerings and enjoy demonstrations of martial arts and hip-hop dance. Practice your aim with a game of archery and stretch your body with yoga. Test your hockey skills in a game of sauce toss with staff from Bill Gray's Regional Iceplex and join in a game of pickleball with Rochester Accessible Adventures. Learn where to skate, ski, and play from the City of Rochester recreation department. Check out the flavors of the Rochester Public Market and discover healthy foods from Wegmans. Take pictures with the Tooth Fairy, Finley from the Rochester Razorsharks, Spikes from the Rochester Red Wings, and Moose from the Rochester Americans.

## Doc McStuffins: The Exhibit Opening Celebration

Saturday & Sunday  
February 9 & 10

Be transported to the backyard of six-year-old Dottie “Doc” McStuffins, where she cares for broken toys and stuffed animals. Help Doc perform check-ups and diagnose toy patients, treat them in the magical McStuffins Toy Hospital, perform procedures in the Operating Room, and more.

Opening weekend only, make your own doctor bag and “Big Book of Boo Boos.” Play a game of What's in Ned's Head and Little Organ Annie. Learn about keeping toys in good condition from The Strong's director of conservation who acts as the museum's “toy doctor.” Members can visit the museum early on opening weekend. See page 3 for details.



## Doc McStuffins School Break

Saturday, February 16–Sunday, February 24

Learn how to be healthy just like Doc McStuffins! Take a test to see how much you know about healthy habits, try your hand at exercises such as frog jumps and lunges, and design a Healthy Hero badge. Visit the *Play Pals* exhibit and measure, weigh, and test the vital signs of your favorite stuffed animals in the GUND Teddy Bear Check-Up area.

Then use your new skills in *Doc McStuffins: The Exhibit*. Help Doc McStuffins diagnose her toy patients and fix problems, such as loose stitching and low batteries, groom toy pets at the Pet Vet, feed baby toys in the Nursery, and more.



## Superheroes Weekend

Saturday & Sunday  
March 23 & 24

Soar into The Strong for a hero-filled weekend! Meet two of Marvel Comic's official superheroes—Black Panther leaps in on Saturday from 10 a.m. to 4 p.m. and Spider-Man swings by on Sunday from noon to 4 p.m.

Pose for a picture with Black Panther or Spider-Man at a designated time by picking up a free ticket in the museum's Adams Atrium the day of the event while supplies last.\*

All weekend long, come in costume and test out your superhero skills at Hero Training Camp in the *American Comic Book Heroes* exhibit! Scale a building, absorb “gamma rays” for super strength, and maneuver around objects on an aerial rescue mission. Journey through the golden age of comic books via radio and television broadcasts, video games, original 1940s radio scripts, and early comic books.

Meet professional comic book artists and learn about local comic book conventions such as Flower City Comic Con and Roc Con. And create crime-fighting accessories such as masks and cuffs to transform into your favorite superhero!



## Princess Palooza

Saturday & Sunday, March 9 & 10

Have a play date with your favorite princesses! Create a personalized crown with the Latina Princess, enjoy a tea party with Belle, and help the Frog Princess create recipes. Take aim at dragons with the Scottish Princess, build a tower with Rapunzel, and play with Sleeping Beauty's forest friends. Create your own magical microphone with Cinderella and use it to sing with the Snow Princess.



\* Timed tickets for superhero meet and greets must be picked up one hour before designated meeting times.

## New Toys Inducted into the National Toy Hall of Fame

Signs point to yes! After being named a finalist seven times, the mystical Magic 8 Ball has been inducted into the National Toy Hall of Fame. It joined the popular card game Uno and fast-paced pinball in the class of 2018.

### Magic 8 Ball

Introduced in 1946 by Abe Bookman, the Magic 8 Ball allows users to flirt harmlessly with fortune-telling. Users pose questions, shake the ball, and then read one of 20 answers that float to the surface at the bottom of the ball—ranging from “ask again later” and “signs point to yes,” to simply, “no.” The toy became an icon of popular culture, making its first television appearance on the Dick Van Dyke Show in the 1960s, and showing up later on hit series such as Friends and The Simpsons. Says Curator Michelle Parnett-Dwyer, “Millions of people have purchased a Magic 8 Ball in the last seven decades, and its wide appeal and quirky nature have helped it maintain popularity. According to some surveys, it’s one of the top 20 most popular toys of the 20th-century. The ‘Outlook is Good’ for Magic 8 Ball!”

### Uno

An Ohio barbershop owner named Merle Robbins dreamed up Uno while playing cards with his family. The new game—a shedding game like crazy eights, where players seek to empty their hand—proved to be simple enough for young children and varied enough for adults to enjoy. Robbins and his family produced 5,000 decks of Uno and pitched it across the United States before a manufacturer bought the rights to it. The game, now owned by Mattel, has inspired countless versions, including Elvis, Disney, and

Hello Kitty varieties. Says Curator Nicolas Ricketts, “Uno continues to be a top-selling game, and it owes its success to its variability of play, fast pacing, and its wide age appeal. When it comes to family friendly fun, it’s hard to beat Uno.”

### Pinball

Pinball traces its roots to the 18th-century French parlor table game called bagatelle. Modern, coin-operated pinball machines originated in 1931, and manufacturers added new features over the next two decades. Flippers transitioned the game from one of chance (and maligned by some as a form of gambling) to a game of skill. Over the last century, pinball has incorporated top brands (such as Star Wars, Indiana Jones, and Game of Thrones) and become common in bars, amusement parks, arcades, restaurants, family fun centers, and other public places. Chief Curator

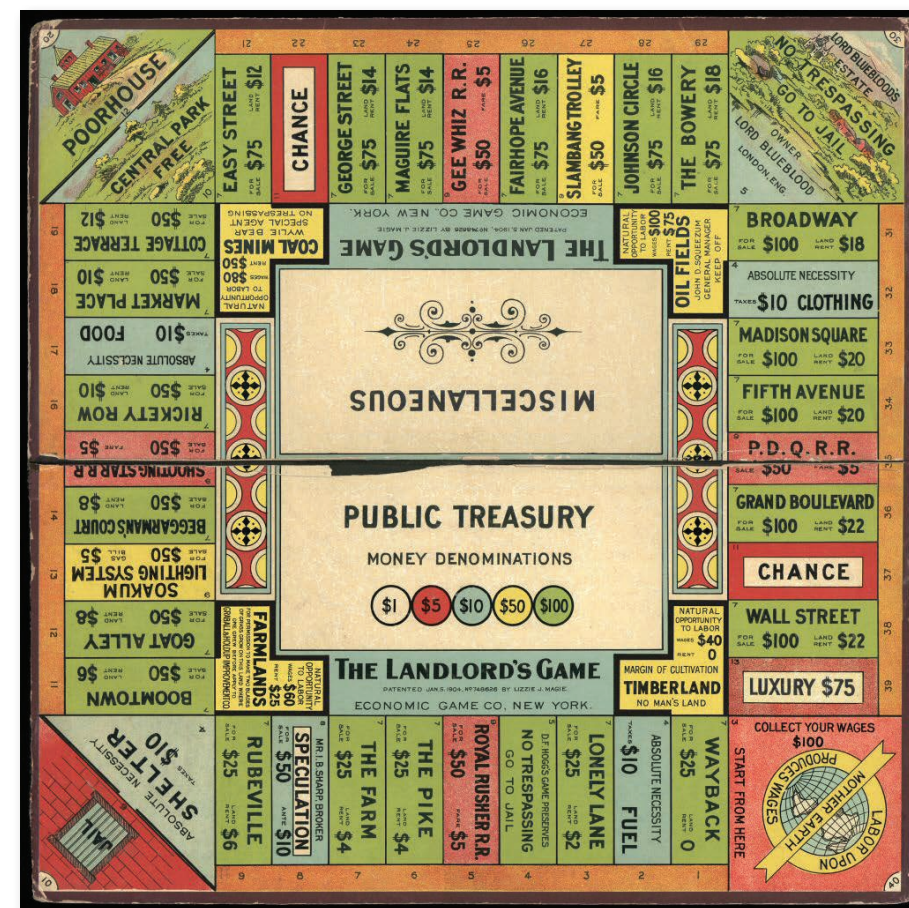
Christopher Bensch says, “Pinball has been enjoying a renewed interest as of late as a new generation of digital natives discovers the fast-paced, kinetic game play that’s easy to learn but tough to master. Pinball has also taken on new life in mobile friendly versions.”

Magic 8 Ball, Uno, and pinball entered the hall at a special ceremony at The Strong on November 8, 2018. Examples are on view in the *Toy Halls of Fame* exhibit on the museum’s second floor. For more information about past inductees, please visit [toyhalloffame.org](http://toyhalloffame.org).



## Nominate Your Favorite Video Games

Do you have a favorite video game that should be enshrined in the World Video Game Hall of Fame? Video game fans everywhere are encouraged to nominate their favorite games for induction this May. Nominations may be made at [worldvideogamehalloffame.org](http://worldvideogamehalloffame.org) and submissions for 2019 must be received by February 28, 2019.



1906 Landlord's Game

## Rare Pre-Monopoly Game Added to Collection

The Strong recently acquired a game board for The Landlord's Game, which directly influenced the design of Charles Darrow's Monopoly game. The game board adds to the museum's already deep Monopoly and pre-Monopoly collection, which is the most comprehensive in the world. (Monopoly was inducted into The Strong's National Toy Hall of Fame in 1998.)

“In many ways, The Landlord's Game was the direct ancestor of Monopoly, and perhaps three copies like this one are known to exist,” says Curator Nic Ricketts. “This board was the first and only published version based on the 1904 patent of its creator, Elizabeth Magie Phillips.”

Magie Phillips was an early, independent feminist and follower of Henry George, an economist and author who believed that people could own what they produced, but the earth belonged to everyone. His beliefs grew out of the great wealth inequalities of the late 19th century, and he inspired many followers of the time. Magie Phillips hoped her game idea would demonstrate or perhaps teach George's philosophies, and many who played the game created their own, folk versions.

A friend of Darrow taught him the game in the early 1930s, and Darrow asked to write down the game's instructions, which until then were not recorded except in Magie Phillips few published versions.

Darrow tried to market the game himself and it was eventually purchased by Parker Brothers. It went on to be the best-selling and perhaps the most popular proprietary board game in history. Although Parker Brothers long downplayed Monopoly's real origin story, Magie Phillips's game was the spark of the Monopoly phenomenon which continues in present times.

The game is on display in The Strong's *Women in Games* exhibit. See page 4 for details.

## The Strong Receives Collection of Early Board Games

The Strong recently received a donation of nearly 75 19th-century puzzles and board games from collector Ellen Liman, who gave the gift in memory of her late husband, Arthur Liman. The two enjoyed playing and collecting early board games along with their family. Liman also gave the museum a \$100,000 gift to help with the preservation of the games and the rest of The Strong's world-class board game collection.

“This collection includes a number of rare games,” says Curator Nic Ricketts. “The games help to fill in gaps in the museum's collection and help tell the story about important European precursors to American games.”

The collection includes the rare German gambling game Bell and Hammer (also known as Schimmel), the German strategy game Fortress Besieged, and a French bagatelle game (an early precursor to pinball). Rare Parker Games in the collection include examples of humorous games such as Sir Hinkle Funny-Duster and Grandma's Game of Minced Pie.

Examples of the games will be featured in a special display in the *Game Time!* exhibit in May 2019.



## Out and About

In September, Assistant Vice President for Education **Debbie McCoy** facilitated a workshop at The Strong on play in American classrooms for international graduate students from University of Rochester's Warner School.

In October, **Shane Rhinewald**, senior director of public relations, attended the I Love NY Fall Media Marketplace in New York City to meet with travel writers.

**Allison McGrath**, director of digital media services, spoke on a panel at the Inclusivity Through Accessibility: Engagement Through Mobile Apps event in Baltimore, MD, in October.

**Hillary Ellis**, director of conservation, was selected by the Pratt Institute in New York City to attend a four-day course on the conservation of plastics in October taught by senior researcher Yvonne Shashoua of the National Museum of Denmark.

Director of Libraries **Beth Lathrop** and Archivist **Julia Novakovic** organized the 2018 Rochester Archives Fair in October for more than a dozen local institutions.

**Andrew Borman**, digital games curator, **Ellis**, and **Novakovic** presented "Surveying and Assessing Endangered Media Formats" at the New York Library Association conference in Rochester in November. At that same conference, **Lathrop** was named President of the Academic & Special Library Section for the New York Library Association.

Also in November, **Novakovic** presented a history of museum founder Margaret Woodbury Strong at Rochester's Central Library as part of their Rich History lecture series. Last September the *Rochester History* journal published Novakovic's story "Lifelong Fascinations: A Portrait of Margaret Woodbury Strong."

In November, **Jon-Paul Dyson**, vice president for exhibits, traveled to Washington, DC, to speak at the Smithsonian Institution's National Museum of American History's "Exhibitions and New Media" as part of their Video Games Workshop Working Program.

## Museum Awarded Grant for Preservation of Trade Catalog Collection

The Strong was awarded \$135,763 in Institute of Museum and Library Services (IMLS) funding to support a Collections Stewardship project designed to enhance the documentation, preservation, and accessibility of the museum's collection of toy trade catalogs. This unique historical resource is the largest and most comprehensive assemblage of such materials anywhere, but two-thirds of it is presently uncatalogued and all of it is currently available only to students and scholars onsite at The Strong's Brian Sutton-Smith Library and Archives of Play. Through this project, The Strong will rehouse and catalog a group of 5,000 rare and ephemeral toy trade catalogs from the toy, doll, puzzle, and game industries and will scan and make accessible online a selection of 2,500 high priority catalogs. The project will advance The Strong's mission of exploring play and the ways it illuminates cultural history; heighten interest in, access to, and scholarly use of the museum's collections; and provide a unique overview of the production, marketing, and use of toys, games, and other playthings in America.

The Strong's collection of toy trade catalogs is the largest and most comprehensive of its kind in the United States and includes more than 30,000 mostly American catalogs produced during the past 150 years from well-known and influential makers of toys, dolls, puzzles, and games such as Hasbro, Ideal, Kenner, Mattel, Milton-Bradley, and Parker Brothers. Beyond those familiar brand names, the catalogs also document the hundreds of smaller toy firms that constituted a majority of the industry through the first half of the 20th century.

Project made possible in part by  INSTITUTE of Museum and Library SERVICES

## Strong Receives Grant to Preserve Endangered U-matic Tapes

The Brian Sutton-Smith Library and Archives of Play was awarded a \$12,462 grant for the "Preservation of Endangered Media: U-matic Tape Pilot Project" through the Rochester Regional Library Council's Technology Grant program.



Boxes of magnetic tapes awaiting preservation at The Strong.

The U-matic, named after the letter U shape of the tape path when threaded around the head drum of the cassette, is an analog recording videocassette format developed in the late 1960s and early 1970s. Nearly all of The Strong's U-matic tapes are housed within the Atari Coin-Op Division corporate records, the world's largest and most comprehensive assemblage of archival records and other documentary items related to Atari's coin-operated games. These U-matic tapes likely contain arcade game commercials, game demonstrations, company event footage, information for arcade operators, and more. The Jordan Mechner papers at The Strong also contain several tapes along with personal papers, design documents, business records, and other unpublished materials from video game designer Jordan Mechner, creator of *Karateka*, *Prince of Persia*, and *The Last Express*.

This project will establish an efficient, scalable, and cost-effective model for the region that identifies and assesses endangered media at the point of acquisition and converts and preserves the content to ensure future access, using a sample set of the U-matic tapes in the archives. At the end of the project, staff from the archives and conservation team will present their findings and recommendations to fellow librarians, archivists, and conservators in the Rochester region.

Project is supported by Regional Bibliographic Databases and Interlibrary Resources Sharing Program funds which are administered by the Rochester Regional Library Council.

## The Strong Welcomes Two New Trustees

The Strong is pleased to announce the election of Hilda Rosario Escher and Mary Valentine to its Board of Trustees.

Rosario Escher recently retired from the Ibero-American Action League after more than 40 years of service. She served as president and CEO from 2006-2018.

Valentine, lead of the Mary C. Valentine and Andrew Cosman Trust, is a long-time supporter of The Strong's collections and scholarship activities.

## Play Symposium Coming in June

The Strong and Monroe BOCES have partnered to offer the first-ever Play Symposium on June 27, 2019. The unique, peer-learning event will include thought-provoking workshops presented by area teachers with experience in play-based learning.

Cheryl Dobbertin, director of school improvement at Monroe 1 BOCES, is leading the planning committee, along with The Strong's Assistant Vice President for Education Debbie McCoy.

"All learners, but particularly young learners, need school experiences full of choice, wonder, and delight," says Dobbertin. "We are committed, as educators from seven counties in Western New York, to helping our colleagues access new ideas, to learn from each other, and experience themselves the joy of purposeful play. We have such an obvious asset right here in our community at The Strong National Museum of Play. We are so grateful for their guidance and partnership."

Sign up for the museum's educator e-newsletter at [museumofplay.org/education/e-newsletter](http://museumofplay.org/education/e-newsletter) for updates on the symposium and to learn how to submit a proposal to facilitate a workshop at the event.

## Journal Issue Explores Work and Play

Can work be considered play? Can play involve work? The newest issue of The Strong's *American Journal of Play*, guest edited by J. Talmadge Wright of Loyola University Chicago and David G. Embrick of the University of Connecticut, challenges the work and play binary, exploring the interrelationship between the two experiences.

In the article and book excerpt, "Twitch and the Work of Play," author T. L. Taylor, professor at the Massachusetts Institute of Technology, examines the work of online game streamers—players that broadcast their video game play on social media platforms like Twitch. Taylor discusses how they convert their private play into public entertainment, which often turns their hobby into lucrative side-jobs or even careers. She argues that this convergence of play and work blurs the lines between the two and highlights the transformative nature of play.

Additional articles in the issue explore the Marxian perspective of work and play, the social fight for shorter work hours and more free play, and the emotional work of family negotiations in digital play spaces. The issue is available for free online at [journalofplay.org](http://journalofplay.org).



## The Strong Hosts Distinguished Guests



Johanna Rassi and Tuuli Uusikukka from the Finnish Toy Museum Hevosenkä with The Strong's Assistant Vice President for Education Debbie McCoy during a benchmarking tour.



Nine women who are leaders in the video game industry gathered at The Strong in November to offer a panel presentation on their career experiences. The special event kicked off the opening of the museum's *Women in Games* exhibit.



Gary Stern, founder and CEO of Stern Pinball, visits The Strong at the National Toy Hall of Fame induction in November.



Phillie Phanatic creators Wayne Harrison and Bonnie Erickson with The Strong's Chris Bensch (right) at the museum's Play Ball last October. Erickson is also known as the creator of Miss Piggy and other Muppets characters.

## The Aaron Newman ICHEG Acquisitions Fund at The Strong: A Critical Campaign Contribution

Aaron Newman, who has served on The Strong's Board of Trustees since 2012, has given \$100,000 to further grow the museum's International Center for the History of Electronic Games (ICHEG). The donation will help ICHEG acquire, catalog, and care for key collections that will enhance ICHEG's ability to serve as the premier repository in the world for the preservation and interpretation of the history of video games and their impact on culture and society.

A visionary entrepreneur who founded and leads CloudCheckr, Newman has been a generous and committed supporter of the museum for many years. In establishing The Aaron Newman ICHEG Acquisitions Fund at The Strong, he further fosters and promotes the museum's educational mission and helps a broad audience of guests, researchers, and scholars gain an appreciation for the impact of video games on culture and human development.

Newman is co-chair of the steering committee for Powered by Play: A Campaign for The Strong. The \$60-million campaign is the driving force behind the museum's expansion, which will house the World Video Game Hall of Fame, *Women in Games* exhibit, and other ICHEG gallery spaces.

Preliminary work on the museum expansion, which will also feature a state-of-the-art welcome atrium and admissions area, is slated to begin in early spring. Currently, construction crews are laying the groundwork for a new 1,000-car parking garage to accommodate the growing number of guests the museum expects to visit each year after the project is completed in summer 2021.



## Delta Air Lines Renews Support for The Strong

The Strong is honored to announce a partnership with Delta Air Lines once again this year.

As the largest air carrier in New York, Delta Air Lines helps The Strong's 550,000 annual visitors—from all 50 states and around the world—experience the museum's one-of-a-kind collections and playful, interactive exhibits. The partnership with Delta Air Lines also provides generous financial support for the museum's ongoing public programming and Play Ball fundraising gala.

"We are grateful Delta Air Lines has continued a partnership with The Strong," says Hillary Bobys, director of corporate and strategic relations. "With Delta's support, the museum is able to offer unique public programs that engage visitors of all ages with the museum's mission while fostering joy, connection, and learning."



## Museum Receives Grant for Woodbury School Classrooms

The Strong is pleased to announce a grant of \$500,000 from the William and Sheila Konar Foundation to assist with the construction of two state-of-the-art classrooms and a garden for the museum's Woodbury School, which offers preschool and early kindergarten programs. The grant will increase the school's capacity to serve students and provide additional space for outdoor enrichment programs.

"The Strong plays a critical role in our community," says Howard Konar, a trustee of the William and Sheila Konar Foundation. "Through its Woodbury School, the museum impacts the lives of many students in our region and shares the educational power of play. We're proud to help The Strong expand its learning space and extend its reach so that so that more children in our community, including those with financial need, can benefit from attending Woodbury School."

The Strong's Woodbury School, founded in 2005, currently serves more than 70 students. The new classroom spaces will allow for a 50 percent increase in enrollment and include large windows for natural light, open areas to allow class discussions and active play, an art studio where students can express their creativity with paints and other materials, one-way observation windows for parents and educators, enhanced security features, and direct proximity to a new Woodbury garden where students will grow herbs and vegetables.

## Thank You for Making Play Ball a Success

Last October nearly 700 guests joined honorary co-chairs the Birnbaum Family for the Play Ball—Rochester's most playful gala.

"Our family embraces play as a physical outlet, a multi-generational pursuit, and a means of connection," says Bernard Birnbaum, a member of The Strong's Board of Trustees. "Our wish is to see The Strong's playful resources available to everyone in our community and, with fundraisers like the Play Ball, we can help make that a reality."

Play Ball 2018 raised more than \$370,000 in support of The Strong's educational mission and outreach programs, making this year the most successful Play Ball to date.

"Many people don't realize that revenue from membership and admission covers less than a third of the museum's annual operating costs. Proceeds from the Play Ball—as well as gifts from generous donors—help to make up that difference so The Strong can continue to deliver unique programming and educational opportunities," says Lisa Feinstein, vice president for institutional advancement.

Special thanks to the Birnbaum Family and Play Ball 2018's leading sponsors:

**Wegmans**

Mary C. Valentine

**GOOD LUCK**  
KITCHEN • WINE • SPIRITS



## Sponsors and Corporate Partners Make a Difference

Across our 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 benefits for your employees, please contact Hillary Bobys at 585-410-6302 or hbobys@museumofplay.org.

## The Happiest Hour Returns in April

The Strong will host the next Happiest Hour on Thursday, April 11, from 5:30 to 9:30 p.m. The Happiest Hour is a ticketed, after-hours fundraiser and museum experience for "big kids" age 21 and older. Proceeds from The Happiest Hour help to support The Strong's overall educational mission and community outreach programs.

Guests will enjoy a sampling of snacks and a cash bar featuring the local beers of Roc Brewing Co. while exploring two floors of hands-on, interactive exhibits. The evening will feature a dance party, craft tables, and game play throughout the museum.

Museum members receive a \$3 discount on Happiest Hour tickets (maximum of two tickets per person). Visit [museumofplay.org/happiesthour](http://museumofplay.org/happiesthour) to purchase tickets and for more details about The Happiest Hour.



## The Strong is Growing!

The Strong is expanding and you can help. Use the envelope in this *Play Time* issue to make a donation to Powered by Play: A Campaign for The Strong.

Learn more at [poweredbyplaycampaign.org](http://poweredbyplaycampaign.org)





## Book Nook

Librarians' picks from the Grada Hopeman Gelser Library

### Doll-E 1.0

by Shanda McCloskey  
(for the youngest readers)

Charlotte loves to tinker with electronics and can help her parents out with any technology they don't understand. But she's stumped when her mom gives her a present that doesn't come with an instruction manual—a doll. What in the world is she supposed to do with that?

Located in *Doc McStuffins: The Exhibit*.

### Little Leaders: Bold Women in Black History

by Vashti Harrison  
(for older readers)

Accessible biographies and cherubic illustrations will guide readers through the remarkable lives of 40 inspiring figures, from activists like Harriet Tubman, Ida B. Wells, and Rosa Parks to luminaries from the fields of science and medicine such as Rebecca Lee Crumpler, Alice Ball, Katherine Johnson, and Dr. Mae Jemison.

Located in *One History Place*.

### Be the Vet

by Dr. Ed Blesy and Marcy Blesy  
(for older readers)

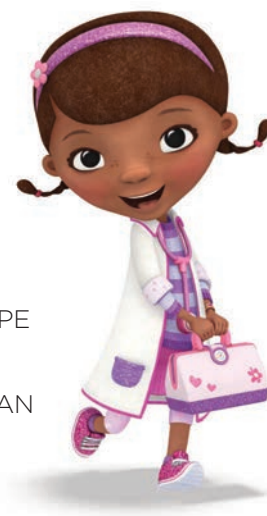
Each story in this entertaining book presents a medical mystery and places the reader in the position to solve it. Why has your dog stopped eating? Why can't your cat stop itching? Make your diagnosis and recommend a treatment—then check in with the veterinarian to see if you got it right! These seven stories are perfect for someone who dreams of being a real vet detective.

Located in *Doc McStuffins: The Exhibit*.

## Word Search

Find these Doc McStuffins-themed words!

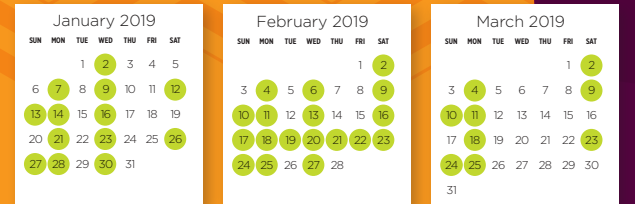
- |          |          |              |
|----------|----------|--------------|
| BOO BOOS | EMMIE    | LAMBIE       |
| BROKEN   | FIX      | MAYA         |
| CHILLY   | HALLIE   | STETHOSCOPE  |
| DEV      | HEAL     | STUFFY       |
| DOCTOR   | HELP     | VETERINARIAN |
| DOTTIE   | HOSPITAL |              |



T V D V F O E Z J R H M S V D  
 L A M B I E I V L P H A T H X  
 Y F F U T S T B R H Y Y E K F  
 H X I K I J T M H E U A T A O  
 G M K J E W O V P A G P H H W  
 A X S T Y O D Q L L X Z O T G  
 V E T E R I N A R I A N S E J  
 D R O N H H A L L I E Q C Q M  
 V V R S G M I K U H S Z O X Q  
 B C N B B O D X Z Q L I P S V  
 A L D N M W U B L H U H E L Q  
 Y H U J Y C Z R F X F N S O T  
 K O I A D O C T O R I S B X M  
 K S V G T Y J P C X W Y C T T  
 B P L C S L B O V U L E V L E  
 P I E V W F K A T L F Q B X F  
 M T G K V P X I I N L F H J A  
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 N L K S K O C C E O P R M X E  
 X T S Q O D E E K W Z K N W L  
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 Y O F M P Q I A B R D L E F A  
 B S I M A C X L B Q H E Z V R  
 L E W L G M X O U Z I C V I K

# Winter 2019

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



## JANUARY

### Now Open: Women in Games

Discover the untold stories of women in the video game industry.

### The 20 for 20 Book Challenge

Help the museum reach 20,000 checked out books this year. Pick up a tally sheet at the Gelser Library desk, check out 20 books, and be entered in a quarterly drawing.

### Wednesdays, January 2, 9, 16, 23 & 30 Animal Encounters

Get up close to animals during special presentations in *Dancing Wings Butterfly Garden*. Garden fees apply.

Noon

### Mondays, January 7, 14 & 28

#### Carol D. Simmons Storytime Club

Fun in the Neighborhood: get over the cold weather blues with tales about indoor places to visit.

10:30 & 11:30 a.m.

### Saturday & Sunday, January 12 & 13

#### Pirates and Pals

Join the Happy Pirates for performances, shake fins with the Pout-Pout Fish, check out model ships from The Strong's collections, create a raft, and more.

### Monday, January 21

#### Celebrating Diversity

Celebrate the legacy of Dr. Martin Luther King, Jr. Watch *African Folktales* and learn about world cultures, literature, dance, and the art of storytelling.

### Saturday & Sunday, January 26 & 27

#### Castle Play

Build a giant castle, act out an adventure, catapult foam balls at a giant dragon, and more!

### Sunday, January 27

#### Sensory-Friendly Sunday

Enjoy a quiet and play-filled morning for children with special sensory, developmental, or physical needs. Tickets required.

9 a.m.-noon

## FEBRUARY

### Saturday, February 2

#### Clifford's Valentine Fun

Meet Clifford the Big Red Dog, sit down for love-themed story readings, and enjoy valentine-inspired crafts and activities.

### Wednesdays, February 6, 13 & 27

#### Animal Encounters

Get up close to animals during special presentations in *Dancing Wings Butterfly Garden*. Garden fees apply.

Noon

### Mondays, February 4, 11 & 25

#### Carol D. Simmons Storytime Club

Just One You: celebrate what makes each person special with stories about diversity.

10:30 & 11:30 a.m.

### Saturday & Sunday, February 9 & 10

#### Doc McStuffins: The Exhibit

#### Opening Celebration

Make your own doctor bag, play a game of What's in Ned's Head and Little Organ Annie, meet a museum "toy doctor," and more.

### Saturday, February 16-

#### Sunday, February 24

#### Doc McStuffins School Break

Discover healthy habits, learn exercises such as frog jumps, visit *Doc McStuffins: The Exhibit*, and more.

## MARCH

### Saturday, March 2

#### Fit Kids Day

Enjoy demonstrations of martial arts and hip-hop dance, practice your aim with a game of archery, stretch your body with yoga, test your hockey skills, and so much more.

### Mondays, March 4, 11, 18 & 25

#### Carol D. Simmons Storytime Club

Silly Stories: enjoy books featuring tongue twisters and silly rhymes.

10:30 & 11:30 a.m.

### Saturday & Sunday, March 9 & 10

#### Princess Palooza

Enjoy a tea party, create recipes, battle dragons, build a tower, and more with beloved princesses.

### Saturday & Sunday, March 23 & 24

#### Superheroes Weekend

Meet Black Panther on Saturday and Spider-Man on Sunday! All weekend long, test out your superhero skills at Hero Training Camp and meet professional comic book artists.

For full event descriptions, please see the online calendar on [museumofplay.org](http://museumofplay.org).

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



The Strong® is a highly interactive, collections-based museum devoted to the history and exploration of play. As a 501(c)(3) not-for-profit educational organization, The Strong is funded in part by contributions and grants from individuals, corporations, foundations, and state and federal entities. It is home to the International Center for the History of Electronic Games, the National Toy Hall of Fame, the World Video Game Hall of Fame, the Brian Sutton-Smith Library and Archives of Play, the Woodbury School, and the *American Journal of Play* and houses the world's largest and most comprehensive collection of historical materials related to play.

### BOARD OF TRUSTEES

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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 Garneres Local Acclaim

Readers of the *Democrat and Chronicle* named The Strong the gold standard for indoor amusement in Rochester, and *City Newspaper* readers again recognized the museum as Rochester's best family-friendly attraction. KidsOutandAbout.com also named The Strong the Top Place to Take Kids in the Rochester area for the 14th year.

Readers of the *Rochester Business Journal* and *Daily Record* named The Strong the best cultural attraction and best museum in Rochester. Additionally, *Messenger Post Media* honored the museum with the Best of the Finger Lakes award in the museum category. Oyster.com also recognized The Strong as the best children's museum in the world.

The Strong is honored to be a recipient of these "best of" accolades.



### MUSEUM ADMISSION

General Admission (does not include admission to *Dancing Wings Butterfly Garden*): age 2 and older \$16, 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.

The museum will open at noon on January 1, 2019

### 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](http://museumofplay.org) for hours and information.

### INFORMATION

585-263-2700  
[museumofplay.org](http://museumofplay.org)

### PLAY TIME

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