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PLAY Makes its U.S. Debut at The Henry Ford This Summer

Exhibit opens June 19 and runs through Sept. 19

Dearborn, MI (June 3, 2010) – This summer, experience a new exhibit at The Henry Ford that explores how people interact with each other. *PLAY* will open in Henry Ford Museum June 19 and run through September 19, 2010.

This exhibit offers visitors a chance to “play” with larger-than-life, all-body interactive versions of their favorite clubhouse games like bowling, billiards, dice, backgammon, foosball and dominoes. Visitors are literally immersed in the experience as they become life-sized foosball players, pile up larger than life dominoes, step in concert with others on a giant backgammon board, or “transform” into a giant bowling ball. All the games help visitors explore friendship, collaboration and teamwork firsthand. Musical compositions and vibrant art, created specifically for each area, enrich the experiences.

“With *PLAY*, you’ll think you’ve arrived in a giant playground full of life-size games,” said Jeanine Head Miller, curator of domestic life at The Henry Ford. “It offers a fresh way to engage visitors in active play with others, while not only having fun, but also building social awareness and skills. *PLAY* reminds us what it means to be a friend and to recognize the needs of others.”

These game sets integrate art, music, video and interactive technology to create an immersive, hands-on experience in which visitors can activate individually or with others. Experiences include:

- **Express yourself and respect the will of the group** – Visitors can become the ‘game piece’ in one of the eight life-sized, hollow soccer players on the foosball table. This allows an exploration into the importance of individual expression and respecting the will of the group
- **Be there for your friends** – A unique bowling experience, where visitors move in pairs or groups down the alley, the sound of a bowling ball sweeps the floor and a video screen displays the ball smashing into pins. The experience demonstrates the power of group support and overcoming challenges as teams
- **Feel a part of something greater than yourself** – On an oversized pool table surface visitors can create a complex musical composition by moving the giant billiard balls that create their own musical tones.
- **Think before you act** – A full set of giant, soft-play dominoes encourages creativity, active play, team building, with everyone working together to create buildings, forts and mazes or playing a simple version of the domino game.
- **Listen to the dialogue** – Visitors can move over a giant backgammon board that emits different tones when stepped on to create new musical compositions. By listening and responding to the actions of others, with success, the melody can become a polyphonic symphony.
- **See yourself in others and others in you** - A 6-ft. tall game die comes to life when visitors press their ear against the white dots to hear hundreds of proverbs from other generations and cultures told by a medley of voices.

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“*PLAY*” was conceived by internationally-renowned visual artist and musician Nacho Rodriguez Bach and is organized and produced by Evergreen Exhibitions. Consultants to the exhibition include Eric Harrison Chudler, Ph.D., director of education and outreach at University of Washington, and Marcia Rudy, Ph.D., science writer and program development consultant.

“Participants are invited to see things from different perspectives,” said Nacho Rodriguez Bach, an internationally-renowned visual artist and musician and creator of “*PLAY*.” “Throughout the experience, one is reminded what it means to be a friend and to recognize the needs of others.”

The Henry Ford is open seven days a week, 9:30 a.m. to 5 p.m. Admission to Henry Ford Museum is \$15 for adults, \$14 for seniors and \$11 for youth; members and children under five are free. For more information please call (313) 982-6001 or visit TheHenryFord.org.

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About the Partners

The Henry Ford, in Dearborn, Michigan, is the world’s premiere history destination and a National Historic Landmark that celebrates American history and innovation. Its mission is to provide unique educational experiences based on authentic objects, stories and lives from America’s traditions of ingenuity, resourcefulness and innovation. Its purpose is to inspire people to learn from these traditions to help shape a better future. Five distinct attractions at The Henry Ford captivate more than 1.6 million visitors annually: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford IMAX Theatre. The Henry Ford is also home to Henry Ford Academy, a public charter high school which educates 485 students a year on the institution’s campus and was founded in partnership with The Henry Ford, Ford Motor Company and Wayne County Public Schools. For more information please visit our website thehenryford.org.

Evergreen Exhibitions provides state-of-the-art family educational experiences, and serves as a major development partner with more than 200 leading museums and research institutions (www.evergreenexhibitions.com).

Nacho Rodriguez Bach is an internationally-renowned artist and musician. His creations range from Latin and orchestral styling's of Lugares Junto al Mar, touted by MusicPro Magazine as the best instrumental CD ever published in Mexico, to “Tonos,” featured at such large-scale museums as the Museum of Technology (MUTEC) in Mexico City. His artwork has been exhibited in museums and public art displays in North America, Europe and Asia.