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**FOR IMMEDIATE RELEASE**

## **Unleash your child's creativity in breakthrough play spaces, new exhibits now open at The New Children's Museum**

West Hartford, CONN (June 21, 2013) – Introducing the raw material for creativity! Now open at The New Children's Museum are two new exhibits that develop kids' minds and bodies—and they're having too much fun to notice: Imagination Playground and Thinker Linker Studio.

Whereas traditional playgrounds consist primarily of fixed equipment that develop children's gross motor skills, Imagination Playground is made up of what experts call "loose parts" that prompt children to transform their environment and create a play space of their own.



In this breakthrough play space, children are turned loose in a room filled with giant blue foam blocks of all shapes and sizes. Using oversized cogs, wheels, spools and tubes, they create whimsical sculptures, construct castles and forts, and design vibrant vehicles that move.

Joining curvy blocks with grooves, they create elaborate ramps and tracks and send balls rolling through. They stack, connect, design, configure and play – the possibilities are endless!

The concept was developed by renowned architect David Rockwell to inspire unstructured, child-directed play – the kind of free play that experts say is critical to children's healthy development. A pair becomes a wall. A wall becomes a room. A room becomes a house. The pieces fit connect together to make immersive play last a long time.

Located next door to Imagination Playground, is Thinker Linker Studio in which interconnecting wooden pieces foster creativity while encouraging problem solving and teamwork. Within the studio are multiple building sets in a variety of shapes and sizes.

Kids create anything they can imagine: robots, forts, machines, furniture. Think, then link. Older children enjoy the ability to construct wood structures without hammers and nails. The possibilities are endless. Visitors are entertained. The structures are sturdy. Creativity is unleashed.

Both exhibits are free with museum admission.

The New Children's Museum features over 100 live animals, including the now famous Fennec foxes, hands-on science exhibits, out-of-this-world digital planetarium shows, and programs for younger children and families. The New Children's Museum and Roaring Brook Nature Center are the region's premiere destinations for science and nature exploration.

The New Children's Museum is located at 950 Trout Brook Drive in West Hartford and at Roaring Brook Nature Center in Canton. More information is available at [www.TheChildrensMuseumCT.org](http://www.TheChildrensMuseumCT.org).

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