



364 McNeal Hall  
1985 Buford Avenue  
Saint Paul, MN 55108  
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FOR IMMEDIATE RELEASE  
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### ***America's Monsters, Superheroes, and Villains***

October 10, 2015 - January 3, 2016  
Opening Party: Friday, October 9, 6-8:30pm  
241 McNeal Hall  
1985 Buford Ave. St. Paul, MN 55108



American culture from 1950-1980 was defined by change—from the Cold War to the Vietnam War, from Civil Rights to hippies—and toys reflected these hopes and anxieties. *America's Monsters, Superheroes, and Villains* includes characters that are reappearing in today's movies and media or that have never left. Featuring over 300 original toys and artifacts, some in original packaging, this exhibition is sure to spark memories for the young and young at heart. This amazing exhibition has been years in the making and now you can participate in the fun and adventure! Many of the guests will be attending in costumes on opening night! It will be an exhilarating evening filled with lots of pictures, great music, and giveaways.

Most children and adults love to be safely scared by werewolves, vampires, the Frankenstein Monster, and other misshapen creatures of the night. As you walk through the exhibit you may hear the fear of-and love for-American monsters in



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the screams of their fans. Visitors will experience a wide variety of toys, advertising designs, and packaging from America's Golden Era from designers and artists such as James Bama and Todd McFarlane, as well as toys from Mattel, Hasbro, Aurora, Marx, MPC, Minnesota-based Lakeside Toys, and others. Text panels will walk viewers through the historical context and the evolution of toys and advances in materials, manufacturing, and design.

This exhibit demonstrates how toys depicting these uniquely American characters have reflected our changing values and have impacted our culture over the decades and serves as an historical documentation of our creativity and our culture's norms and conventions. Museum-goers will come face-to-face with toys that tell the story of toy design, social change, and how children have played across the decades.

This Goldstein exhibition is curated by Stephen Rueff and is derived from David Barnhill's privately-held original-owner collection. Barnhill's collection is estimated to contain over 200,000 toys and toy-related posters, films and videos collected from around the world, making it one of the largest private collections of toys and toy-related memorabilia in America.

Lin Nelson-Mayson, Goldstein Museum of Design Director, Stephen Reuff, Guest curator and SuperMonsterCity! Director, and David Barnhill, master toy collector are available to conduct interviews. Please contact the Goldstein to set up an appointment at (612)624-7434.

#### **General Information**

The Goldstein Museum of Design (GMD), part of the University of Minnesota's College of Design, supports design teaching, research, and discovery through exhibitions, publications, programs, and partnerships.

#### **Location**

Gallery 241 is on the second floor of McNeal Hall, 1985 Buford Ave., St. Paul, MN 55108

#### **Gallery 241 Hours**

Tuesday-Friday 10:00am-5:00pm

Weekend 1:30pm-4:30pm

Closed Mondays and all University holidays

Free admission



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### **Parking**

Parking is in Gortner Ramp at 1395 Gortner Avenue and the lot at the top of Lower Buford Circle. Bicycle racks are available by the west entrance to McNeal Hall.

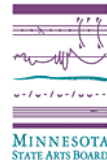
### **Accessibility**

Metered handicapped parking is available in front of the Lower Buford Circle entrance. Handicapped parking is also available on Upper Buford Circle at the north end of the building.

An automatic door is located just around the corner from the metered handicapped parking at the back east side of the building. Visitor drop-off/pick-up is available at the accessible Buford Avenue south entrance and the west entrance on Lower Buford Circle.

### **Public Transit**

For bus information, call (612) 373-3333 or visit <http://www1.umn.edu/pts/bus/connectors.html> or <http://www.metrotransit.org/>



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