

Back to the Future Itinerary

Playfully Produced by The Strong

Day 1

The Strong National Museum of Play

10 a.m.–noon

Arrive in Rochester, New York, and discover history's playful side at **The Strong National Museum of Play**—the ultimate play destination for all ages and home to the most comprehensive collection of video games in the world.

Enjoy a one-hour tour with experts from The Strong's International Center for the History of Electronic Games. Trace the roots of video games back to their origins in the 1950s, learn about rare and revolutionary video games from *Pong* to *Pokémon Go*, and discover the history of games inducted into The Strong's World Video Game Hall of Fame.

Following the tour enjoy lunch and self-guided museum exploration. Experience includes general museum admission, lunch vouchers for The Strong's food court, and five video game tokens. Depart at noon for Rochester Institute of Technology.



Rochester Institute of Technology (RIT) MAGIC Studio

12:30–4:30 p.m.

Visit **Rochester Institute of Technology's Center for Media, Arts, Games, Interaction & Creativity (MAGIC)**, a university-wide research center and production studio focused on exploring the cutting edge of interactive digital media. Enjoy two high-tech, educational sessions:

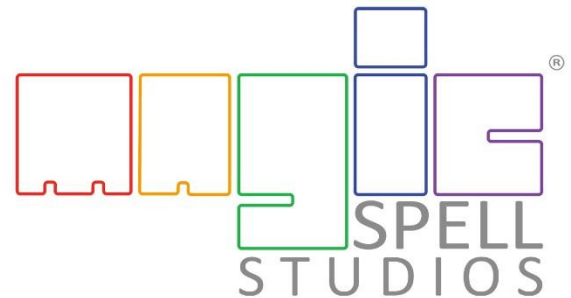
Session I, MAGIC Spell Studios, 1–2:30 p.m.

Learn by creating as you go hands-on in a production studio focused on the creation of interactive digital media. Immerse yourself in media created by current RIT students, including video games, films, virtual reality environments, and more.

Session II, Motion Picture Science: Basic Technical Concepts and Workflow, 2:45–4:15 p.m.

Learn about film editing, color correction, digital technology, and 3-D effects. Discover how to master imaging and color science, image processing, and systems architecture for a variety of motion picture imaging workflows.

A one-hour tour of the RIT campus follows the experiences. Depart at 4:30 p.m. for Seabreeze Amusement Park.



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the strong
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Seabreeze Amusement Park

5-9:30 p.m.

Travel into the past at the historic **Seabreeze Amusement Park**, one of only 13 “trolley parks” still operating in the United States. Opened in 1879, the park offers classic seaside amusements such as a hand-carved carousel, vibrant midway, sweeping views of Lake Ontario, and the Jack Rabbit—the fourth-oldest operating roller coaster in the world. Sprinkled among these nostalgic features are modern thrill rides—such as the Whirlwind and Revolution 360—and classics such as the Log Flume and Bumper Cars. Relax in the spacious waterpark or catch a live show at Center Stage. Enjoy dinner at the Seabreeze Grill or one of the park’s other dining locations. Depart at 9:30 p.m. for your hotel.



Radisson Hotel Rochester Airport

10 p.m.

Check-in at the **Radisson Hotel Rochester Airport** and unwind in this conveniently located hotel featuring an indoor pool; 24-hour fitness center; high-speed Internet; onsite restaurant; and spacious guestrooms with two double beds, microwave, and refrigerator. Complimentary motor coach parking and breakfast buffet is included. (Complimentary guestroom provided for driver.)



Day 2

Breakfast

7:30–8:30 a.m.

Enjoy a hot breakfast buffet at the Radisson and check out of your guestroom before departing at 9:15 a.m. for the George Eastman Museum.

George Eastman Museum

10 a.m.–3 p.m.

Step back in time and explore the life of George Eastman, the founder of Eastman Kodak Company. The **George Eastman Museum** is an international treasure that encompasses one of the world’s foremost collections of photography and cinema, including the preeminent collection of photographic and cinematographic technology. Enjoy a guided tour of the galleries and historic mansion and lunch provided by DiBella’s Subs (11:30 a.m.–12:30 p.m.) before two captivating sessions:



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Session I, Cinematic History and Preservation, 12:30–1:30 p.m.

Learn how George Eastman and the Kodak company collaborated with Thomas Edison to create home-movie film. Enjoy a tour of the museum's Dryden Theatre, one of only three theaters in the country that can project nitrate film. Discover how the museum preserves nitrate, acetate, polyester, and digital films. Learn about recipients of the George Eastman Award—which recognizes actors and directors dedicated to film preservation—including Audrey Hepburn, Martin Scorsese, Michael Douglas, and Michael Keaton.



Session II, Making 35mm Motion Picture Film, 1:45–2:45 p.m.

Join the museum's Photography Workshop faculty to learn how to create black-and-white 35mm film stock by making a gelatin silver bromide emulsion, coating an acetate film base, and slitting and perforating film stock. View footage produced by a Bell & Howell Eyemo 35mm motion picture camera of the same historic gardens filmed by George Eastman and Thomas Edison nearly a century ago.

Depart at 3 p.m. for Bristol Mountain Aerial Adventure Park.

Bristol Mountain Aerial Adventure Park

4–6 p.m.

Travel to **Bristol Mountain Aerial Adventure Park**, located in the scenic hills of Bristol, New York. Adventure awaits in the forest treetops! Test your endurance in the park's zipline canopy tour featuring seven ziplines (spanning 5,000 feet!), four heart-pounding bridges, and a final "leap of faith." Participants are divided into teams of 12 and accompanied by tour guides. Depart at 6:15 p.m. for home.

