



THE CHILDREN'S MUSEUM
OF ATLANTA

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Step inside Beloved Stories from around the Globe

*Once Upon a Time...Exploring the World
of Fairy Tales*

**at Imagine It! The Children's Museum of Atlanta
October 1, 2011 – January 22, 2012**

Press Release

ATLANTA, August 18, 2011 – Fee-Fi-Fo-FUN! Come step inside beloved stories from around the globe in *Once Upon a Time...Exploring the World of Fairy Tales*, a new, hands-on exhibit at Imagine It! The Children's Museum of Atlanta. Featuring multicultural fairy tales from around the world – from an African jungle to a giant's castle – this exhibit takes visitors into the larger-than-life pages of seven favorite fairy tales from around the world. The exhibit will run from October 1, 2011 – January 22, 2012.

Interactive Exhibit Helps Children Explore Multicultural Fairy Tales

This unique and educational exhibit focuses on the power and significance of fairy tales throughout history and from around the world. Each tale comes alive with its own large-scale environment and interactive components. When entering the exhibit, visitors are transported through a magical portal into an enchanted storybook kingdom where they'll learn the meaning and history of tales they've known all their lives, and others that may be new to them.

"*Once Upon a Time...Exploring the World of Fairy Tales* creatively engages children with fairy tales and introduces them to places where only their imaginations can take them," said Jane Turner, executive director at Imagine It! The Children's Museum of Atlanta. "Children will have fun playing in a magical world while being encouraged by and excited about reading."

Step Inside Seven Fairy Tales from Across the Globe

Once Upon a Time...Exploring the World of Fairy Tales is the first nationally touring exhibit devoted exclusively to fairy tales and the breadth of their cultural significance. Each fairy tale was carefully chosen because of its impact and reach or because it allows a window into another time and culture. The tales include: *Anansi and the Talking Melon*, *Beauty and the Beast*, *Cinderella*, *Jack and the Beanstalk*, *Lon Po Po*, *The Shoemaker and the Elves*, and *Thumbelina*.

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Once Upon a Time...Exploring the World of Fairy Tales features seven different fairy tales, each with a distinct imaginative environment and engaging interactive components.

Anansi and the Talking Melon

It's a jungle in there as visitors enter the world of Anansi, a mischievous spider from African folktales. Visitors can cross a wooden bridge, sit on the monkey king's throne, and play interactive games to discover all the ways that Anansi has tricked his friends.

Beauty and the Beast

One of literature's oldest tales, this French story tells of Beauty, a selfless heroine who takes her father's place as a prisoner in the Beast's castle. Visitors can also explore the Beast's opulent palace where they can play the harpsichord, look inside Beauty's dressing table, and try on costumes to become the story's characters.

Cinderella

This story with both Chinese and French roots is the classic rags to riches tale. Cinderella is mistreated by her stepmother and stepsisters until she meets her Prince Charming at a ball. Just like Cinderella, visitors can climb inside the pumpkin coach and watch the scenery go by on their way to the ball, try on the glass slipper to see if the shoe fits, and hear the clock chimes ring at the stroke of midnight.

Jack and the Beanstalk

This is an English story of a small boy who outwits a giant ogre. Just like Jack, visitors can climb up the beanstalk into the ogre's oversized house. They can hide in a cubbyhole while the giant shouts out "Fee-fi-fo-fum," play a magical talking harp, and discover a hen that lays golden eggs.

Lon Po Po

This 1000-year-old Chinese tale is an early version of the Little Red Riding Hood story. Visitors can peer through a picture window and make the wolf pop up from beneath its covers, touch his bushy tail, and use a rope to hoist him into a tree. Children will discover how this tale is different from the European and American versions, and they'll even learn Chinese translations of English words.

The Shoemaker and the Elves

This German tale from the Brothers Grimm teaches children that it's better to give than to receive. A poor shoemaker and his wife receive help from a crew of hardworking elves, so they make clothes for the elves in return. Visitors can recreate the story in a magical interactive picture box by changing the scene from day to night, and then they can work at the cobbler's bench making some fancy footwear of their own.

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Thumbelina

Wishes come true in this Danish tale from Hans Christian Anderson. It's about a tiny girl who uses her mind instead of muscle to make her way in the big world. Visitors can become pixie sized as they crawl through the mole's tunnel, pass the seasons with Thumbelina, and search for the little fairy in her secret hiding places.

Imaginator Programming Brings Fairy Tales to Life

It's the classic tale of good versus evil. In our Imaginator mini-musical, "Happily Never After," twins Sky and Raven learn what it takes to create a fairy tale of their own. However, they find out that they must save the endings of all fairy tales from a battle between another set of twins – Evil-Is and Good-I-Am. If they cannot find a prince and princess to help them out, all of the world's fairy tales will have an unhappy ending forever. Join the Imaginators and find out if this story will end happily never after...or happily ever after. Playwright: Imaginator W. Derek Ratliff; Director: Imaginator DeWayne Morgan; Musical Director: Imaginator Eric J. Little; Musical Composer: Dolph Amick; Choreographer Imaginator Laura Lee Gill.

Exhibit Sponsors

Once Upon a Time...Exploring the World of Fairy Tales is a collaborative effort of The Magic House, St. Louis Children's Museum and the St. Louis Public Library and is made possible by a grant from the Institute of Museum and Library Services. *Once Upon a Time...Exploring the World of Fairy Tales* is presented locally in Atlanta by GE Energy. Media sponsorship from *The Atlanta Journal-Constitution*. Printing courtesy of Primerica. Major funding for Imagine It! The Children's Museum of Atlanta is provided by the Fulton County Board of Commissioners under the guidance of Fulton County Arts & Culture.

About Imagine It! The Children's Museum of Atlanta

Imagine It! The Children's Museum of Atlanta is a smart place to play and a non-profit organization offering a family-friendly space filled with interactive, educational exhibits and programming for children ages eight and under. The Museum's mission is to spark imagination and inspire discovery and learning for all children through the power of play. Four permanent learning zones offer bright, creative, hands-on exhibits designed to give children an opportunity to learn through play. The Children's Museum of Atlanta also offers party celebrations, memberships, field trips, summer camp, and facility rentals. Museum hours: Monday-Friday 10:00 AM-4:00 PM, and Saturday & Sunday 10:00 AM-5:00 PM. Admission: \$12.75 plus tax for adults and children ages 2 and above; children under 2 are free. The Children's Museum of Atlanta is located at 275 Centennial Olympic Park Drive NW. The Museum is closed for Thanksgiving Day and Christmas Day. For more information or to support the Museum, visit www.childrensmuseumatlanta.org or call 404.659.KIDS [5437]. Facebook: <http://www.facebook.com/imaginaitcma>. Twitter: <http://twitter.com/imaginaitcma>.



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