

Finding Aid to the Ken Sons and Tim Walsh *Toyland* Digital Archive, 2010

Summary Information

Title: Ken Sons and Tim Walsh *Toyland* Digital Archive

Creator: Ken Sons and Tim Walsh (primary)

ID: 110.9390

Date: 2010

Extent: approx. 65 hours of video footage; 1 TB hard disk

Language: The materials in this digital archive are in English unless otherwise indicated.

Abstract: The Ken Sons and Tim Walsh *Toyland* Digital Archive is a collection of more than 65 hours of documentary footage recorded by Ken Sons for his film *Toyland*. The interviews and scenes were filmed between 2007 and 2010.

Repository:

Brian Sutton-Smith Library and Archives of Play at The Strong
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Rochester, New York 14607
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library@museumofplay.org

Administrative Information

Conditions Governing Use: This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donors have not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, they have given permission for The Strong to make copies in all media for museum, educational, and research purposes.

Custodial History: The Ken Sons and Tim Walsh *Toyland* Digital Archive was donated to The Strong in August 2010 as a gift from Ken Sons of Ken Sons Films and Tim Walsh of The Playmakers. The digital archive was accessioned by The Strong under Object ID 110.9390.

Preferred citation for publication: Ken Sons and Tim Walsh *Toyland* Digital Archive, Brian Sutton-Smith Library and Archives of Play at The Strong

Processed by: Julia Novakovic, May 2013

Controlled Access Terms

Personal Names

- Casino, Steve
- Gill, Richard
- Glass, Marvin
- Goldfarb, Eddy
- Guyer, Reyn, 1935-
- Hirtle, Mike
- James, Betty M., 1918-2008
- James, Richard T., 1914-1974
- Levine, Milton M., 1913-2011
- McVicker, Joseph

- Meyer, Burt
- Pasin, Antonio, 1897-1990
- Pasin, Robert
- Rosenwinkel, Don
- Sons, Ken
- Spinello, John
- Walsh, Tim, 1964-
- Weintraub, Richie
- Yearick, David
- Zufall, Kay

Corporate Names

- Big Monster Toys
- Hasbro, Inc.
- Ken Sons Films
- Marvin Glass & Associates
- Mattel, Inc.
- Otis College of Art and Design
- Radio Flyer Inc.
- Sababa Toys

Subjects

- American International Toy Fair
- Ant Farm (Play set)
- Battling Tops (Game)
- Board Games--History.
- Crazy Chins (Toy)
- Djubi (Game)
- Documentary films
- Games--History.
- Inchworm (Toy)
- Kerplunk (Game)
- Lite Brite (Toy)
- Mouse Trap (Game)
- Nerf (Toy)
- Operation (Game)
- Pictionary (Game)
- Play-Doh (Toy)
- Radio Flyer (Toy)
- Rock 'Em Sock 'Em Robots (Toy)
- Slinky (Toy)
- Toy Industry
- Toymakers
- Toys--History.

- Trivial Pursuit (Game)
- Twister (Game)
- Wiffle ball
- Yakity Yak Talking Teeth (Toy)

Historical Note

Ken Sons, a filmmaker from Sarasota, Florida, read a copy of game designer and historian Tim Walsh's book *Timeless Toys: Classic Toys and the Playmakers Who Created Them* and realized the topic would make a compelling documentary. Sons proposed a partnership between them to explore the history behind toy inventing and give a behind-the-scenes look at the \$22 billion toy and game business. From 2007 through 2010, Sons and Walsh worked together to interview game inventors and industry professionals.

Toyland presented the story of Walsh's attempt to put a new product, Crazy Chins, on the market. Sons followed Walsh as he advanced his toy's development from paper to prototype, culminating in a meeting with a Mattel executive. Along the way, *Toyland* featured case studies of classic toys and games with interesting back stories, such as Slinky, Twister, Lite Brite, Play-Doh, and more. Sons and Walsh also met with aspiring toy design students at Otis College of Art and Design and hopeful sellers at the annual American International Toy Fair (commonly referred to as the New York Toy Fair).

Featured interviewees included: inventor and author Steve Casino; Richard Gill, developer of Pictionary and Trivial Pursuit; Eddy Goldfarb, inventor of Yakity Yak Talking Teeth, Kerplunk, and Battling Tops; Reyn Guyer, inventor of Twister and Nerf; Mike Hirtle from Hasbro; Betty James, developer of Slinky; Milt Levine, inventor of Uncle Milton's Ant Farm; Burt Meyer, inventor of Lite Brite, Inchworm, Mouse Trap, and Rock 'em Sock 'em Robots; Robert Pasin, president of Radio Flyer, Inc.; Don Rosenwinkel, president of Big Monster Toys; John Spinello, developer of Operation; Richie Weintraub of Mattel; Dave Yearick, co-creator of TriBond and designer of Djubi; Kay Zufall, developer of Play-Doh; and more.

Toyland has won several documentary film awards and highlights some of the most classic and enduring toys and games in recent history.

Collection Scope and Content Note

A digital video archive of Ken Sons and Tim Walsh's interviews and footage for the documentary *Toyland* comprise this collection and can be accessed via The Strong's network drive or by access hard disk drive. (Both the preservation and access hard disk drives are housed in the archival stacks at the Brian Sutton-Smith Library and Archives of Play.) The digital archive contains approximately 65 hours of video footage captured by Ken Sons of Ken Sons Films from 2007-2010. The digital movie files range from 4 seconds to over 60 minutes, with most digital video files between 10 and 15 minutes long. Files include interviews, product demonstrations, and supplemental footage. Topics range from prominent American toy and game companies and game inventors to classic games and the American International Toy Fair held annually in New York, New York.

Related Materials Note

The Tim Walsh papers, located at the Brian Sutton-Smith Library and Archives of Play at The Strong, contain transcripts of interviews from many of the participants in the *Toyland* documentary who also contributed stories to Walsh's book *Timeless Toys: Classic Toys and the Playmakers Who Created Them*.

Two copies of the finished documentary DVD of *Toyland* are housed within the library stacks at the Brian Sutton-Smith Library and Archives of Play.

System of Arrangement

The *Toyland* digital archive is arranged in the original folders named by Ken Sons. They are separated by interviewee, product, company, or event. Within each topic's folder is a series of Quicktime movie files, ranging from 4 seconds to over 60 minutes, with most digital video files between 10 and 15 minutes long. File names are original.

Digital Video Archive Contents

- On access hard disk drive in archives.
 - Betty James - 15 Quicktime video files
 - Big Monster Toys - 5 Quicktime video files
 - Burt Meyers - 25 Quicktime video files
 - Characters - 4 Quicktime video files
 - Crazy Chins - 39 Quicktime video files
 - Eddy Goldfarb - 7 Quicktime video files
 - Hasbro Toys - 8 Quicktime video files
 - John Spinello - 7 Quicktime video files
 - Kay Zufall - 19 Quicktime video files
 - Mattel Toys - 4 Quicktime video files
 - Milt Levine - 3 Quicktime video files
 - Otis College - 7 Quicktime video files
 - Radio Flyer - 12 Quicktime video files
 - Reyn Guyer - 7 Quicktime video files
 - Sababa Toys - 10 Quicktime video files
 - Steve Casino - 7 Quicktime video files
 - Tim Walsh Interviews - 24 Quicktime video files
 - Toy Fair - 78 Quicktime video files
 - Toyland Final Cut - includes trailer Quicktime video file and hi-res image of movie poster PDF
 - Wiffle Ball - 7 Quicktime video files