

## Finding Aid to the Patricia A. Biasuzzi Papers, 2016

### Summary Information

**Title:** Patricia A. Biasuzzi papers

**Creator:** Patricia A. Biasuzzi (primary)

**ID:** 116.9033

**Date:** 2016 (single)

**Extent:** 0.25 linear feet

**Language:** The materials in this collection are in English.

**Abstract:** The Patricia A. Biasuzzi papers contain materials related to toy designer Patricia A. Biasuzzi, her designs, and play memories. The documentation for materials in this collection was created in 2016, though the papers feature Biasuzzi's childhood from 1946-1956 and toy design career between 1977 and 1994.

**Repository:**

Brian Sutton-Smith Library and Archives of Play at The Strong  
One Manhattan Square  
Rochester, New York 14607  
585.263.2700  
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 donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, he has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

**Custodial History:** The Patricia A. Biasuzzi papers were donated to The Strong in December 2016 as a gift from Patricia A. Biasuzzi. The papers were accessioned by The Strong under Object ID 116.9033 and were received from Patricia A. Biasuzzi along with a donation of her personal dolls and production versions of her toy designs.

**Preferred citation for publication:** Patricia A. Biasuzzi papers, Brian Sutton-Smith Library and Archives of Play at The Strong.

**Processed by:** Nicole Pease, May 2017

### Controlled Access Terms

**Personal Names**

- Biasuzzi, Patricia A., 1946-
- Holden, John

**Corporate Names**

- AmToy, Inc.
- Century Products Company
- Coleco Industries, Inc.
- Hasbro, Inc.
- Knickerbocker Toy Company, Inc.

- Reliable Toy Company
- Remco Industries, Inc.

### Subjects

- Back Pack Pets (Toy)
- Cabbage Patch Kids Pin-Ups (Toy)
- Day Care Pets (Toy)
- Dolls
- Dolls--Clothing
- Intellectual property infringement
- Little Miss Buttons Easy-Dress Doll
- Muppet Babies (Fictitious characters)
- Muppet Babies Bottle Pals (Toy)
- Play with Me Cookie Monster (Toy)
- Silly Stick-Ons (Toy)
- Toy industry
- Toys--Design and construction
- Toys--United States--History--20th century

### Biographical Note

Patricia Ann Biasuzzi (née McBride) was born in 1946 and grew up in Syracuse, New York. Inspired by creative parents who woodworked and sewed, Biasuzzi loved to draw and design clothes for her cherished dolls. She studied Art at Syracuse University and graduated *magna cum laude* in May 1968. Biasuzzi took courses at the Fashion Institute of Technology (F.I.T.) in New York and shortly received her first professional job designing clothes for toddlers in Philadelphia. After relocating to New England with her husband, Biasuzzi applied for a position at Hasbro in Rhode Island.

Biasuzzi designed doll clothes and toy samples for Hasbro from 1971-1977. She developed freelance projects for several toy companies, operating her own studio, Patricia Ann Designs. Knickerbocker Toys purchased one of her design concepts and licensed it as Play with Me Cookie Monster in 1979. She soon joined a small toy design/inventing firm called John Holden & Associates, where she created several more successful toy products, including Back Pack Pets Silly Stick-Ons, and Little Miss Buttons.

During her career, Biasuzzi constantly dealt with the competitive nature of the toy industry, including intellectual property infringement and anti-feminist sentiments, but she remained positive and passionate about her work. After winding down her toy design career, she became an art provider, designing and offering projects at Hasbro Children's Hospital and Camp Hope for Children with Cancer. As of 2017, Biasuzzi still loves toys and hopes to inspire future designers through her experience and creations.

**Collection Scope and Content Note**

The Patricia A. Biasuzzi papers contains reminiscences, autobiographical material, and reproductions of correspondence, legal materials, catalog product pages, photographs, drawings, design ideas, fabric samples, patterns, and notes. The documentation in this collection was created in 2016 by Biasuzzi, though the time periods detailed within the materials include 1946-1956 and 1977-1994.

The Patricia A. Biasuzzi papers have been arranged into two series. This collection is housed in one archival document box.

**Related Materials**

The following is a list of personal dolls and production versions of Biasuzzi's toy designs which are held at The Strong Museum of Play under their respective Object ID numbers.

- Annie: Object ID 116.7153
- Betsy McCall doll: Object ID 116.7154
- Cabbage Patch Kids Pin-Ups: Object IDs 116.7145, 116.7150
- Little Miss Buttons: Object ID 116.7131
- Littlest Angel doll: Object ID 116.7152
- Muppet Babies Bottle Pals: Object ID 116.7129
- Play with Me Cookie Monster: Object ID 116.7130
- Silly Stick-Ons: Object IDs 116.7126, 116.7127

**System of Arrangement**

Series I: Autobiographical information, 2016

Series II: Toy designs, 2016

## Contents List

### Series I: Autobiographical information, 2016

**Scope and Content Note:** This series contains narratives which document Biasuzzi's play memories, upbringing, education, and career. The narratives were written in 2016 but feature Biasuzzi's childhood between 1946 and 1956 as well as her eventual career in the toy design industry.

#### Box 1

- Folder 1 "Paper Dolls, Doll Clothes, Drawings: The Making of a Toy Design Career," 2016
- Folder 2 "My beautiful Betsy McCall doll," 2016
- Folder 3 "My doll Annie visited me in the hospital," 2016
- Folder 4 "A Littlest Angel Doll comes into my life," 2016

### Series II: Toy designs, 2016

**Scope and Content Note:** This series contains Biasuzzi's narratives which document her toy designs including reproductions of catalog product pages, design sketches, design patterns, fabric swatches, correspondence, notes, and photographs. These narratives were written in 2016 but discuss in detail Biasuzzi's toy design career between 1977 and 1994.

#### Box 1

- Folder 5 "The Mystery of Where Ideas Come From for a Toy Designer/Inventor," 2016
- Folder 6 Charlie's Angels dolls [1977], 2016
- Folder 7 Play with Me Cookie Monster [1978-1980], 2016
- Folder 8 Silly Stick-Ons [1980-1981], 2016
- Folder 9 Day Care Pets [1980-1991], 2016
- Folder 10 Back Pack Pets [1980-1981], 2016
- Folder 11 Little Miss Buttons [1982-1984], 2016
- Folder 12 Cabbage Patch Kids Pin-Ups [1983-1985], 2016
- Folder 13 Muppet Babies Bottle Pals [1988-1989], 2016
- Folder 14 Intellectual Property infringement [1983-1994], 2016