

Background information / pictures available online at:  
<http://www.toy-worlds-museum-basle.ch>  
Media, Password: phm

### **The new name says it all: Toy Worlds Museum Basle.**

Since its opening in 1998, the Doll's House Museum on Barfüsserplatz has attracted between 60 and 70,000 visitors a year. It is now about to gain a new name on 1 March 2012, one which more closely reflects its purpose: Toy Worlds Museum Basle. Each year, the museum stages two special exhibitions and a Christmas exhibition on the world of toys. These are devoted to carefully chosen themes in a style which proves a source of fascination for young and old in equal measure.

### **The new name says it all**

They take part in motor races, go to school and play in the park: the toy characters in the Toy Worlds Museum Basle invite you to join them on a richly varied journey of discovery to the world of childhood, dreams and play. With more than 6000 teddy bears, dolls, toy grocers' shops, doll's houses and miniatures, the exhibition is the only one of its kind in Europe. The museum in the heart of Basle's inner city is home to the world's largest collection of teddy bears, numbering more than 2500 in total.

### **Diversions into different worlds**

The Toy Worlds Museum Basle expands its subject matter several times a year. Special exhibitions large and small on varied subjects undertake cultural diversions and highlight little-known and neglected topics. Subjects that are not directly connected with the museum collection. On a tour of the museum however, these subjects are encountered again among the exhibits. The museum provides extensive documentation to

guide visitors on a tour of these special exhibitions. It sheds light on backgrounds, explains exhibits and provides an introduction to historical relationships. Information on the current and previous special exhibitions can be found on the museum's Internet site.

**Wheelchair-accessible and equipped with state-of-the-art systems**

The Toy Worlds Museum Basle, shop and restaurant are wheelchair-accessible. State-of-the-art hearing systems are available in the museum for persons with impaired hearing or a hearing aid. The interactive stations featuring state-of-the-art exhibition technology will prove extremely informative and appealing to those with a thirst for knowledge.

Museum, shop and restaurant,  
from 10.00–18.00 daily

The Swiss and Upper Rhine Museum Passes are valid for the Toy Worlds Museum Basle.

Children up to 16 years of age are admitted free of charge and only in the company of adults.

Both the Ristorante La Sosta and the museum shop are freely accessible without an admission ticket.

Further information is available from:

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