

# NATIONAL CONSTITUTION CENTER

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## THE NATIONAL CONSTITUTION CENTER WINS PRESTIGIOUS MEDIA AND TECHNOLOGY AWARD

PHILADELPHIA, PA (May 2, 2006) – The National Constitution Center’s *Abraham Lincoln’s Crossroads*, an educational web game designed for middle school to high school aged students, is the recipient of a 2006 MUSE Award for outstanding use of media and technology from the American Association of Museums. Now in its 17<sup>th</sup> year, the MUSE awards competition recognizes outstanding achievement in museum media. The competition is an activity of the Media and Technology Standing Professional Committee of the American Association of Museums.

“We at the Center are tremendously honored to receive this award from the American Association of Museums,” said President and CEO Richard Stengel. “The Lincoln online game is the first of many interactive web features designed to complement future exhibits at the Center.”

Designed as a companion to the traveling exhibition *Lincoln: The Constitution and the Civil War*, which debuted at the National Constitution Center in June 2005, *Abraham Lincoln: Crossroads* invites students to take an in-depth and interactive journey into the life of one of our nation’s most influential leaders. Students advise Lincoln as he makes important political choices that changed the course of our nation forever. To view the website, please visit [www.constitutioncenter.org/lincoln](http://www.constitutioncenter.org/lincoln).

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The player is first introduced to Lincoln at a crossroad period in his life, forced to decide whether to remain a successful lawyer or return to the political field, his true passion. Asking for the player's advice on some of the more difficult choices he was forced to make throughout his career, such as the decision to defend Fort Sumter and to issue the Emancipation Proclamation, Lincoln prompts the player to make a decision themselves before revealing his actual choice and the consequences that followed.

Not just a game for students, the website is also designed as an information resource for teachers. The site provides links to additional websites that allow for an even more in-depth look at the life of Lincoln during the Civil War Era.

The MUSE Awards competition received 108 applications from a wide variety of museums in North America, Europe, Australia and Asia. This year's entries included videos, films, DVDs, CD-ROMs, interactive handheld tours, podcasts, blogs, Web sites, audio tours, and gallery installations.

"It is an honor and privilege for AAM's Media and Technology Standing Professional Committee to host the MUSE awards, now in its seventeenth year. Once again, the quality of entries has been exceptional, representing the brightest and best digital media projects in the museum and educational world," said Nik Honeysett, Chair of AAM's Media & Technology Committee.

Thirty judges – museum and media professionals from across the county – were involved in the process of selecting the winners. Winning entries were expected to demonstrate outstanding achievement in nine areas including content, interface, design, innovation and appeal. Criteria including the quality of writing, script, narrative, editing and research; the quality of video and/or still image; visual appeal; the quality of the users' experience; and the intent to which new directions were charted or old challenges resolved through technical innovation. A complete list of judging criteria and MUSE Award winners can be found on the Media and Technology website:

[www.mediaandtechnology.org](http://www.mediaandtechnology.org).

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## ADD TWO/CONSTITUTION CENTER WINS MUSE AWARD

The judges gave praise for the engaging interactive format of the game and for its ability to bring historical material to life with its use of animation and 3D software. They also praised the interactive game for the use of audio and transcripts to allow access to a variety of users.

2006 marks the centennial of the American Association of Museums and is the Year of the Museum. Institutions across the country are celebrating 100 years of museums in American life. Founded in 1906, the American Association of Museums (AAM) is dedicated to promoting excellence within the museum community. AAM represents of museums and professionals and non paid staff who work for and with museums.

Located at 525 Arch Street on Philadelphia's historic Independence Mall, the National Constitution Center is an independent, nonpartisan, nonprofit organization dedicated to increasing public understanding of the U.S. Constitution and the ideas and values it represents. Opened on July 4, 2003, the Constitution Center is a museum, an education center, and a forum for debate on constitutional issues. The museum dramatically tells the story of the Constitution from Revolutionary times to the present through more than 100 interactive, multimedia exhibits, film, photographs, text, sculpture and artifacts, and features a powerful, award-winning theatrical performance, "Freedom Rising".

From May 26 through August 20, 2006 the National Constitution Center is hosting ***Sports: Breaking Records, Breaking Barriers***, a Smithsonian Institution Traveling Exhibition that tells the stories of 35 athletes and their performances in 17 different sports. The exhibit also features an exclusive National Constitution Center created section, *Local Legends*, as a tribute to hometown heroes who have made a difference in the Philadelphia sports community.

*Sports: Breaking Records, Breaking Barriers* was developed by the Smithsonian's National Museum of American History and the Smithsonian Institution Traveling Exhibition Service (SITES). Audi is the exclusive national sponsor of the exhibition.

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## ADD THREE/CONSTITUTION CENTER WINS MUSE AWARD

The Constitution Center's showing of the *Sports* exhibit is sponsored in part by the *Philadelphia Daily News*. The *Daily News* has a longstanding tradition for excellent sports coverage by an award-winning staff. *Daily News* sports writers also are seen each weekday on *Daily News Live* from 5-6:30 p.m. on Comcast SportsNet. The show is currently in its ninth season.

*Sports: Breaking Records, Breaking Barriers* is free with regular museum admission of \$9 for adults and \$7 for seniors ages 62 and up, children ages 4-12, and active military personnel. Children ages 3 and under are free. Group rates are also available. For ticket information, call 215.409.6700 or visit [www.constitutioncenter.org](http://www.constitutioncenter.org).

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