



For Immediate Release
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MOLD-A-RAMA®: MOLDED FOR THE FUTURE, A NEW EXHIBITION, OPENS AT THE MUSEUM OF SCIENCE AND INDUSTRY

CHICAGO (November 1, 2022) — *Mold-A-Rama®: Molded for the Future*, a new exhibition opens November 3rd, 2022, at the Museum of Science and Industry (MSI), tells the story of the beloved retro machines, which make plastic figurines right before your eyes. For over 60 years, Mold-A-Rama™ machines have pumped out hundreds of varieties of collectible plastic novelties, while providing guests a peek into mass production.

The exhibit features a collection of popular, rare, and experimental Mold-A-Rama souvenirs from the past with their quirky colors, designs and, of course, the smell. Guests can expand their collection by taking home their own colorful souvenirs from over eight machines featured in the exhibit and around the Museum. Featured molds for creation are the 1962 Seattle World's Fair Monorail, one of the first molds ever created, and the MSI Robot, featured during the Robot Revolution exhibition.

The Mold-A-Rama debuted at the 1962 World's Fair in Seattle and grew to prominence at the 1964 expo in New York. Fairgoers savored the warm smell of molten plastic as a memory-making sensation. The William A. Jones Company, a multi-generational business headquartered in the Chicago area, acquired the Mold-A-Rama license in 1971. Keeping this classic technology alive, they now operate 63 machines in five states.

Visit MSI starting November 3rd, 2022, to purchase your own molds and appreciate the history of the iconic souvenir. The exhibit is open until Fall 2023 and is included with Museum Entry.

About MSI

The Museum of Science and Industry, Chicago (MSI) offers world-class and uniquely interactive experiences that inspire inventive genius and foster curiosity. As one of the largest science museums in the world, from groundbreaking and award-winning exhibits to hands-on opportunities — a visit to MSI is guaranteed to connect fun and learning. MSI is committed to offering comprehensive educational programs - for students, teachers, and families - that make a difference in local communities and contribute to MSI's larger vision: to inspire and motivate children to achieve their full potential in STEM - science, technology, engineering, and math. The Museum is grateful for the support of its generous donors and guests, who make its work possible. MSI is also supported in part by the people of Chicago through the Chicago Park District. For more information, visit msichicago.org or call (773) 684-1414.