Berkshire Museum Press Release  
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**Berkshire Museum to reopen Feigenbaum Hall of Innovation**

**April 16**

Popular exhibition to feature exciting new activities and technology

[PITTSFIELD, MA] — The Feigenbaum Hall of Innovation, one of the most popular core exhibitions at the Berkshire Museum, will undergo a significant upgrade and reopen to the public on Saturday, April 16. The improvements and upgrades to the Hall of Innovation are generously supported by a grant from the Feigenbaum Foundation that has pledged $500,000 to the Berkshire Museum, to be used for a series of annual improvements over the next few years.

The Feigenbaum Foundation has made a commitment to “ensure the Feigenbaum Hall of Innovation at the Museum is on the leading edge of exploring innovation in the Berkshires and beyond. This will require ongoing intellectual, financial, and physical resources to implement and maintain a high level core experience for visitors in the Hall,” says Emil J. George, Esq., president of the Feigenbaum Foundation.

While the Feigenbaum Hall of Innovation will continue to feature the accomplishments of Berkshire innovators and the many ways they were able to change the world around them, visitors will experience several exciting new additions. The highly anticipated Mindball brain game will engage visitors of all ages. The only one of its kind in the state of Massachusetts available to the public, Mindball uses EEG biofeedback sensors to track the players’ Alpha and Theta brain waves sending the ball across the table and into their opponent’s goal. The Museum’s brand-new interactive app, i-Innovate, provides a digital visitor experience, from opportunities to create and innovate right in
the galleries to accessing expanded content and information. The video displays at each entrance to the Hall have been updated with new innovators, new ideas, and a fresh look. The Hall of Innovation will boast all-new interactive activities, original artwork, and new displays and objects from the Museum’s permanent collection, as well as fresh paint and new carpet for a bright, new environment.

“I was fortunate to be part of the team that originally designed the Feigenbaum Hall of Innovation,” notes Berkshire Museum Director of Curatorial Affairs and Collections, Maria Mingalone. “After several years observing how the exhibition engages visitors to think creatively, we are excited to expand the audience experience through fresh new technology, with Mindball and the new i-Innovate app as centerpieces of this first upgrade. By modeling innovative thinking, we anticipate making ongoing improvements to keep the Hall of Innovation truly innovative, including the addition of new innovators and exhibit components in the coming years.”

The Feigenbaum Hall of Innovation first opened in March, 2008. The 3,000-square foot exhibition space explores innovations in science, technology, business, politics, culture, and the arts, in keeping with the Museum’s mission of sparking creativity and innovative thinking by making inspiring educational connections among art, history, and natural science.

Building on the success of the Feigenbaum Hall of Innovation, the Museum completed the SABIC Innovation Studio as an innovative space for learning in 2013 and, in partnership with the Smithsonian Institution, opened Spark!Lab in 2014, featuring activities designed to illustrate that anyone can be an inventor. Taken together, the Feigenbaum Hall of Innovation, Spark!Lab, and SABIC Innovation Studio comprise nearly 25 percent of the Museum’s programming space devoted to creativity, innovation, and invention.

“To ensure improvements to the Feigenbaum Hall of Innovation took advantage of the opportunity to explore the latest advances in innovation, the Feigenbaum Foundation responded to our request for support to provide for regular upgrades, rather than a
one-time overhaul,” according to Berkshire Museum Executive Director, Van Shields. “As a result, the Feigenbaum Hall of Innovation experience will continue to be innovative in the way it explores how innovation shapes our lives and the world around us. We are extremely grateful for the Feigenbaum Foundation’s continued interest and generosity that also helps cement our position at the forefront of regional institutions dedicated to fostering creativity and innovation. “

**About the Feigenbaum Foundation**

The original 2008 creation of the Feigenbaum Hall of Innovation was made possible by the Feigenbaum Foundation, the entity that continues to support the upgrades and improvements that are taking place this spring. The Foundation was established by brothers Armand and Donald Feigenbaum, natives of Pittsfield who are recognized globally as the fathers of Total Quality Management, a system which has revolutionized how organizations can be effectively led and constantly improved. Their seminal books, beginning with Armand Feigenbaum’s 1951 volume *Quality Control, Principles and Practice*, through their most recent book, *The Power of Management Capital* published by McGraw-Hill in 2003, have been published in over 20 languages and are widely read world-wide.

**About the Berkshire Museum**

Located in downtown Pittsfield, Massachusetts, at 39 South St., the Berkshire Museum, a Smithsonian Affiliate, is open from 10 a.m. to 5 p.m. Monday through Saturday, and noon to 5 p.m. on Sunday. Admission is $13 adult, $6 child; Museum members and children age 3 and under enjoy free admission. For more information, visit www.berkshiremuseum.org or call 413.443.7171.

In association with the Smithsonian since 2013, Berkshire Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian’s resources with the nation.

Established by Zenas Crane in 1903, Berkshire Museum integrates art, history, and natural science in a wide range of programs and exhibitions that inspire educational
connections between the disciplines. In the galleries, ArtZoo is on view January 23 through May 1. Window on the World: A Look into the Permanent Collection is ongoing. Little Cinema is open year-round. Spark!Lab, Worlds in Miniature, Aquarium, and other exhibitions are ongoing.

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