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## **SWEET HOLIDAY EXHIBIT RETURNS TO LONG ISLAND CHILDREN'S MUSEUM**

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### **GingerBread Lane Rolls Out on November 26 for Holiday Stay**

LICM offers visitors a sensory treat when it brings back "GingerBread Lane" for a holiday season residency beginning Friday, November 26. The spicy smell of gingerbread and the sweet aroma of frosting and candies will waft through the Museum as nearly 700 confectionery creations provide a delightful holiday experience everyone in the family can enjoy. GingerBread Lane will be on public display through Sunday, January 2, 2022.

GingerBread Lane is a seasonal display of a handmade gingerbread village baked, built and decorated by chef Jon Lovitch. He has made displays for multiple locations around the country since 1994. These masterful designs have enabled him to claim the Guinness World Record holder title for the largest gingerbread village four times; each time beating his own record-setting accomplishment.

In planning the return to LICM, Lovitch and LICM's Exhibit team discussed plans for the 2021 display to reflect the community the Museum serves. Among the nearly 700 houses and storefronts, visitors will spot familiar Long Island landmarks, including Jones Beach and the Big Duck, along with nautical nods to the region's surroundings. A replica of the Children's Museum is a highlight of this year's display.

"Hosting GingerBread Lane last year enabled the Children's Museum to end a difficult year for all of us on a sweet note," noted LICM President Suzanne LeBlanc. "This year we are able to expand on visitors' experiences with public programs and experiential activities to get everyone into the holiday spirit."

"The LICM GingerBread Lane display is the most interactive in my 27 years of building them," explains creator Jon Lovitch. "The Museum's team has elevated the experience for visitors by designing experiential activities throughout the display and allowing them to get up close and personal with the design process. It is one of the most exciting layouts ever for my work as we continue the relationship with LICM."

A gingerbread house facade serves as the entrance to the gallery with a special door for children to enter into the magical display. The entrance facade incorporates small displays

highlighting special items children can search for within GingerBread Lane, such as reindeers, nutcrackers, street signs, etc. The real gingerbread houses are displayed on tiered risers around the perimeter of the Museum's Coming & Goings gallery. The center of the gallery features an interactive house complete with a cooking area allowing children to practice "mixing, baking and decorating" just as Jon Lovitch does.

Every one of the structures on display is crafted entirely of edible components. The sweet construction project for Long Island Children's Museum took 800 hours over 10 months to create. A mix of storefronts and houses, the mouth-watering village at LICM is made from:

Throughout the exhibit's stay, LICM will offer a variety of free public programs to complement the exhibit experience. Visitors at the Museum on Opening Weekend (Nov. 27-28) will be able to create "Charming Cookie Necklaces" (noon-2 p.m.) and a "Home Sweet Gingerbread Home (noon-2 pm.). Subsequent weekend and break week programs include:

- Candle Lit Cookie Cabin – Dec. 4 from noon-2 p.m.
- Home Sweet Gingerbread Home – Dec 12 from noon-2 p.m.
- Hand in the Cookie Jar – Dec. 18 from noon-2 p.m.
- Charming Cookie Necklace – Dec. 27, 29 and 30 from noon-2 p.m.

## **House Closing**

Visitors can take home a sweet souvenir of the exhibit at the end of its residency. On January 8 and 9, visitors can pick up one of the houses that have been on display at the Museum. The gingerbread houses are free with Museum admission and available on a first-come, first-serve basis while supplies last.

GingerBread Lane villages have been featured on the "Today Show" and "Good Morning America, ABC and CBS News, as well as print articles in the New York Times, Food and Wine, Delish, Condé Nast Traveler, Martha Stewart Living and Smithsonian magazine.

Lovitch, a graduate of the Culinary Institute of America in New York, spent over 25 years in the restaurant business, and was the Executive Chef in prestigious spots such as the Plaza and the Algonquin before turning his hobby into a full-time labor of love that has delighted hundreds of thousands of visitors across the country.

## **Holiday Season Museum Hours**

The arrival of GingerBread Lane sees LICM expand its hours of operations:

Opening weekend, Friday, November 26-Sunday, November 28: 10 a.m.\*-5 p.m.

Starting December 1 the Museum will shift to a Wednesday - Friday schedule from 10 a.m. to 3 p.m. and weekends from 10 a.m.\*-5 p.m.

The Museum will be open daily during the December break week (Sunday, December 26 – Friday, December 31) from 10 a.m.\*-5 p.m.

The Museum will be closed Christmas Day and New Year's Day.

\*Visitor Notice: The first hour of every day (10-11 a.m.) is reserved for LICM members only.

### **About the Long Island Children's Museum**

The mission of Long Island Children's Museum is to connect all our communities' children, and those who care for them, to a life of wonder, imagination and exploration. At LICM, children discover their passions and their relationship to the world we share. The 40,000-square-foot museum welcomes nearly 275,000 children and annually. The private, not-for-profit institution chartered by the New York State Board of Regents, offers museum-based educational programs and cultural experiences, as well as an extensive community outreach program offered in schools, libraries and youth centers across Long Island. The Museum is the recipient of the 2012 National Medal for Museum & Library Service, the highest honor conferred on museums for extraordinary civic, educational, economic, environmental, and social contributions.