

## GREECE

### Local development

#### Location

Archipolis, Rhodes

#### Programming period

2014 – 2020

#### Priority

P6 – Social inclusion & local development

#### Measure

M19- LEADER/CLLD

#### Funding (EUR)

RDP support 257 862.98

EAFRD 219 183.53

National/Regional 38 679.45

#### Project duration

2012 – 2017

#### Project promoter

Association of Friends of Greek toys

#### Contact

[info@toymuseum.gr](mailto:info@toymuseum.gr)

#### Website

[www.toymuseum.gr](http://www.toymuseum.gr)

Setting up a toy museum in a small island village to provide children with access to cultural activities and to stimulate the local economy.

### Summary

Children in the small rural villages of Rhodes, Greece, grow up surrounded by nature, however, they lacked access to cultural, technological and interactive activities available in urban areas.



In order to address this need, a toy museum was set up presenting a collection of Greek games dating back to 1930. This museum also organises various gaming activities and events. The toy museum was established in a two-storey stone building in the village of Archipolis and it contains a multifunctional space for various interactive activities and events. The building is also self-sufficient in terms of energy consumption, thanks to a photovoltaic solar system that provides heating and cooling year-round.

### Results

In 2017 and 2018, the museum, which is also a cultural centre, hosted approximately 30 000 visitors, 2 000 of whom were children visiting the museum with their school.

Many events have already taken place in the cultural centre, such as puppetry, theatrical and musical performances, as well as retro games and much more.

There has been a significant increase of tourists visiting surrounding villages for food, or to buy souvenirs after they have visited the museum. This has a positive effect on the local economy and has created new job opportunities.

## Context

The island of Rhodes is located in the southeast Aegean Sea and is a well-known tourist destination. Children in the island's villages grow up surrounded by nature but they were lacking access to other activities that are available in urban areas, such as cultural, technological and interactive games.

For this reason, the supporters of the project, who were driven by their passion for historical games, decided to set up a toy museum with the support of the LEADER Measure. The museum was designed around a collection of Greek games dating back to 1930 and would also serve as a space for organising various interesting gaming activities and events.

## Objectives

The aim of the toy museum was to revitalise the rural areas of the island, giving people the opportunity to share a diverse, enjoyable and cultural space not only for their children, but also for themselves.

## Activities

The toy museum was created in a two-storey stone building in the village of Archipolis. The museum has a toy exhibition and a multifunctional space that can be used for various interactive activities and events. The building is self-sufficient in terms of energy consumption, thanks to a photovoltaic solar system that provides heating and cooling year-round. The toys on display are part of the personal collection of Mr Thanasis Ioannou, who has been a collector since childhood. The collection includes toys from 1930 to 1990.

The museum is visited by locals and tourists. A large proportion of visitors are from schools that attend the museum as part of a day trip. The space is full of old school toys that promote interaction. Children can admire the collections and adults can reminisce about the good old days and recall memories of their own childhood. The

museum organises events such as puppetry, theatrical performances, musical events and cultural meetings. The toy museum has become a popular tourist attraction and is becoming increasingly well-known. This has boosted the demand for local services and stimulated the local economy.



## Main results

In 2017 and 2018, the museum, which is also a cultural centre, hosted approximately 30,000 visitors, 2,000 of whom were children visiting the museum with their school.

Many events have already been organised, such as puppetry, theatrical and musical performances, as well as retro games and much more.

Local people also visit the museum and participate in the activities and events.

There has been a significant increase of tourists visiting surrounding villages for food, or to buy souvenirs after they have visited the museum. This has a positive effect on the local economy and has created new job opportunities.

In terms of environmental action, it is worth mentioning that it is the only museum on the island of Rhodes that provides its own energy – via a photovoltaic solar system that cools and heats the building year-round.

## Additional sources of information

[www.tripadvisor.com/Attraction\\_Review-g189449-d12342908-Reviews-Rhodes\\_Toy\\_Museum-Rhodes\\_Dodecanese\\_South\\_Aegean.htm](http://www.tripadvisor.com/Attraction_Review-g189449-d12342908-Reviews-Rhodes_Toy_Museum-Rhodes_Dodecanese_South_Aegean.htm)

[www.facebook.com/Rhodes-Toy-Museum-Greece-176902158999228/](https://www.facebook.com/Rhodes-Toy-Museum-Greece-176902158999228/)