



MONNAIE
DE PARIS

PRESS RELEASE



**INSERT
COIN** * FLIPPERS
BORNES D'ARCADE
JEUX À PIÈCES



WHEN COINS ENTER THE GAME !

Monnaie de Paris presents the exhibition
"Insert Coin. Pinball machines, arcade terminals and coin-operated games"
from March 1st to June 30th, 2024.

"Insert Coin" will immerse visitors in a retrospective of coin-operated gaming machines in the public space, from the post-war period through to the 2000s. The exhibition features a popular and contemporary theme, inviting visitors to discover a playful aspect of the history of coinage, rooted in the social history of the 20th century and the world of technological innovation in the service of entertainment.

"Insert Coin" chronologically traces the birth and rise of table soccer, pinball machines, jukeboxes, video game terminals and other electromechanical games that populated cafés and arcades and formed an important part of the culture of teenagers and young adults during this period. Through its scenography and a few iconic objects, the exhibition also evokes the bars and cafés where these machines were found.

The visitor experience is resolutely interactive, with some forty playable period machines, offering visitors the opportunity to relive the excitement of using a coin to activate a game. For the occasion, Monnaie de Paris will issue tokens that visitors will receive at the start of the tour, enabling them to play with these machines in their original material conditions. This experience will enable several generations to interact within the exhibition, encouraging exchanges between game enthusiasts from different eras.



Eric Clayberg plays Ms. Pac-Man © Bill Polo/The Boston Globe via Getty Images

The history of amusement machines dates back to 15th century France ; they spread widely across Europe in the 18th century. The ancestors of pinball machines became particularly popular at the end of the 19th century, especially in the United States. The first coin-activated game appeared in Chicago in the early 1930s, the same year the French table soccer created by the Bonzini brand. The following years saw the emergence of coin-operated pinball machines, which became increasingly complex and entertaining, as well as the development of cafés and arcade culture.

The emergence of electronics played an essential role in the evolution of these machines, enabling the creation of new types of pinball machines and then video games. The exhibition also evokes the importance of the "high score" concept and the incentive to perform. Each time a player loses a game, he or she has to put a coin back into the game, and is encouraged to finish without losing a life. The 1980s saw the emergence of arcades dedicated to coin-operated entertainment games, while table soccer and pinball machines became sports in their own right. Later, the popular skill and fighting games of the 1980s-1990s, such as Pac-Man and Street Fighter II, gave birth to E-Sports.

The "Insert Coin" exhibition traces the history of these iconic machines through eight rooms, each evoking a different era, from the 50s to the 2000s.

Through the eyes and expertise of its two curators, the "Insert Coin" exhibition promises an unprecedented retrospective and interactive experience that will delight fans of video games, history and pop-culture.



A couple playing arcade games, namely Ms. Pac-Man, New York City, circa 1985 © Jill Freedman/Getty Images



Tract contre l'uranium à Ille-sur-Têt à l'entrée d'un bar lors de la campagne du référendum, 28 mai 1978 © Etienne MONTES/Gamma-Rapho via Getty Images

"This interactive exhibition is a unique opportunity to discover or rediscover the world of coin-operated machines. With pinball machines, arcade games, jukeboxes and tables soccer, all generations will be able to get into the game and the atmosphere of cafés from the 50s to the 2000s. Grab some tokens and come play at Monnaie de Paris !"

Marc Schwartz –
Chairman and CEO of La Monnaie de Paris

CURATORS OF THE EXHIBITION



Nicolas GALIFFI

Communication and web marketing consultant specialized in pop-culture, graduate of a Master Marché et Commerce International de l'Art at ICART. Curatorial assistant in the toy department at MAD (Musée des Arts Décoratifs de Paris) for the "Swedish Wooden Toys" exhibition in 2014 and the publication of

the book *Les jouets cultes du XX^e siècle* (Éditions de la Martinière, 2014). Collector of design and video games.



Jean-Baptiste CLAIS

Curator of Asian and porcelain collections in the Objets d'Art department of the Musée du Louvre. PhD in social and political anthropology, specialized in pop-culture. Curator of the "Game Story- une histoire du jeu vidéo" exhibition at the Grand Palais in 2010 and teacher at Sciences Po Paris.

*"The **'Insert Coin'** exhibition aims to help visitors rediscover a forgotten aspect of the history of money: coin-operated entertainment machines in cafés. It brings this practice back to life, interactively, using working period machines along a chronological route. The gesture is at the heart of the exhibition. The act of inserting coins into the coin slot to activate the machine, pressing the button on the jukebox or arcade machine, turning the handles on the table soccer... It's also the atmosphere of the bars and the leisure activities of youth that the exhibition evokes through memory objects."*

Jean-Baptiste Clais, exhibition curator

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Museum

Tuesday to Sunday 11am - 6pm.
Nocturne every Wednesday until 9pm.
11 Quai de Conti, 75006 Paris

Store

Tuesday to Sunday, 11am to 7pm.
Nocturne every Wednesday until 9pm.
2 rue Guénégaud, 75006 Paris
Online ticketing at monnaiedeparis.fr

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ABOUT MONNAIE DE PARIS :

Since 864, Monnaie de Paris has been pursuing its original mission: minting coins for the State. It is the oldest French institution and one of the oldest companies in the world. On its historic site in the heart of Paris, behind the doors of an 18th-century palace, Monnaie de Paris houses the capital's last working factory, supporting arts and crafts through the production of exceptional products (medals, coins, decorations, objets d'art).

Since 2017, Monnaie de Paris has widely opened its doors to the public with a new museum offering views of its production workshops and working art foundry. Through a didactic, fun and interactive tour, the desire to let everyone discover the history and manufacture of coins and medals. Monnaie de Paris is developing a cultural program in line with its identity and industrial activity, with a view to promoting its historical heritage as well as its know-how and crafts. This unique identity and exceptional heritage make Monnaie de Paris a key cultural player.

Monnaie de Paris is also based in Pessac (Gironde), where high-level industrial expertise is applied to the production of current and foreign coins, as well as collector's items.