

# NYBG/125

FOR IMMEDIATE RELEASE: February 6, 2017

## NYBG Announces Collaboration with Home Luxury Retailer Frontgate

### Partnership Will Create Framed Reproductions from Rare Books in The New York Botanical Garden's LuEsther T. Mertz Library



Frontgate's Tropical Art Collection from  
The New York Botanical Garden Archives.

**Bronx, NY**—A new partnership between The New York Botanical Garden and luxury retailer Frontgate means that hundreds of stunning reprints from the Rare Book and Folio Collection in the Botanical Garden's LuEsther T. Mertz Library are available for purchase framed and ready for placement on a wall. The archival prints from vintage botanical illustrations and engravings are diverse in their representation of flora and include everything from Japanese roses, orchids, hibiscus and mangroves, tropical palms and seaweed; even prints of parrots and macaws are available for collecting. Prints are available in various configurations, as a single framed print or sets of two, three, four, and five in number.

"We are thrilled to partner with Frontgate on this stunning collection of artwork for the home," said Meredith Counts, Director of Licensing and Product Development at NYBG. "The rare and sumptuous works featured in this collection represent the height of luxury in the 18th- and 19th-centuries, when the art of botanical illustration was at its peak. It is only appropriate, therefore, that Frontgate, as an outstanding leader in home luxury and grand living, be the contemporary agent of these lavish prints." Tyler Thompson, spokesman for Frontgate says "This collection truly allows our customer a chance to own an amazing piece of natural history while supporting NYBG's work in plant research and conservation, horticulture, and education, all while making an elegant, beautiful and exclusive design statement in their homes. Our customer knows what she likes and loves to create a custom design all their own, we can't wait to see what she comes up with."

Each print was carefully chosen from the Library's Rare Book and Folio Collection of more than 18,000 pieces dating as far back as 1200 A.D. Frontgate looked through the vintage engravings and hand-colored illustrations to curate selection. Efforts were made to faithfully replicate each artist's original masterpiece with archival inks and paper, and every piece is as enduring as it is beautiful by using Frontgate's own giclée printing technique. The prints arrive ready to hang with a mat and frame and range in price from \$299 for a single print to \$3,599 for set of nine prints (the Tropical Art Collection, as seen in the photo above). A portion of every purchase supports The New York Botanical Garden's work in plant research, conservation, horticulture and education. For more information and to order prints, visit Frontgate at [www.frontgate.com](http://www.frontgate.com).

### **About The New York Botanical Garden**

Since 1891 NYBG has been a museum of plants dedicated to achieving excellence in horticulture, education, and plant research and conservation. Today it is one of the great cultural institutions in the world, a preeminent center for botanical research, a natural treasure for visitors of all ages, and a leader and national model for plant-based education. Established in 1899, the LuEsther T. Mertz Library has evolved to become one of the largest, most comprehensive botanical libraries in the world and is a treasury of knowledge about all aspects of the plant world.

### **About Frontgate**

Frontgate is a leading home luxury lifestyle retailer known for its best-in-class furnishings and enhancements. It outfits America's finest homes through the Frontgate catalog, website and specialty title catalogs. Frontgate has enjoyed growth by combining a superior level of customer service with quality products not commonly available in retail stores. Frontgate products can be described as being professional grade and authentic, having innovative features yet also timeless design. Frontgate is part of HSN Inc., a \$3.7 billion interactive multichannel retailer with strong direct-to-consumer expertise between its two operating segments, HSN and Cornerstone. Cornerstone Brands Inc. (CBI) is a family of direct marketers that ranks among this country's top 10 consumer-direct firms.

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**The New York Botanical Garden is a museum of plants located at Bronx River Parkway (Exit 7W) and Fordham Road. It is easy to reach by Metro-North Railroad, bus, or subway. The Garden is open year-round, Tuesday through Sunday and Monday federal holidays, from 10 a.m. to 6 p.m. The best way to enjoy the Garden is with the All-Garden Pass, which includes admission to the grounds as well as to seasonal gardens, exhibitions, and attractions such as the Enid A. Haupt Conservatory, Everett Children's Adventure Garden, and Tram Tour. For ticket pricing, please check our Web site. For more information, please call 718.817.8700 or visit [nybg.org](http://nybg.org)**

**The New York Botanical Garden, 2900 Southern Boulevard, Bronx, New York 10458**

**The New York Botanical Garden is located on property owned in full by the City of New York, and its operation is made possible in part by public funds provided through the New York City Department of Cultural Affairs. A portion of the Garden's general operating funds is provided by The New York City Council and The New York State Office of Parks, Recreation, and Historic Preservation. The Bronx Borough President and Bronx elected representatives in the City Council and State Legislature provide leadership funding.**

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