



THE NEW YORK BOTANICAL GARDEN

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The New York Botanical Garden to Launch *NYBG in Bloom* in May

A Customized Mobile Application Adds a New Element to Visitors' Exploration of Nature

Garden Collaborates with The Metropolitan Museum of Art on New App's Interactive Features for *Monet's Garden* Exhibition, May 19–October 21



The New York Botanical Garden is launching *NYBG in Bloom*, a free, customized iPhone application that will add an interactive aspect to the visitor experience. The application is a fun and engaging multielement tool that will enable visitors through their own mobile, Internet-ready iPhones to explore and discover nature during their time at the Botanical Garden. The app, which allows users to customize their visits to America's premier urban garden, will be available through the iTunes Store free of charge in early May. *NYBG in Bloom* is made possible in part by Deutsche Bank.

The Botanical Garden is collaborating with The Metropolitan Museum of Art on "Paintings and Plants," one of the exciting features of *NYBG in Bloom*. It will be launched during *Monet's Garden*, the multifaceted exhibition that will examine the life and work of the Impressionist master Claude Monet by highlighting his passion for gardening and the inspiration he drew from his living masterpiece, the garden on the grounds of his home in Giverny, France. This special feature of the app enables visitors to virtually view select Monet paintings on display at the Met and link to the Met's Web site for further information about them, complementing what visitors see at the Garden's exhibition. Another feature includes tour stops throughout the Enid A. Haupt Conservatory and in the Rondina Gallery with images and information about *Monet's Garden*. Additionally, users can take Impressionist-style photos via their iPhone and share them.

"*NYBG in Bloom* will establish a technological benchmark for cultural institutions around the world, granting users the ability to access information about museum collections, enhancing and adding value to their physical visit," said [Gregory Long](#), Chief Executive Officer and The William C. Steere Sr. President of The New York Botanical Garden. "We are very excited to collaborate with The Metropolitan Museum of Art during *Monet's Garden* on our first app, providing audiences here and at the Met with another tool to help them further engage with our collections. We thank Deutsche Bank for supporting this initiative, enabling the Botanical Garden to use technology to draw the public's attention to its living collections, landmark buildings, and historic landscape."

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“This app offers visitors a historic and artistic perspective from which to enjoy the gardens, as they are reminded of the degree to which Monet’s work depended on direct observation of nature,” said Carrie Reborra Barratt, Associate Director for Collections and Administration at The Metropolitan Museum of Art. “The Met is pleased to collaborate with The New York Botanical Garden on this beautiful project. ”

“Deutsche Bank welcomes this opportunity to support The New York Botanical Garden’s mission through this innovative tool,” said Deutsche Bank Americas Foundation President Gary Hattem. “The app, *NYBG in Bloom*, will use technology in new ways to deliver fun, educational programming for the Garden’s visitors. It will promote creativity and learning, and introduce thousands to technology as they integrate it with the Garden’s outdoor learning experience.”

Other mobile ventures include two mobile-optimized Web sites, one for the general public and one for teachers and school groups, featuring entertaining and informational material, interactive media, and suggested activities for all ages coupled with planning tools for instructors that will enrich the overall visitor experience.

The next phase of the development of *NYBG in Bloom*, scheduled for next year, will use augmented-reality technology to create an experience of unparalleled access to science, botany, and the humanities for all visitors. It will allow users of the app to view flowers in full bloom year-round and provide additional information about plants, their life cycles, and their role in the environment.

For more information, visit nybg.org or call 718.817.8700.

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Concept and Technology by Local Projects

Monet’s Garden

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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 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 and more information, please call 718.817.8700 or visit 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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