

THE NEW YORK BOTANICAL GARDEN

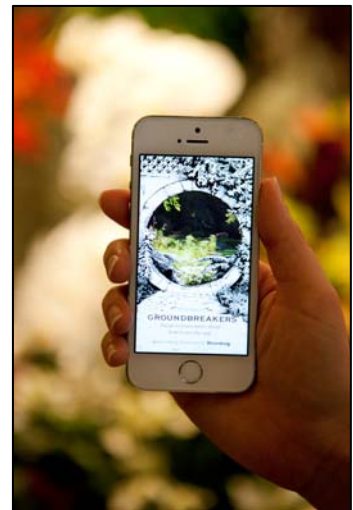
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The New York Botanical Garden Launches *Groundbreakers* App, Providing Mobile Access to Garden Programming and Content

Mobile Media Created in Partnership with Bloomberg Includes Augmented Reality Among Other Interactive Multimedia Features

The New York Botanical Garden has launched a new *Groundbreakers* mobile application, available for free download to iOS-enabled devices on the [App Store](#). The *Groundbreakers* app is the latest addition to a mobile media program, sponsored by Bloomberg Philanthropies, which aims to develop apps that provide access to cultural and science programming and educational content in a highly customized mobile experience. More information is available on the Botanical Garden's Web site at nybg.org/app/.

The first phase of the mobile media initiative at the Garden was launched in August 2013 to coincide with last year's *Wild Medicine* exhibition. The *Wild Medicine* app, which won the Gold MUSE Award for Mobile Applications at the American Alliance of Museums' Annual Meeting & MuseumExpo 2014, offers information about the permanent collection of medicinal plants on view in the Garden's Enid A. Haupt Conservatory. The latest app complements the Garden's new exhibition, *Groundbreakers: Great American Gardens and The Women Who Designed Them*, an exploration of the important contributions of American women who emerged as influential professionals in the fields of landscape architecture and design and garden photography in the early 20th century. The exhibition runs May 17 through September 7, 2014. The highlighted feature is augmented reality technology, which overlays historical images and archival materials, including landscape plans, quotes, and images of some of the plants grown in these gardens, to images the visitor views through a device's camera. When viewed on site at the Garden, this feature effectively projects these visuals onto real-time views of the exhibition and present-day NYBG collections. The app not only enriches the on-site visitor experience, but also provides virtual access through iPhones to some of the Garden's extensive collections to vast audiences around the world that might not be able to visit the Garden in person.



The New York Botanical Garden is one of five cultural institutions receiving part of \$15 million in a program sponsored by Bloomberg Philanthropies to support mobile technology intended to increase access to the arts and enhance visitor experiences. Through interactive, multimedia technology, users can explore the Garden further at home and wherever else they might be outside the 250-acre National Historic Landmark grounds. Enriching on-site visits, the *Groundbreakers* app enables iPhone users to also view virtual landscapes in the palms of their hands.

"It's easy to appreciate the beauty of The New York Botanical Garden, and there's so much more to learn when you dig beneath the surface. The *Groundbreakers* app puts the expertise of the most knowledgeable tour guide at every visitor's fingertips, which makes going to the Garden an even more rewarding experience," said Michael R. Bloomberg, Philanthropist and Mayor of New York from 2002–2013.

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“The *Groundbreakers* app allows visitors to have a garden historian in their hand as they tour the exhibition,” says Gregory Long, Chief Executive Officer and The William C. Steere Sr. President of The New York Botanical Garden. “Through our partnership with Bloomberg, we are bringing this innovative technology to our visitors, allowing them to learn more about the history of these fascinating women, who were shaping the emerging professions of garden design and garden photography. Our successful partnership has had a dramatic and lasting effect on the Botanical Garden’s ability to make our vast living collections and exhibitions accessible to diverse audiences.”

Visitors will be able to engage in learning about a number of featured plants throughout the Conservatory’s galleries and the Garden’s landscape. Through video, audio, text, and augmented reality functionality, visitors will access informative content in a dynamic way.

As part of the mobile media program, following the *Wild Medicine* and *Groundbreakers* apps, the Garden will develop an additional application in 2015, coinciding with its next major summer exhibition. The New York Botanical Garden and Bloomberg have partnered since 2007, enhancing the visitor experience with interpretive tools. Visitors of all ages, families, teachers, and culture seekers have the opportunity to engage with the Botanical Garden’s shows in transformative ways that further their understanding of the topics on display and expand their appreciation for both nature and the humanities. Devices pre-loaded with the *Groundbreakers* app are available on site at the Garden (while supplies last) to be borrowed by visitors who do not have an iOS-enabled device.

About Bloomberg Philanthropies

Bloomberg Philanthropies’ mission is to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: Public Health, Environment, Education, Government Innovation and the Arts. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg’s charitable activities, including his foundation and his personal giving. In 2013, Bloomberg Philanthropies distributed \$452 million. For more information on the philanthropy, please visit bloomberg.org or follow them on [Facebook](#) and [Twitter @BloombergDotOrg](#).

About The New York Botanical Garden

An unforgettable departure from the everyday, The New York Botanical Garden is America’s premier urban garden. Its special exhibitions, seasonal programs, and engaging activities inspire visitors of every age and interest. The Botanical Garden is an ever-changing living museum, and a showplace of natural beauty and wonder. For more information, visit nybg.org or call 718.817.8700.

Mobile Media sponsored by Bloomberg

Groundbreakers: Great American Gardens and The Women Who Designed Them

*Sponsored by:
MetLife Foundation
Karen Katen Foundation
AMOREPACIFIC*

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and Leon Lowenstein Foundation, Inc.*

Exhibitions in the Enid A. Haupt Conservatory are made possible by the Estate of Enid A. Haupt.

Exhibitions in the Mertz Library are made possible by the LuEsther T. Mertz Charitable Trust.

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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, please check our Web site. For 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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