

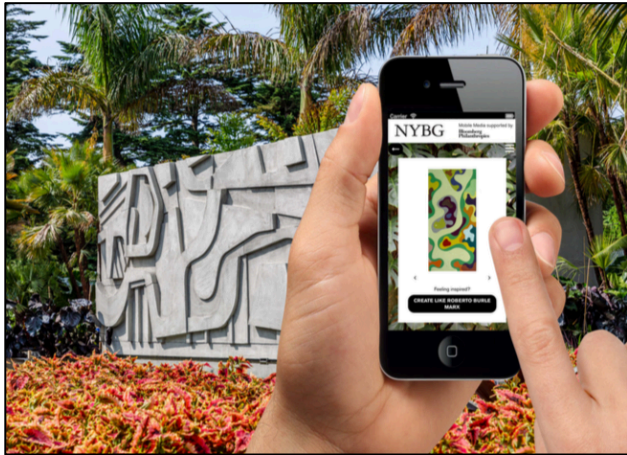
NYBG

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Interactive Mobile Guide Is a Richly Engaging Complement to NYBG's Summer Exhibition, *Brazilian Modern: The Living Art of Roberto Burle Marx*

Made Possible by Bloomberg Philanthropies, Brazilian Modern Interactive Mobile Guide Features Exhibition-Related Games, Recipes, Music, and More

Brazilian Modern: The Living Art of Roberto Burle Marx Runs June 8 through September 29, 2019, at NYBG



Bronx, NY—The Brazilian Modern Interactive Mobile Guide, supported by Bloomberg Philanthropies, offers a variety of ways to engage with and further explore The New York Botanical Garden's major 2019 exhibition, *Brazilian Modern: The Living Art of Roberto Burle Marx*. On view June 8 through September 29, 2019, the exhibition features lush gardens; vibrant paintings, drawings, and textiles; and the sights and sounds of Brazil that inspired the life and work of the influential Brazilian modernist artist, landscape architect, and plant explorer and conservationist.

The complementary Interactive Mobile Guide provides informative and entertaining content about Roberto Burle Marx. Its interactive features, available both on and off the Botanical Garden grounds, allow users to create virtual landscape designs in the style of Burle Marx, enjoy a Brazilian music playlist, take a “plant personality” quiz, play a game to learn about and save rain forest plants, and view videos about plants connected to Burle Marx, including tips on how to care for popular houseplants—many native to Brazil.

Brazilian Modern Interactive Mobile Guide components include:

- **Create Like Burle Marx**

Marvel at aerial views of the exhibition's Modernist Garden with its sculptural water feature and striking patterned paths and learn more about the art—and science—of creating a garden masterpiece.

Then create your own designs with a virtual landscape maker.

- **Live Like Burle Marx**

Immerse yourself in the tastes and sounds of Brazil with recipes of Brazilian fare and a playlist of Brazilian music.

- **Grow Like Burle Marx**

Take a fun quiz to discover your individual plant personality.

Play a game that sets a goal to save the plants in a rain forest.

View videos to learn about popular tropical plants that can be grown as houseplants—some of which were among Burle Marx's favorites. Get tips for growing and caring for some of these exquisite plants, and learn interesting facts about the environments in which they grow.

The Brazilian Modern Interactive Mobile Guide is easily accessible via the Web on smart phones and other mobile devices at nybg.org/mobile.

Mobile media at NYBG is generously supported by Bloomberg Philanthropies through its Bloomberg Connects program, a global initiative that helps cultural institutions innovate and engage audiences through digital platforms.

Brazilian Modern: The Living Art of Roberto Burle Marx is part of NYBG's year-long #plantlove series of exhibitions, programs, and projects exploring the essential connections between plants, people, and the environment.

For more information, including updates on ticket availability, please visit www.nybg.org.

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EXHIBITION DONORS

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

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*Exhibitions in the Arthur and Janet Ross Gallery are made possible by support from the
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*Any views, findings, conclusions, or recommendations expressed in this exhibition do not necessarily represent those of the
National Endowment for the Humanities.*

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

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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