

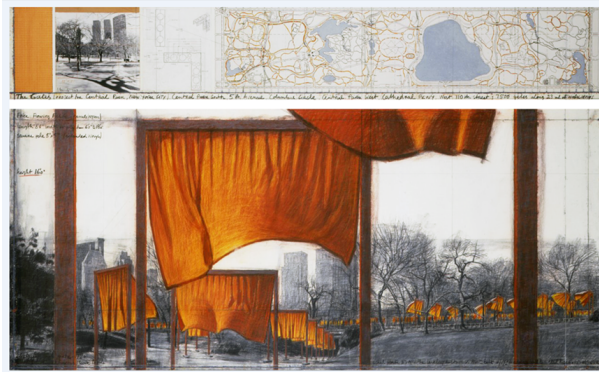


*For Immediate Release*

**The Christo and Jeanne-Claude Foundation, together with The Shed, Central Park Conservancy, NYC Parks, and Bloomberg Philanthropies, Celebrate the 20<sup>th</sup> Anniversary of *The Gates***

*Activations include a comprehensive exhibition at The Shed and an augmented reality (AR) experience through the Bloomberg Connects app in Central Park*

*The Shed exhibition and Bloomberg Connects AR experience run February 12 – March 23, 2025*



*Left side image: *The Gates* (Project for Central Park, New York City), artwork by Christo, 2004 © Christo and Jeanne-Claude Foundation. Right side image: Early image of "*The Gates: An Augmented Reality Experience*" in Central Park to be available through the Bloomberg Connects app in February 2025 © Joe Pugliese and Dirt Empire*

**NEW YORK, NY – November 21, 2024** –The Christo and Jeanne-Claude Foundation, The Shed, Central Park Conservancy, NYC Parks, and Bloomberg Philanthropies today announced a comprehensive, multiplatform celebratory retrospective of [\*The Gates\*](#), the February 2005 public art installation in New York City’s Central Park by renowned artists Christo and Jeanne-Claude. The retrospective will mark the 20<sup>th</sup> anniversary of *The Gates* and include an exhibition at The Shed in Hudson Yards and an augmented reality experience in Central Park powered by Bloomberg Connects.

Credited with revolutionizing New York City’s relationship with participatory and community-based art and igniting dialogue about the importance of public art globally, *The Gates* captured

the imagination of millions and helped revive a city that had been transformed by the tragedy of 9/11 four years earlier. Twenty-six years in the making, *The Gates* was on display for sixteen days in 2005. The work of art attracted over four million visitors to the Park and generated an estimated \$254 million in economic activity across New York City.

“Even after 20 years, the unforgettable visual memory of Christo and Jeanne-Claude’s *The Gates* is still in the minds of the many people who experienced it in person or viewed it from afar,” said Vladimir Yavachev, Christo and Jeanne-Claude’s director of projects. “*The Gates* was responsible for sparking an important conversation about public art and its role in urban settings and society. We are thrilled to be marking this anniversary by celebrating Christo and Jeanne-Claude with a surprising exhibit at The Shed, which includes unrealized New York projects, and a revolutionary AR experience in Central Park through Bloomberg Connects, which achieves the highest levels of technical complexity and realism.”

*The Gates* was a monumental work of temporary public art consisting of 7,503 saffron-colored gates adorned with free-flowing fabric that spanned 23 miles of pathways and transformed the iconic park. The individual gates were 16 feet tall and varied in width from 5 feet 6 inches to 18 feet depending on the different widths of the park’s walkways. The vertical poles were secured by narrow steel base footings, 613 to 837 pounds each, positioned on top of the paved surfaces. Free hanging saffron-colored fabric panels, suspended from the horizontal top part of the gates, came down to approximately 7 feet above the ground. The gates were spaced at 12-foot intervals.

“Christo and Jeanne-Claude first proposed *The Gates* for Central Park in the 1970s, but the powers that be blocked it. After being elected mayor of New York just weeks after the 9/11 attacks, we worked closely with them to bring their vision to life. Millions of New Yorkers and visitors shared in the incredible experience of walking through a transformed landscape, just as the artists had imagined,” said Michael R. Bloomberg, 108th mayor of New York City and founder of Bloomberg L.P. and Bloomberg Philanthropies. “Now Bloomberg Philanthropies is glad to help bring the spirit of their unforgettable work back to life – and celebrate the boldness and creativity that lifted our city’s spirits and economy as we recovered from our darkest day.”

## **EXHIBITION AT THE SHED**

*Christo and Jeanne-Claude: The Gates and Unrealized Projects for New York City*

February 12 - March 23, 2025

The Shed will host a free exhibition titled ***Christo and Jeanne-Claude: The Gates and Unrealized Projects for New York City***, containing pieces related to the original project of *The Gates*, selections of proposed large-scale works by the artists that never came to fruition, and an interactive augmented reality component to experience.

*The Gates* exhibition will include original artworks by Christo, such as drawings, scale models, and components from the 2005 Central Park installation, alongside an immersive combination of photographs and videos. An interactive, tabletop map of Central Park created by Dirt Empire and Pixels Pixels will facilitate an augmented reality exploration of *The Gates*. These elements will guide visitors through the 25-year journey of negotiations and planning that culminated in the realization of the final project.

*Unrealized Projects for New York City* will showcase a selection of Christo and Jeanne-Claude's visionary proposals for New York City that, though never realized, reveal the duo's ambitious and innovative spirit and their deep connection to the city they called home since 1964. For the first time in the United States, these works will be presented through Christo's drawings and scale models, and projections will offer a glimpse into the creative processes behind their large-scale public art projects.

"The Shed is a leader in innovative art and ideas and is proud to partner on this incredible look at Christo and Jeanne-Claude and their signature contributions to public art," said Max Hodges, CEO of The Shed. "The legacy of *The Gates* is profound, having inspired many public art projects that followed. This exhibition allows audiences who may not be familiar to reflect on the work and find meaning for it in today's world. This exhibition will create a rich media experience as well as an in-depth narrative around the artistic legacy of Christo and Jeanne-Claude and the grand scope of what originally went into bringing *The Gates* to life."

The exhibit at The Shed is being curated by Pascal Roulin, celebrated for his 2022 curation of *Christo and Jeanne-Claude. L'Arc de Triomphe, Wrapped at 21\_21 Design Sight* in Tokyo (June 13, 2022 - February 12, 2023). This exhibition promises a unique, enveloping experience, which will bring the spirit and vision of Christo and Jeanne-Claude to life, offering visitors an unprecedented opportunity to explore the couple's artistic journey, rekindling memories for those who witnessed *The Gates* and unveiling hidden stories for new audiences.

Additionally, visitors both on-site at The Shed and those who cannot experience the exhibition in person can learn more on the Bloomberg Connects app, which features bespoke audio, video, and text content about both the exhibition and other works at The Shed.

Free tickets for *Christo and Jeanne-Claude: The Gates and Unrealized Projects for New York City* will be available early next year.

## **AUGMENTED REALITY EXPERIENCE IN CENTRAL PARK THROUGH BLOOMBERG CONNECTS**

*The Gates* will also be reimaged through one of the most ambitious art augmented reality experiences ever created in Central Park, which can be accessed for free on the Bloomberg Connects mobile app. The innovative technology, developed collaboratively by The Christo and Jeanne-Claude Foundation, Dirt Empire, and Superbright, will allow park visitors to relive the iconic 2005 installation by using their mobile device as a portal to see a section of *The Gates* where they once stood. The AR experience will be available between the east and west sides of the park near 72nd Street, and will virtually create several hundred gates. In coordination with the New York City Department of Parks & Recreation and the Central Park Conservancy, this experience will be available during daylight park hours, with signage along the AR route, and will be wheelchair accessible along the paved pathways.

“*The Gates* was a memorable work of public art amplified by Central Park’s iconic landscapes,” said Betsy Smith, President & CEO of the Central Park Conservancy. “Thanks to our partners at Bloomberg Philanthropies and the Christo and Jeanne-Claude Foundation, the public can once again experience this groundbreaking act of public art inside Central Park.”

“Public art has the power to transform not just spaces, but communities. Christo and Jeanne-Claude’s *The Gates* was a groundbreaking work for NYC Parks that reimaged the renowned Central Park and captured the hearts and imaginations of many,” said Sue Donoghue, Commissioner of the NYC Department of Parks & Recreation. “It brought 4 million visitors to the park, and two decades later, it continues to remind us of the vital role public art plays in bringing people together, sparking conversations, and enriching our public spaces. As we celebrate the 20th anniversary of *The Gates* with this new interactive exhibit, we are reminded of the incredible potential of art to connect us to nature, to each other, and to the urban environment around us.”

To enjoy “The Gates: An Augmented Reality Experience,” beginning in February, park goers will need to download the Bloomberg Connects app. Throughout the journey, visitors will also be cued to engage with simple interactive stories and information that convey the history of *The Gates* project. *Christo and Jeanne-Claude: The Gates and Unrealized Projects for New York City* at The Shed and *The Gates* augmented reality experience in Central Park will give audiences a unique opportunity to connect with the transformative power of public art.

Images, along with credits and descriptions, can be downloaded [here](#).

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## **Christo and Jeanne-Claude**

Christo and Jeanne-Claude were born on the same day: June 13, 1935; he in Gabrovo, Bulgaria, and she in Casablanca, Morocco. Jeanne-Claude passed away in 2009, and Christo died in 2020, both in New York City, where they had moved in 1964. Christo and Jeanne-Claude realized monumental projects around the world, including *Wrapped Coast, One Million Square Feet, Little Bay, Sydney, 1968–69*; *Running Fence, Sonoma and Marin Counties, California, 1972–76*; *Surrounded Islands, Biscayne Bay, Greater Miami, Florida, 1980–83*; *The Pont Neuf Wrapped, Paris, 1975–85*; *The Umbrellas, Japan–USA, 1984–91*; *Wrapped Reichstag, Berlin, 1971–95*; *The Gates, Central Park, New York City, 1979–2005*; *The Floating Piers, Lake Iseo, Italy, 2014–16*; *The London Mastaba, Serpentine Lake, Hyde Park, 2016–18*; and *L’Arc de Triomphe, Wrapped, Paris, 1961–2021*.

Christo and Jeanne-Claude worked together since their first outdoor temporary work of art: *Stacked Oil Barrels and Dockside Packages, Cologne Harbor, Germany, 1961*. Before he escaped to the West, Christo studied painting, sculpture, architecture, and decorative arts at the National Academy of Art in Sofia for four years. All early works, such as *Wrapped Cans, Wrapped Oil Barrels, Packages, Wrapped Objects*, and *Store Fronts*, as well as all preparatory drawings, collages, and scale models are works by Christo only. All public projects and indoor installations, both realized and unrealized, are collaborative works by Christo and Jeanne-Claude.

More information on our [website](#), [Instagram](#) and [X](#).

## **Bloomberg Philanthropies**

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on creating lasting change in five key areas: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg’s giving, including his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a philanthropic consultancy that advises cities around the world. In 2023, Bloomberg Philanthropies distributed \$3 billion. For more information, please visit [bloomberg.org](https://bloomberg.org), sign up for our [newsletter](#), or follow us on [Instagram](#), [LinkedIn](#), [YouTube](#), [Threads](#), [Facebook](#), and [X](#).

## **The Shed**

About The Shed Under the leadership of CEO Meredith “Max” Hodges and founding Artistic Director Alex Poots, The Shed is a cultural institution of and for the 21st century. We produce and welcome innovative art and ideas, across all forms of creativity, to build a shared understanding of our rapidly changing world and a more equitable society. In our highly adaptable building on Manhattan’s west side, The Shed brings together established and emerging artists to create new work in fields ranging from pop to classical music, painting to digital media,

theater to literature, and sculpture to dance. We seek opportunities to collaborate with cultural peers and community organizations, work with like-minded partners, and provide unique spaces for private events. As an independent nonprofit that values invention, equity, and generosity, we are committed to advancing art forms, addressing the urgent issues of our time, and making our work impactful, sustainable, and relevant to the local community, the cultural sector, New York City, and beyond.

### **Central Park Conservancy**

The Central Park Conservancy is a private, not-for-profit organization that manages Central Park and is responsible for raising the Park's annual operating budget. The Conservancy's staff of more than 400 is responsible for all aspects of the Park's stewardship, from day-to-day maintenance and operations to continued restoration and rebuilding projects. Additionally, the Conservancy operates the Park's visitor centers, provides public programs, and serves as a resource for other NYC parks and for public-private partnerships around the world. For more information, please visit [centralparknyc.org](http://centralparknyc.org).

### **New York City Department of Parks & Recreation**

NYC Parks is the steward of more than 30,000 acres of land — 14 percent of New York City — including more than 5,000 individual properties ranging from Coney Island Beach and Central Park to community gardens and Greenstreets. We operate more than 800 athletic fields and nearly 1,000 playgrounds, 1,800 basketball courts, 550 tennis courts, 65 public pools, 51 recreational facilities, 15 nature centers, 14 golf courses, and 14 miles of beaches. We care for 1,200 monuments and 23 historic house museums. We look after 666,000 street trees, and five million more in parks. We are New York City's principal providers of recreational and athletic facilities and programs. We are home to free concerts, world-class sports events, and cultural festivals.

### **Bloomberg Connects**

Bloomberg Connects offers free digital guides to cultural organizations around the world. The app is part of Bloomberg Philanthropies' longstanding commitment to supporting digital innovation in the arts. Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices when visiting in person, or anytime from anywhere. With dynamic content exclusive to each partner organization, the app provides a range of features including video, audio, and text; expert commentary; and way-finding maps. Follow Bloomberg Connects on [Instagram](#), [Facebook](#), [X](#), and [Threads](#) for updates on new guide launches, exhibit highlights, and more.

Bloomberg Connects partnered with [Dirt Empire](#) and [Superbright](#) to build *The Gates* Augmented Reality Experience. Dirt Empire is an Emmy-award winning visual and experiential design

studio based in Brooklyn, NY. Superbright is a hybrid research and development studio, using emerging technology as a medium for creative applications.

The Bloomberg Connects app is available for download from [Google Play](#) or the [App Store](#) or by scanning the QR code here:

