

Christo and Jeanne-Claude

# The Gates

AUGMENTED REALITY

FEBRUARY 12–MARCH 23, 2025

## An Instructional Guide for Teachers and Students

*The Gates*, by renowned artists Christo and Jeanne-Claude, was a large-scale, temporary public artwork consisting of 7,503 saffron-colored gates adorned with free-flowing fabric, spanning 23 miles of pathways in Central Park. Over its 16 days on display in February 2005, the artwork attracted over four million visitors.

This year's 20th anniversary provides an opportunity to showcase *The Gates* through augmented reality. This state-of-the-art technology allows visitors to view a section of the original artwork through their smartphones.

### CENTRAL PARK

**HOW TO EXPERIENCE THE GATES AUGMENTED REALITY IN CENTRAL PARK**

1. Download the Bloomberg Connects app or scan the QR code below or at *The Gates* augmented reality (AR) scanning stations located in Central Park along the AR route. (Shown on map.)
2. In the Bloomberg Connects app, follow the onboarding instructions to calibrate your device and launch *The Gates* in augmented reality.
3. You will experience *The Gates* virtually as you are guided along the paths. Look for wayfinding signs directing you to scanning stations that will launch each augmented reality section.

### AUGMENTED REALITY IN CENTRAL PARK

For the best experience, come to the Park with a fully charged phone and start at East 72nd Street and 5th Avenue. Available only during daylight hours.



**EXPERIENCE IT  
FOR YOURSELF**

SCAN TO LEARN MORE ON  
BLOOMBERG CONNECTS

## QUESTIONS FOR DISCUSSION IN CENTRAL PARK

**Careful consideration went into the placement of each gate, as well as their 16-foot height and saffron color.**

- Why do you think the color saffron was chosen?
- What other colors would you suggest, and why?
- Why do you think the artists made them 16 feet tall?
- What would the effect be if they were taller or shorter?

**Gates and gateways are found in cities across the globe, from ancient times to today.**

- What defines a gate or gateway?
- How might a gate hold different meaning for New Yorkers than for visitors? What symbolic meaning might *The Gates* have for visitors? For New Yorkers?

***The Gates* was designed for a particular time and place.**

- How and why did the artists incorporate Central Park into their work?
- How did *The Gates* augmented reality experience affect your perception of the artwork and its surroundings?
- Many public art pieces in city buildings and subway stations are permanent. How does that affect the way you view and experience them?
- Are there public art pieces in your hometown that make you think differently about the area? Would their impact change if they were temporary?

***The Gates* augmented reality experience brings a portion of the original artwork to new life on smartphones.**

- In what ways do you think viewing the augmented reality experience is different from seeing the original artwork?
- Did the augmented reality experience deepen your understanding of the original artwork? Why or why not?

## QUESTIONS FOR FURTHER EXPLORATION AND RESEARCH

**Design a site-specific artwork for your school. In the planning stage, include input from fellow students.**

- What kind of art would they like to see in their school building?
- Where should it be located?
- What themes should the artwork explore?

**Photograph or sketch your neighborhood park. Then, design an art installation for the park and overlay it onto your image.**

- What factors should be considered when choosing a site for a public art installation? Think about visibility, accessibility, surroundings, and how people will interact with the space.
- What thoughts or emotions do you want your installation to evoke in viewers?

**Write a review of *The Gates* augmented reality experience for your school community.**