

Bloomberg Philanthropies

20th Anniversary of *The Gates* by Christo and Jeanne-Claude Creator Toolkit



The Gates (Project for Central Park, New York City), artwork by Christo, 2004
The Gates © 2004 Christo and Jeanne-Claude Foundation



The Gates: An Augmented Reality Experience in Central Park, photo by Joe Pugliese and Dirt Empire, 2024

Tips for capturing the AR

[Tips for capturing *The Gates* Augmented Reality in Central Park](#). Please note you will not be able to use the AR technology in “selfie” mode. It’s best to have a second person accompany you to shoot in Central Park if you plan to be featured in the content itself.

Handles and Hashtags:

- Bloomberg Philanthropies (@BloombergDotOrg on TikTok and Instagram)
- Bloomberg Connects (@BloombergConnects on Instagram)
- Christo and Jeanne-Claude (@ChristoJeanneClaude on Instagram)
- The Shed (@TheShedNY on Instagram)
- Superbright (@Superbright_ on Instagram)
- Dirt Empire (@DirtEmpireNYC on Instagram)

#TheGates

Background

In February–March 2005, *The Gates* by artists Christo and Jeanne-Claude transformed Central Park into a vibrant saffron public art installation, drawing over four million visitors. This groundbreaking project inspired and revived a city that had been impacted by the tragedy of 9/11 and sparked a global conversation about the power of public art.

To celebrate the 20th anniversary of *The Gates*, [The Christo and Jeanne-Claude Foundation](#), [The Shed](#), [Central Park Conservancy](#), [NYC Parks](#), and [Bloomberg Philanthropies](#) are partnering on a five-week

celebratory retrospective opening on February 12, including an exhibition at The Shed and an augmented reality (AR) experience in Central Park powered by [Bloomberg Connects](#), a free cultural app.

Content Objectives

Awareness & Engagement

- Introduce a new generation to *The Gates* in an inspiring, accessible format.
- Remind those who remember *The Gates* of its significance, sparking nostalgia.

Attendance & Demand

- Emphasize the time-sensitive opportunity to (re)experience the wonder of *The Gates*
- Motivate audiences to download the Bloomberg Connects app and explore the AR experience in Central Park.
- Encourage audiences to visit the retrospective exhibition at The Shed

Key Messages

- In 2005, *The Gates* transformed Central Park with 7,503 saffron-colored gates covering 23 miles of the park's pathways, attracting 4 million visitors in 16 days.
- First proposed in 1979, *The Gates* were originally rejected. Mayor Michael Bloomberg's administration championed the project after his November 2001 election and gave the project the official green light.
- Twenty-six years in the making, the project brought new energy to NYC after 9/11, inspired global conversations about the power of public art, and contributed an estimated \$254 million to the city's economy.
- An exhibition at The Shed and an AR experience in Central Park will mark *The Gates'* 20th anniversary.
- Visitors can relive *The Gates* through a groundbreaking AR re-creation by [downloading the Bloomberg Connects app](#).
- The retrospective at The Shed honors Christo and Jeanne-Claude's impact and enduring legacy on public art, showcasing their realized and unrealized NYC projects, including an AR scale-model replica of *The Gates*.
- To ensure an accurate portrayal of the experience in messaging and that *The Gates* original installation is not returning in physical form, we've put together a list of phrases to help describe the AR experience. Please keep these in mind as you're crafting your content.

Phrases to Use

- "A new experience "
- "Experience *The Gates* in a new way through augmented reality"
- "Celebrating"
- "Reimagining"
- "Sections" / "parts" / "certain paths of Central Park"

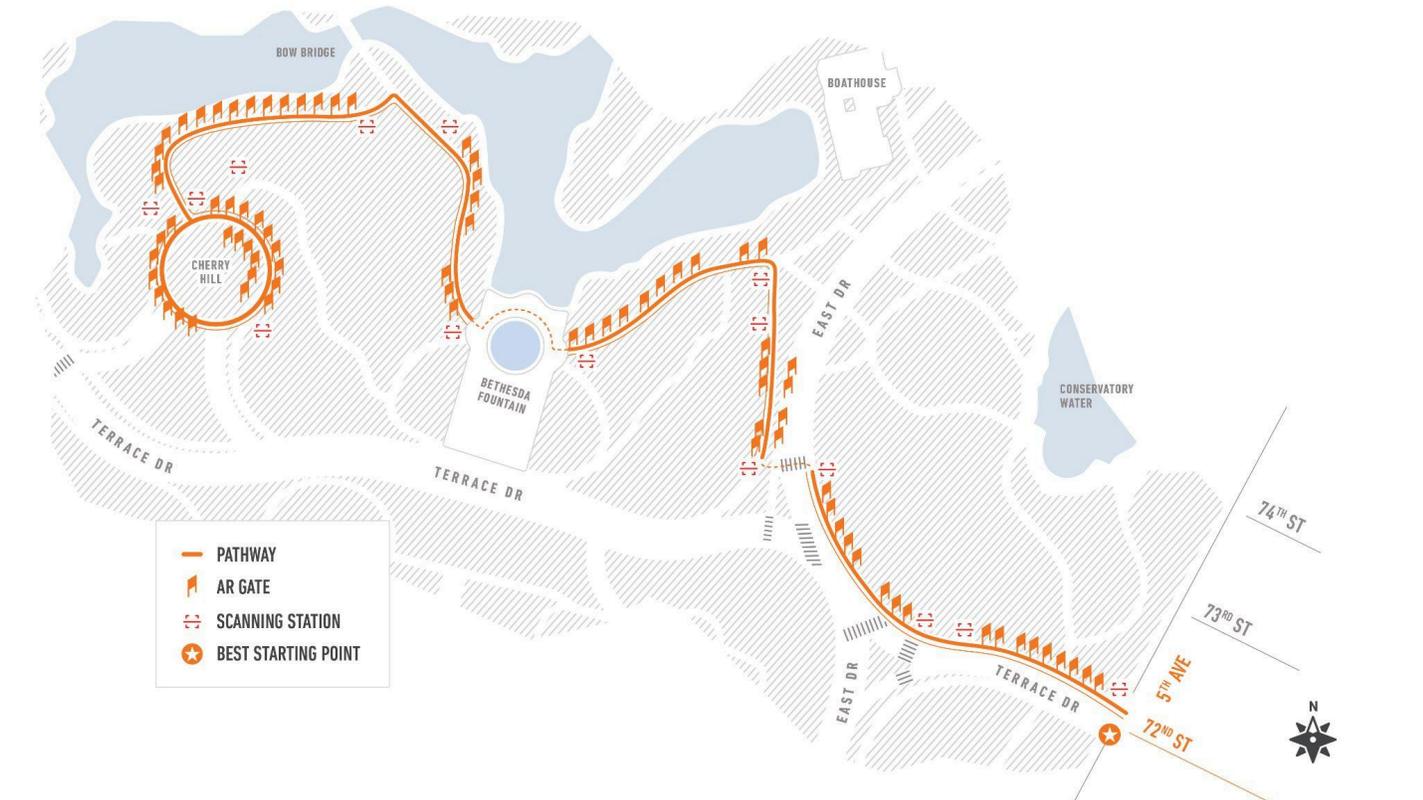
Call to Action

- Download the [Bloomberg Connects app](#) to explore the AR and get more information about The Shed exhibition.

Approved Images and Video Assets

- Images, along with credits and descriptions, can be downloaded here <https://christojeanneclaude.net/press/the-gates/>

Locations and paths where the AR experience is available on the Bloomberg Connects app:



Approved Images

Images, along with credits and descriptions, can be downloaded here:

<https://christojeanneclaude.net/press/the-gates/>