



For Immediate Release

THE HIGH LINE JOINS THE BLOOMBERG CONNECTS CULTURAL APP, OFFERING A FREE MULTIMEDIA GUIDE TO THE PARK AND ITS GARDENS, ART, AND MORE

New York, NY (June 15, 2022) — The High Line today announces its new multimedia guide, now available within the Bloomberg Connects app. The digital guide to the park offers users—whether on site in New York or anywhere else—videos, audio, photos, and information for the 1.45 mile long greenspace and the plants, artworks, and experiences you can encounter there. Supported by Bloomberg Philanthropies, Bloomberg Connects is an app featuring content on a growing group of important cultural organizations around the world.

Bloomberg Connects users can expand their High Line experiences with a wide array of content hosted on the app, including a map for navigating the different garden zones, artworks, and other key landmarks and amenities. Garden zones include details about some of the flora and foliage found in each section, as well as current art installations. Videos featuring artists like Sam Durant and Cecilia Vicuña provide deeper insights into the inspirations and processes behind their commissions for the High Line. Visitors to the park can engage all five senses as guided by Spring Meditation's audio experience. The digital guide on the Bloomberg Connects app helps uncover the history, community connections, and unique offerings of the iconic repurposed railway. Just as the High Line is ever evolving, the app will continue to be updated with the changing programming.

Download the Bloomberg Connects app via [Apple Store](#) or [Google Play](#).

ABOUT BLOOMBERG CONNECTS

Bloomberg Philanthropies launched the Bloomberg Connects app in October 2019. A free digital guide to more than 70 cultural organizations around the world, Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices, anytime, anywhere. The app offers the ability to learn about current exhibitions at a portfolio of participating cultural partners through dynamic content exclusive to each organization. Features include expert commentary, video highlights, pinch-and-zoom capability, and exhibition and way-finding maps.



ABOUT BLOOMBERG PHILANTHROPIES

Bloomberg Philanthropies invests in 941 cities and 173 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: 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 pro bono consultancy that works in cities around the world. In 2021, Bloomberg Philanthropies distributed \$1.66 billion.

For more information, please visit bloomberg.org or follow us on [Facebook](#), [Instagram](#), [YouTube](#), and [Twitter](#).

ABOUT THE HIGH LINE

The High Line is both a nonprofit organization and a public park on the West Side of Manhattan. Through our work with communities on and off the High Line, we're devoted to reimagining public spaces to create connected, healthy neighborhoods and cities.

Built on a historic, elevated rail line, the High Line was always intended to be more than a park. You can walk through the gardens, view art, experience a performance, enjoy food or beverage, or connect with friends and neighbors—all while enjoying a unique perspective of New York City.

Nearly 100% of our annual budget comes through donations. The High Line is owned by the City of New York and we operate under a license agreement with NYC Parks.

For more information, visit thehighline.org and follow us on [Facebook](#), [Twitter](#), [Instagram](#).

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