



Stretch Your Exhibit Beyond Typical

Build New Audiences and Collaborations

The Dow Gardens, Elizabeth Lumbert
Morris Arboretum, Michelle Conners
The Morton Arboretum, Cindy Crosby



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Dow Gardens



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Ardis Art in the Gardens -local talent



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





ZimSculpt

Curators of Zimbabwean Sculpture Worldwide



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Ribbit the Exhibit



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





SCAVENGER HUNT

Look for the frogs throughout Dow Gardens.
Each name to the right has a code letter in teal.

Place the letter by its corresponding photo to reveal a secret message. Stop back at the Visitor Center desk when you're done!







Ribbit the Exhibit
was created by
artist J.A. Cobb;
who hopes his
frogs create
smiles.

Family of Frogs

- ♦ Cora
- ♦ MarWin
- ♦ Skully
- ♦ Emerson
- ♦ Willie Fisher
- ♦ Clyde
- ♦ Freddie
- ♦ Axel Grimm
- ♦ Bentley & Tortuga
- ♦ Jacques Emile Blanchet
- ♦ Diane the Huntress
- ♦ Trombone Shorty, Charlie Parker, & Miles Davis
- ♦ Jeeves
- ♦ Edward
- ♦ Sasha
- ♦ Fred & Ethel
- ♦ Zenny
- ♦ Floyd & Grace
- ♦ Charles



2016
MIAMI

CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Polly Frog



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Lunchtime Concert Kick Off with Charlie



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



Planting flowers with Cora



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Jacques and En Plein Air Art for Beginners



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Viva La Pollination with Freddie



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Yoga and Essential Oils with Zenny



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Tutu Tuesdays with Sasha



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





From Bean to Barista with Edward



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Fairy Tales with Axel Grimm



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Turf Tours with Marvin and Chuck Martin

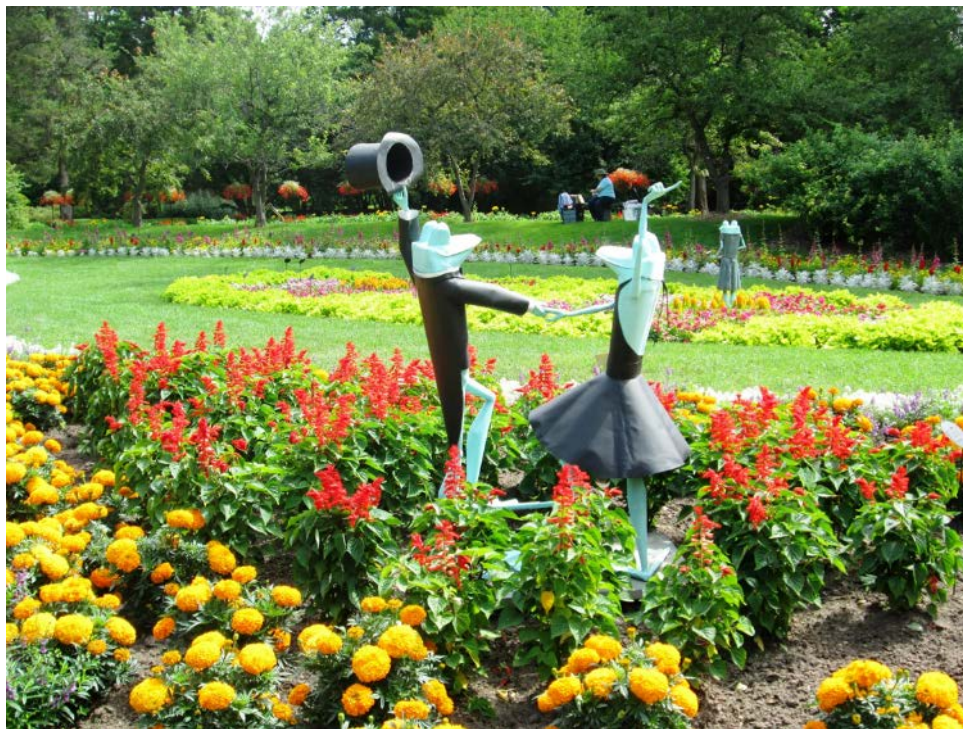


CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



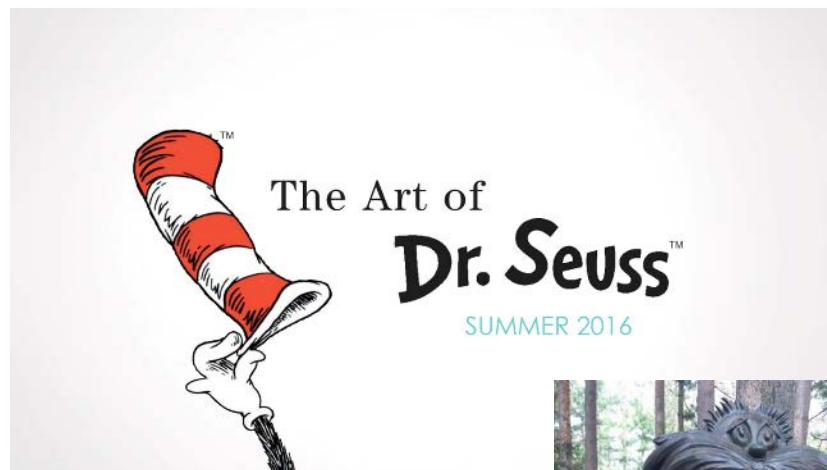
Swing Dancing with Floyd and Grace



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Art from a Cart



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Putting the “U” in Seuss



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





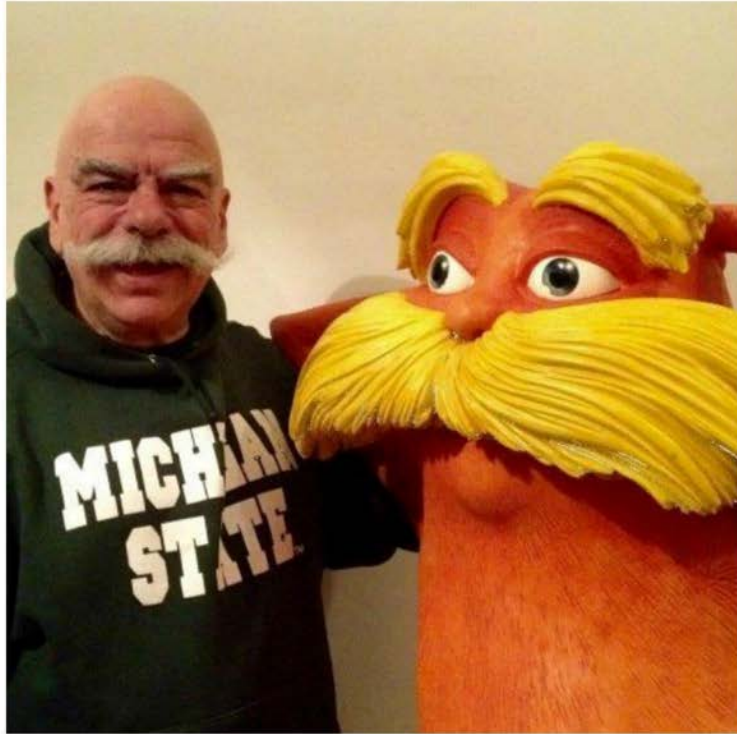
CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





You know someone who knows someone who knows someone = Programming



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Cheat on your Book Club Summer 2016



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Rock and Read!



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

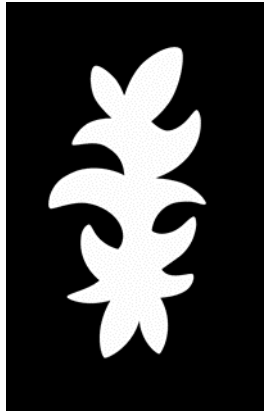
2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





So be sure when you step,
step with care and great
tact. And remember that
life is A Great Balancing
Act.

– Dr. Seuss



Oh!
The places
you'll go!
-Dr. Seuss



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Morris Arboretum
UNIVERSITY of PENNSYLVANIA



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE







CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE







BUG CRAWL

*Food & Drink Pairings for the
21st Century!*

JAPANESE BELL (*left of Visitor Center*)

Cricket Fritters

*with coconut curry dipping sauce & crudité
with chutney yogurt dip*

Paired with: Chateau Ste. Michelle
Riesling 2011

OUT ON A LIMB (*Spider*)

Bamboo Worm Bruschetta

a cheese display with grapes and crackers

Paired with: Rosso di Ripa Montepulciano
d'Abruzzo

GRASSHOPPER

Silkworm Pupae Summer Rolls

*on cucumber crescents with ginger-tamari glaze
and vegetable pot stickers with ponzu sauce*

Paired with: Neiderburg Chenin Blanc 2012

PRAYING MANTIS

Mealworm Fries

with smoked sea salt and spicy catsup and corn fritters dip

Paired with: Great Lakes Brewing Co. Eliot Ness

LADY BUG

Grill-your-own Teriyaki Glazed Hissing Cockroaches

with vegetable brochettes

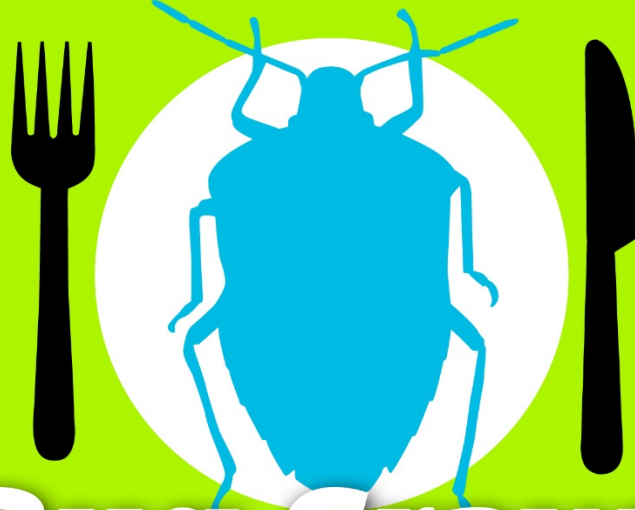
Paired with: Smoking Loon Pinot Noir 2012



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Bug Crawl

**Food & Drink Pairings
for the 21st Century!**

July 17th at Morris Arboretum



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





our feathered friends

A T M O R R I S A R B O R E T U M



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Morris the Merrie Little Owl *Scavenger Hunt*

This scavenger hunt is two puzzles in one. First use the clues below to find where in the Arboretum the owl is hiding. Then you need to spot Morris at each location and write down what letter he's holding in his talons to learn an owl fact.

Tip: The Arboretum Visitor Guide can prove a help.

What letter did you find?

Out on a limb
I'll rest 'til it's late.
While you act like a squirrel
I'll calmly wait.

Where am I? _____

There is only one owl with "horns"
But most of these flowers have thorns
Above the garden we can meet
If you take a look near Lydia's seat.

Where am I? _____

Trees all of oak
Aligned in two rows
Watching over the plaza
I'm striking a pose.

Where am I? _____

Before refrigerators, to keep your food cold
You used this place, or so I am told.
Next door you can sit in this neat little house
While I perch quietly and wait for a mouse.

Where am I? _____

I feel right at home on this house made of logs
With the stream running by and the splashing
of frogs
It's peaceful and calm, a delightful retreat
The towering trees give shade from the heat.

Where am I? _____

We have much in common
This fellow and I
Like me he's got wings
And can take to the sky.

Where am I? _____

Not red, not yellow
But a color in between
Is in the name of this structure
Where I might be seen.

Where am I? _____

I must hunt for my food
In order to eat
But you can stop here
For a drink or a treat.

Where am I? _____

What does Morris want you to know?

*Congratulations on finding
Morris in all his roosts!*

*Stop back at the Visitor's Center
to claim your reward.*



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



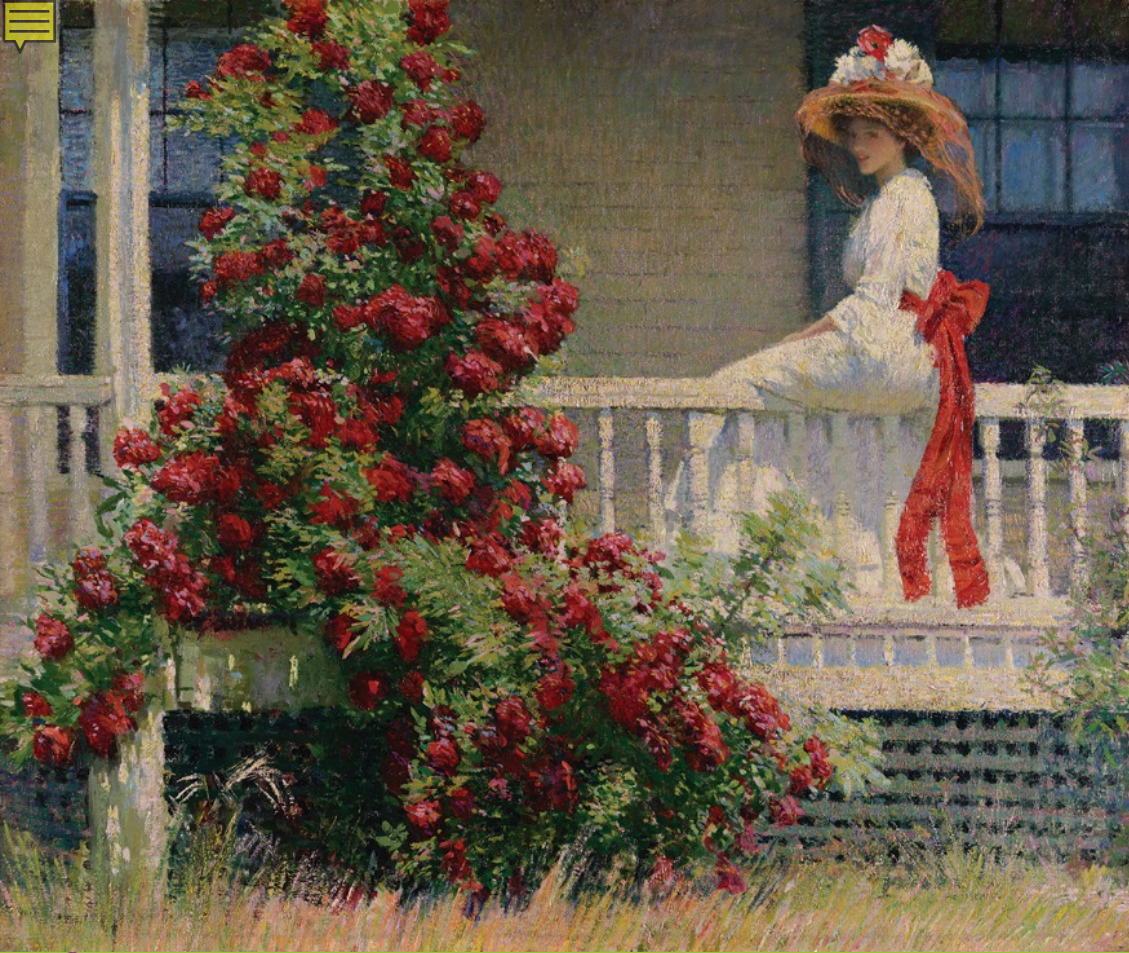


CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE







*The Artist's Garden:
American Impressionism
and the Garden Movement
1887-1920*

Pennsylvania Academy
of Fine Arts



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





American Bull

Lorraine Vail



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE











CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





The Morton Arboretum Thinking Outside of the Box with Nature Connects



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





***1700 acres
Est. 1922
Just outside
Chicago***



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





The mission of The Morton Arboretum is to collect and study trees, shrubs, and other plants from around the world. The Arboretum maintains living collections on display across naturally beautiful landscapes for people to study and enjoy, and to learn how to grow them in ways that enhance the environment.



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

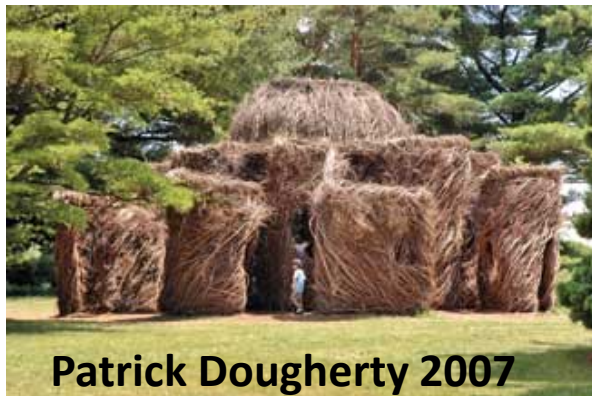
2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





**Dave Rodgers Big Bugs
1&2 (2008 & 2013)**

Animal Houses (2009)



Patrick Dougherty 2007

Selected Previous Exhibits

**Steel Roots
Steve Tobin 2010**



Nature Unframed (2011)

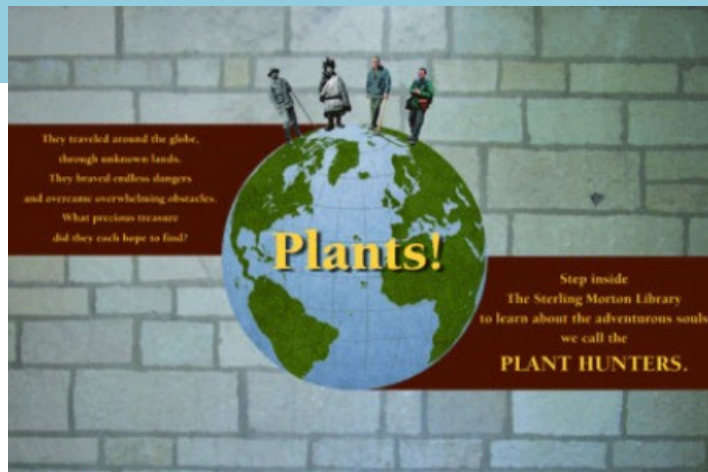


CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



Smaller Exhibits



Plant Hunters 2014



**Treehouse Tales
2012**

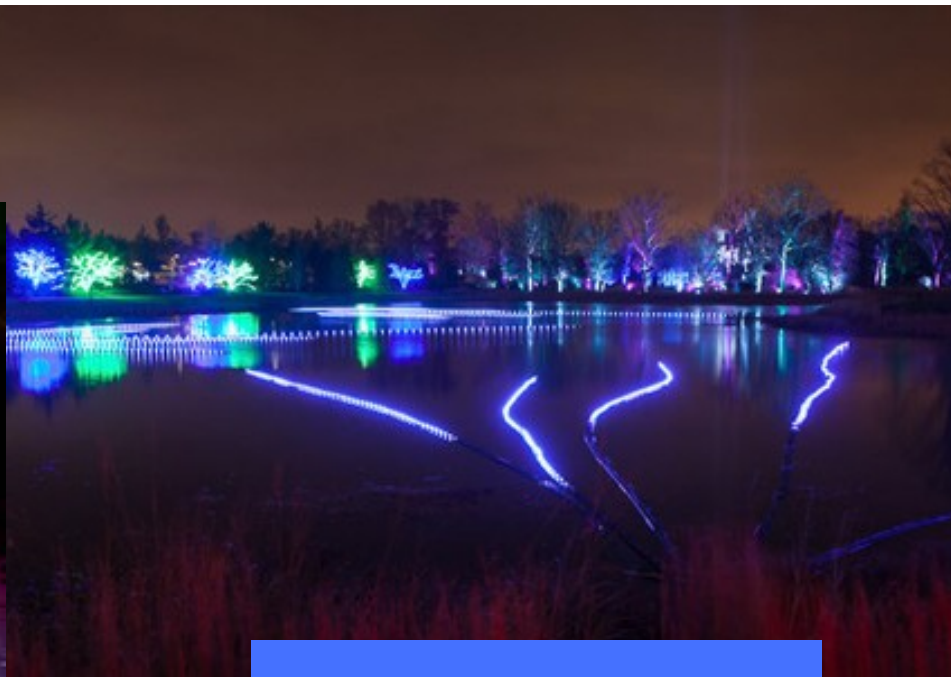
**Vanishing Acts:
Trees Under
Threat 2012**



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





2013-2016



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





**April 8- October 1
2016**



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





2015

Nature Connects

453,770 **LEGO** bricks

107 Exhibit Days

13 Displays 27 Figures

*First time in the
Chicago Area!*



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



Admission revenue up 15%
over budget

Total attendance up 23%
compared to the average for the
same time period
2010-14



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



Memberships

**Membership households:
Grew in 2015 by 11.4%
over year-end 2014.**



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Thinking outside of the Box – in Blocks-- on Interpretive Panels



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



Herd of Deer

84,442 LEGO bricks
540 build hours

Tree Trivia

Visit the Buckeye Collection at The Morton Arboretum and discover how these trees get their name from the resemblance of their brown, nutlike seeds to a deer's eye.



The Morton Arboretum
PRESENTS

NATURE CONNECTS™

Art with LEGO® bricks
by Sean Kenney

#natureconnectsTMA f t i s #mortonarboretum

Oh, Deer!

The buck stops here...and so do the doe and the fawn. Deer families are a familiar sight at The Morton Arboretum, where we admire their graceful elegance while deploring their grazing habits in our gardens and our forests. Look for a real deer trio on your visit today.

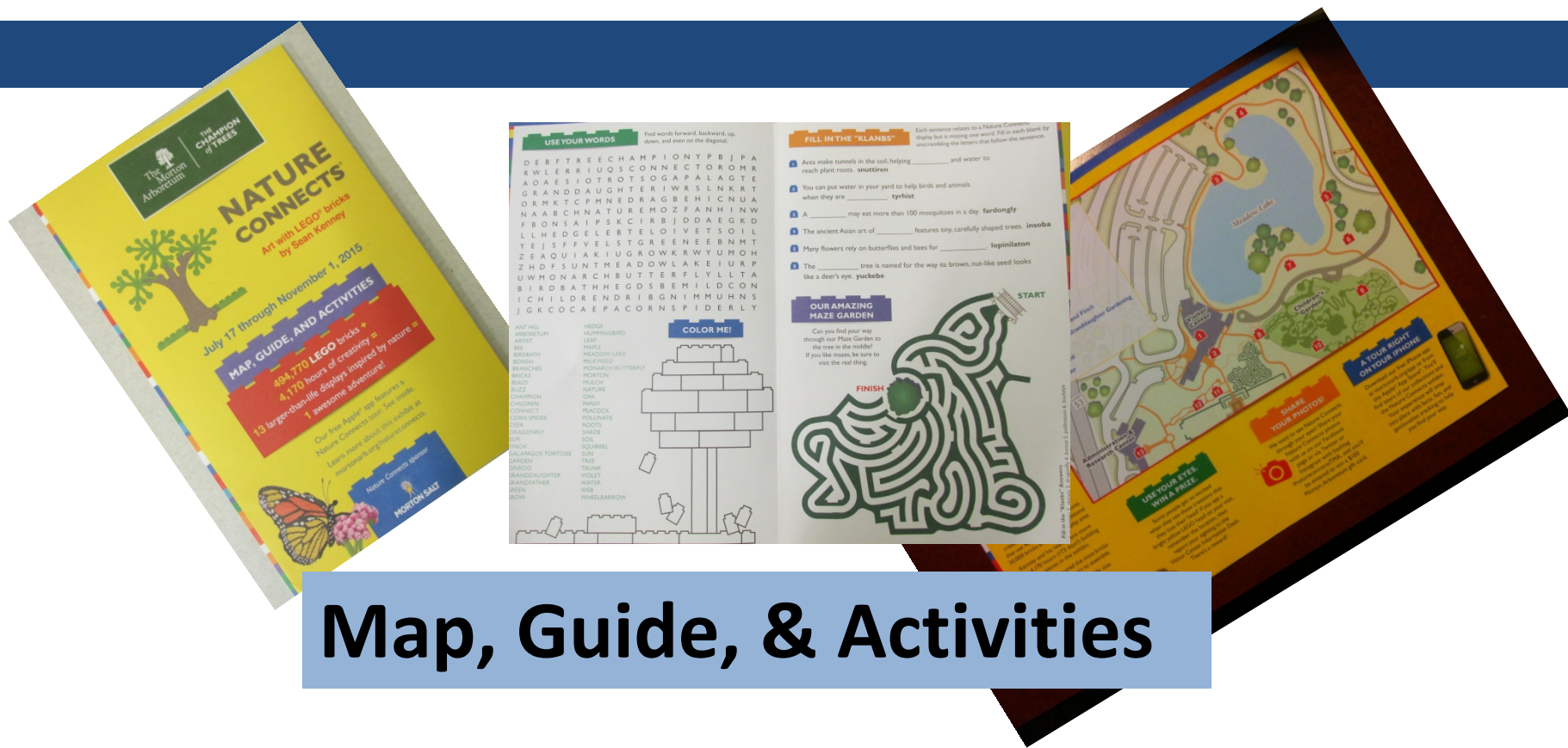


2016
MIAMI

CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





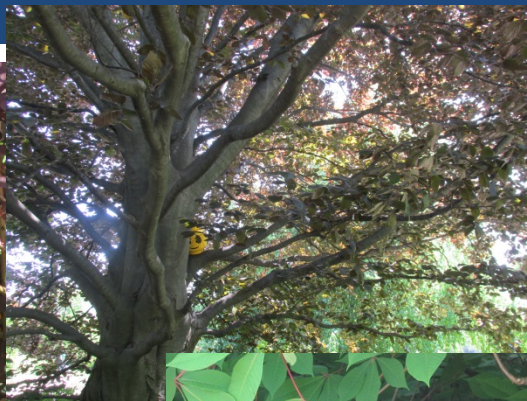
Map, Guide, & Activities



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN GARDENS ASSOCIATION ANNUAL CONFERENCE





**Find LEGO
Larry!**



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





HOW TO BEGIN JUMPY'S TREE ADVENTURE

(an iPhone/iPad game to play while you tour Nature Connects® at The Morton Arboretum)

Get ready for a virtual adventure with your iPhone® or iPad® as Jumpy the Squirrel takes you through eight of the Nature Connects displays.

- 1 Visit the Apple® App Store® to search for and download the free ARIS app. 
- 2 Launch the app; make sure to click "Allow" when the app asks whether you want ARIS to access your camera and use your current location.

- 3 Tap the QR code icon in the middle of the login screen, hold your device parallel to the printed QR icon shown on the right until it is centered on your screen, and your device will automatically scan the QR code.



- 4 Add your player name and photo, then start playing!



NOTE: If you are using an iPad, it needs to have a network (3G/4G) connection and not just Wi-Fi. In addition, when visiting the App Store, you will need to select "iPhone Only" at the top of the screen in order to find the ARIS app.

Don't have an iPhone or iPad? Ask us how to borrow iPad minis at the Information Desk inside.

Thinking Outside of the Box: Mobile Game App

"Jumpy's Tree Adventure"

2016
MIAMI

CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Thinking Outside of the Box with Marketing, Events, and Partnerships



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





NATURE CONNECTS®
Art with LEGO® bricks by Sean Kenney

July 17 through November 1

494,770 **LEGO** bricks +
4,170 hours of creativity =
13 displays inspired by nature

The Morton Arboretum
THE CHAMPION of TREES

Billboards, Bus Tails, Banners, and Metra Ads



The Morton Arboretum
THE CHAMPION of TREES

NATURE CONNECTS®
Art with LEGO® bricks by Sean Kenney

July 17 through November 1

494,770 **LEGO** bricks +
4,170 hours of creativity =
13 displays inspired by nature



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



Thinking Outside the Box on Social Media and Publicity



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





**Social media, television and
print media coverage**



Brick by Brick Photo Contest



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Grown-Up Play Date



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Food Service
Revenue up
11% over
budget for
the exhibit



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Library Surprises



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



LEGOS in the Library



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Thinking Outside of the Box with Children's Programming



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





The Arboretum Store



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



Thinking Outside the Box with Children's Merchandise Sales



**403%
increase over
same period
2014
(July 17-Nov. 1)**



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



Nature Connects was a crowd pleaser!

*We stretched our exhibit,
we learned, we grew!*



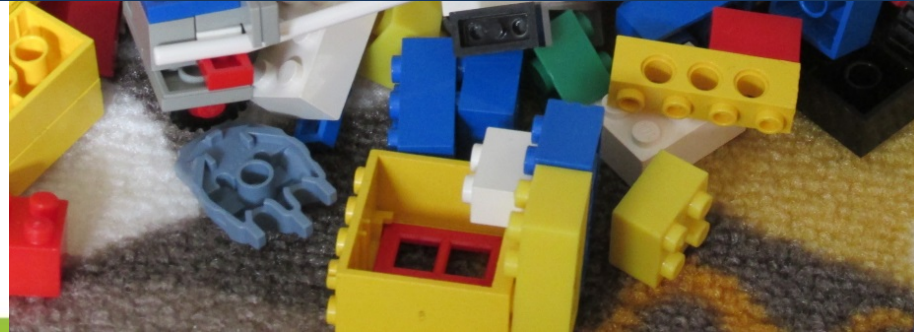
CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE





Questions?



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE

