Stretch Your Exhibit Beyond Typical

Build New Audiences and Collaborations

The Dow Gardens, Elizabeth Lumbert
Morris Arboretum, Michelle Conners
The Morton Arboretum, Cindy Crosby
Ardis Art in the Gardens
-local talent
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!

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

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

CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE
2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE
Polly Frog
Lunchtime Concert Kick Off with Charlie
Planting flowers with Cora
Jacques and En Plein Air Art for Beginners
Viva La Pollination with Freddie
Yoga and Essential Oils with Zenny
Tutu Tuesdays with Sasha
From Bean to Barista
with Edward
Fairy Tales
with Axel Grimm
Turf Tours with Marvin and Chuck Martin
Swing Dancing with Floyd and Grace
The Art of Dr. Seuss
SUMMER 2016

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Putting the “U” in Seuss
You know someone who knows someone who knows someone = Programming
Rock and Read!
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
**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
Bug Crawl

Food & Drink Pairings for the 21st Century!

July 17th at Morris Arboretum
our feathered friends
AT MORRIS ARBORETUM

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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 till 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, 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.

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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
The Morton Arboretum
Thinking Outside of the Box with Nature Connects
1700 acres
Est. 1922
Just outside Chicago
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.
Selected Previous Exhibits

- Dave Rodgers Big Bugs 1&2 (2008 & 2013)
- Animal Houses (2009)
- Patrick Dougherty 2007
- Steel Roots
- Steve Tobin 2010
- Nature Unframed (2011)
Smaller Exhibits

Plant Hunters 2014


Treehouse Tales 2012
April 8 - October 1
2016
2015 Nature Connects
453,770 LEGO bricks
107 Exhibit Days
13 Displays 27 Figures
First time in the Chicago Area!
Admission revenue up 15% over budget

Total attendance up 23%
compared to the average for the same time period
2010-14
Membership households:
Grew in 2015 by 11.4% over year-end 2014.
Thinking outside of the Box – in Blocks-- on Interpretive Panels
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, nut-like seeds to a deer’s eye.

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 deploiring their grazing habits in our gardens and our forests. Look for a real deer trio on your visit today.
Map, Guide, & Activities
Find LEGO Larry!
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 an iPad here at the Information Desk inside.

Thinking Outside of the Box: Mobile Game App

“Jumpy’s Tree Adventure”
Thinking Outside of the Box with Marketing, Events, and Partnerships
Billboards, Bus Tails, Banners, and Metra Ads
Thinking Outside the Box on Social Media and Publicity
Social media, television and print media coverage
Grown-Up
Play Date
Food Service
Revenue up 11% over budget for the exhibit
LEGOS in the Library
Thinking Outside of the Box with Children’s Programming
The Arboretum Store
Thinking Outside the Box with Children’s Merchandise Sales

403% increase over same period 2014
(July 17-Nov. 1)
Nature Connects was a crowd pleaser!

We stretched our exhibit, we learned, we grew!
Questions?