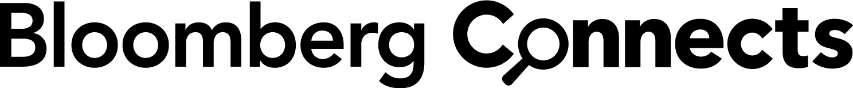
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**Horniman Museum and Gardens launches new digital guide**

**to enrich both onsite and offsite visits**

Today, the Horniman Museum and Gardens in Forest Hill, south London launches a new, digital guide on [Bloomberg Connects,](https://www.bloombergconnects.org/) the free arts and cultural app created by Bloomberg Philanthropies.

The Bloomberg Connects app, available for download from Google Play or the App Store, makes the Horniman accessible for either on or offsite visits. Photo, audio and video features offer insights into the Horniman’s rich history, collections of Anthropology, Natural History and Musical Instruments, and the living collections in its 16 acres of beautiful Gardens, Aquarium, Butterfly House and Animal Walk.

From a wellbeing wander to the lifespan of a jellyfish, users can discover more about the Horniman and its collections and enrich their visit both onsite and from home.

Why doesn’t the iconic Horniman walrus have any wrinkles? What is the oldest tree in the Gardens? Through vibrant content, expert curators become expert guides as they take users through the collections. Stroll through the Gardens with the Head of Horticulture, hear about the ground-breaking work of Project Coral from the Aquarium Curator, discover more about some of the instruments in the Music Gallery from the Senior Curator of Musical Collections and Cultures, and find out about the walrus’s lack of wrinkles from the Senior Curator of Natural Sciences.

A variety of trails and tours open up the Horniman further, with interactive pins allowing users to explore points of interest along the way.

Users can choose from:

* Gardens walk
* Interactive walk
* Sundial trail
* Tree trail
* Hair trail
* Architectural trail
* Horniman highlights

Connie Churcher, the Horniman’s Digital Manager says: ‘We are delighted to join the many cultural institutions around the globe on Bloomberg Connects. There is so much to see, do and learn here at the Horniman and this guide gives our visitors, both in person and online, a new way to explore our wonderful collections and grounds.

‘Being part of this partnership couldn’t be more timely. As we continue our work in broadening our audiences the guide will help us to share our work and collections more widely, and we are excited about the opportunities being part of the Bloomberg Connects community will bring.’

Bloomberg Connects offers free digital guides to cultural organisations around the world. The app is part of Bloomberg Philanthropies’ longstanding commitment to supporting digital innovation in the arts. Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices when visiting in person, or anytime from anywhere. With dynamic content exclusive to each partner organisation, the app provides a range of features including video, audio, and text; expert commentary; and way-finding maps. Follow Bloomberg Connects on [Instagram](https://www.instagram.com/bloombergconnects/), [Facebook](https://www.facebook.com/BloombergConnects), and [Twitter](https://twitter.com/bbgconnects?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) for updates on new guide launches, exhibit highlights, and more.

Click [here](https://app.bloombergconnects.org/QwzyJvgwfsb) to download the free app or scan the below QR code.



**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: Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg’s giving, including his foundation 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](https://www.bloomberg.org/) or follow us on [Facebook](https://www.facebook.com/bloombergdotorg), [Instagram](https://www.instagram.com/bloombergdotorg/), [YouTube](https://www.youtube.com/user/BloombergDotOrg), and [Twitter.](https://twitter.com/BloombergDotOrg)

**Ends**

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**Notes to Editors:**

* **The Horniman Museum and Gardens** opened in 1901 as a gift to the people in perpetuity from tea trader and philanthropist Frederick John Horniman, to ‘bring the world to Forest Hill’. Today the Horniman has a collection of 350,000 objects, specimens and artefacts from around the world. Its galleries include natural history, music and an acclaimed aquarium, alongside a World Gallery of anthropology and a flexible arts and exhibition space, The Studio. Indoor exhibits link to the award-winning display gardens – from medicinal and dye gardens to an interactive sound garden, Butterfly House and an animal walk – set among 16 acres of beautiful, green space offering spectacular views across London. [horniman.ac.uk](http://www.horniman.ac.uk/)
* **The Horniman Museum and Gardens** has won [Art Fund Museum of the Year 2022](https://www.horniman.ac.uk/story/horniman-wins-100000-art-fund-museum-of-the-year-2022/), the world’s largest museum prize.
* **Coronavirus impact: Every month the Horniman was closed cost around £150,000 in lost income** from ticket sales, memberships, the shop and café. In recent years, the Horniman has increasingly relied on this vital income to help care for the Gardens, animals and Aquarium residents, to run events and to look after the collections. The support of returning visitors, our supporters and their generous donations are more needed than ever. [horniman.ac.uk/support-us/](https://www.horniman.ac.uk/support-us/)
* The **Horniman Museum and Gardens** is core-funded by the Department for Digital, Culture, Media and Sport (DCMS) and since 1990 has been governed by an independent charitable trust, registered charity no. 802725. The Horniman Museum and Gardens also receives funding from Arts Council England as one of its National Portfolio Organisations.
* On 29 July 2019 the **Horniman Museum and Gardens declared an ecological and climate emergency**, pledging to place carbon reduction and environmental issues at the heart of its work. The declaration – and the subsequent **Climate and Ecological Manifesto**, published in January 2020 – is a consolidation of existing work and a commitment to renewed ambitions to reduce the Horniman’s environmental and pollution footprint, increase biodiversity, and inspire others to do so. Find out more about the Horniman’s manifesto commitments and progress so far at [horniman.ac.uk/climate](https://www.horniman.ac.uk/about-the-horniman/climate-and-ecology/).