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FRANKLIN PARK CONSERVATORY AND BOTANICAL GARDENS UPDATES ITS “LOOKS” TO REFLECT WHAT’S INSIDE New name and logo reflect a broader offering

Columbus, Ohio – July 19, 2011 – Franklin Park Conservatory today unveiled its updated name and new look, highlighting the institution’s evolution over the past two decades. Franklin Park Conservatory is now Franklin Park Conservatory and Botanical Gardens, and its brand identity reflects the organization’s dramatic expansion and focus on interactivity.

“Franklin Park Conservatory and Botanical Gardens is about connections and experiences – connections with nature, and connections between people who are coming to the Conservatory with their families and friends for a visit or special event,” Bruce A. Harkey, Executive Director of Franklin Park Conservatory and Botanical Gardens, said. “Each visit brings a new experience – a new exhibit, or class, or performance. This brand update reflects the destination Franklin Park Conservatory and Botanical Gardens has become.”

The new name and brand identity come as a result of thorough analysis and research, as well as the Conservatory’s expansion during the last several years. In addition to the new event spaces, the Turrell lighting installation, the Bride’s garden and the rooftop gardens, the Conservatory now includes The Scotts Miracle-Gro Company Community Garden Campus, the annual perennial and vegetable trial gardens, the cooking theater, and the apiary, among other features on the 88-acre park. The permanent Chihuly collection and the hot shop, where glass blowing demonstrations and classes are offered along with weekend children’s activities have added vibrancy to the indoor experience.

Exemplifying its mission and expanded breadth, Franklin Park Conservatory and Botanical Gardens will open its newest exhibition, Hungry Planet: Local Food, Global View, on August 20. The exhibit will span the Conservatory’s indoor space as well as The Scotts Miracle-Gro Company Community Garden Campus, creating a broad, encompassing experience for visitors, enriched with plentiful programming and demonstrations.

Franklin Park Conservatory and Botanical Gardens will continue the roll out of its new look and feel throughout 2011. The update coincides with the completion of phase one of the Conservatory’s Master Plan, a comprehensive plan for enhancements focused on ensuring long-term sustainability, service to the community and providing needed resources.

About Franklin Park Conservatory and Botanical Gardens

Franklin Park Conservatory and Botanical Gardens offers unique botanical collections, art exhibitions, plant shows, and educational programs for all ages. The Conservatory encompasses the John F. Wolfe Palm House, built in 1895, and 83,000 square feet of glasshouses, classrooms, and meeting and event spaces, situated in an 88-acre urban park minutes from downtown. Franklin Park Conservatory and Botanical Gardens is the only botanical garden in the world to own a signature collection of the work of acclaimed glass artist, Dale Chihuly. A permanent installation, Light Raiment II, by internationally acclaimed light artist James Turrell illuminates The John F. Wolfe Palm House every evening from dusk until dawn.

Editor’s note: A high resolution image of the new Franklin Park Conservatory and Botanical Gardens logo is available upon request.

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