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PLANTING FIELDS FOUNDATION SELECTED TO PARTICIPATE IN NATIONAL MUSEUM ASSESSMENT PROGRAM

Oyster Bay, NY – March 5, 2020 - Planting Fields Foundation (“the Foundation” or “Planting Fields”) has been selected to participate in the Museum Assessment Program (MAP), which is administered by the American Alliance of Museums. Through guided self-study and on-site consultation with a museum professional, participation in MAP will empower the Foundation, as the steward of the historic Planting Fields estate and the landscape designed by the Olmsted Brothers, to better serve the citizens of Oyster Bay by facilitating its meeting and exceeding the highest professional standards of the museum field.

The Foundation’s participation is made possible through funding provided by the Institute of Museum and Library Services (IMLS). MAP helps museums strengthen operations, plan for the future, and meet standards through self-study and a consultative site visit from an expert peer reviewer.

The Foundation has chosen to do a MAP assessment as a supplement to initiatives underway to increase awareness about the historical and cultural significance of Planting Fields, its preservation work, and new programs designed to enhance the visitor experience. States Executive Director Gina Wouters, “We are honored to have the opportunity to participate in AAM’s highly regarded MAP program. Not only is it a reflection of our core values around standards of excellence, but the timing of this exercise is also perfectly aligned with the development of our Strategic Plan which will guide our operations and set the path for our longer-term vision. Together these projects create a strong foundation for cultural sustainability and institutional longevity.”

“Choosing to be part of the MAP program is indicative of the commitment to civic involvement, public service and overall excellence on the part of Planting Fields,” said Laura Lott, president of AAM. “Studies have shown America’s museums to be among the country’s most trusted and valued institutions. MAP is designed to make them even better.”

Since its creation in 1981, the MAP program has served over 5,000 museums. MAP is supported through a cooperative agreement between AAM and IMLS. For more information, including a complete list of museums participating in MAP, please visit www.aam-us.org/map, call 202-289-9118 or e-mail map@aam-us.org. Our website also has information about museums across the country who have previously participated in MAP and other AAM Excellence Programs (such as Core Document Verification and Accreditation).

AAM is the only organization representing the nation’s entire museum community and has been dedicated to promoting excellence within the museum field for over 100 years. For more information about AAM, visit www.aam-us.org. The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 35,000 museums. To learn more about the Institute, please visit: <http://www.imls.gov>.

About Planting Fields Foundation

Planting Fields Foundation preserves and interprets Planting Fields Arboretum State Historic Park as the premier public garden and Gold Coast estate for today and tomorrow while creating enriching experiences for the visiting public. Founded in 1952 by William R. Coe, the Foundation is a not for profit public educational foundation chartered by the New York State Board of Regents and tax exempt under the status for a 501C3 organization.

Located in Oyster Bay, New York and originally landscaped by the Olmsted Brothers of Brookline, Massachusetts, the Arboretum grounds feature 409 acres of greenhouses, rolling lawns, formal gardens, woodland paths and outstanding plant collections. The original historic estate buildings remain intact including Coe Hall, a 65-room Tudor Revival mansion designed by Walker & Gillette. The interior of the house is a showcase of artistry and craftsmanship and features a distinctly American aesthetic through original ironwork commissions by Samuel Yellin and murals painted by artists Robert Winthrop Chanler and Everett Shinn. Planting Fields is included in the National Register of Historic Places, the official list of the Nation’s historic sites worthy of preservation.

To learn more about Planting Fields Foundation, please visit our website at www.plantingfields.org.