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Flagler Museum Launches New Interactive Digital Guide

Bringing Gilded Age History to Your Fingertips Anytime, Anywhere

PALM BEACH, FL – Today, the Henry Morrrison Flagler Museum launched a new digital guide on Bloomberg Connects, the free arts and cultural app created by Bloomberg Philanthropies. The digital guide makes the Flagler Museum accessible for both on-site and off-site visits, offering rich photo and audio content that provides insights into the life and legacy of Henry Morrison Flagler, his transformative role in the development of the state of Florida, and the opulence of America's Gilded Age.

"The introduction of this new free digital guide makes the story of Henry Flagler and his Palm Beach home, Whitehall, more widely accessible than ever before," said Amanda Skier, Executive Director and CEO of the Flagler Museum. "This technology allows us to bring the museum experience to visitors wherever they are, deepening public understanding of Flagler's enduring influence on Florida's history and architecture."

Bloomberg Connects offers free digital guides to cultural organizations around the world. The platform 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.

The new Flagler Museum Digital Guide includes:

- High-resolution images of Whitehall's interiors, architecture, and artwork, including rarely seen items from the museum's collection.
- Audio tours offering narrated highlights of major rooms and exhibits, with historical context and storytelling.
- Interactive floor maps to help visitors navigate the museum on-site.
- Educational content about Gilded Age culture, transportation history, and Flagler's role in founding Florida's East Coast railway system.

The digital guide is ideal for both first-time visitors and returning guests who want a deeper understanding of the museum's exhibitions and permanent collection. For remote audiences, the guide brings the experience of Whitehall directly to their mobile device—anytime, anywhere.

The Bloomberg Connects app, available for download from Google Play or the App Store or by scanning a QR code found on the Museum website here: flaglermuseum.us/visiting/free-digital-guide.

About Henry Morrison Flagler Museum

When it was completed in 1902, Whitehall, Henry Flagler's Gilded Age estate in Palm Beach, was hailed by the New York Herald as "more wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world." Today, Whitehall is a National Historic Landmark and is open to the public as the Flagler Museum, featuring guided tours, changing exhibits, and special programs. The Museum is located at Cocoanut Row and Whitehall Way, Palm Beach.

The Museum is open from 10:00 a.m. until 5:00 p.m., Tuesday through Saturday, and noon until 5:00 p.m. on Sunday. Admission is $28 for adults (ages 13+), $14 for Children (ages 6 – 12), and children five and under are free.

About Bloomberg Philanthropies

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on creating lasting change in five key areas: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's giving, including his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a philanthropic consultancy that advises cities around the world. In 2023, Bloomberg Philanthropies distributed $3 billion. For more information, please visit bloomberg.org or follow us on Facebook, Instagram, YouTube, LinkedIn, and X.

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Sunday. Admission is $28 for adults, $14 for ages 6 - 12, and children five and under are free. Guided tours, audio tours, printed self-guide brochures and the Flagler Museum Audio Tour app are all complimentary with Museum admission. Audio tours and self-guide brochures are available in English, Spanish, French, German and Portuguese.

For more information, please call the Flagler Museum at (561) 655-2833 or visit www.FlaglerMuseum.us.