

Georgia O'Keeffe Museum

Georgia O'Keeffe Museum Announces New Visitor Center in Abiquiú

The Georgia O'Keeffe Museum will open an enhanced visitor center in Abiquiú, New Mexico, in 2018.

FOR IMMEDIATE RELEASE—August 28, 2017 (Abiquiú, NM)—The Georgia O'Keeffe Museum announced today that it will occupy an enhanced visitor center at Abiquiú Inn in Abiquiú, New Mexico. The new center will be located at the site where the Museum's tour office presently operates.



"We are very excited about this opportunity," says Robert A. Kret, Director of the Georgia O'Keeffe Museum. "Not only will this further our mission to preserve and advance Georgia O'Keeffe's artistic legacy, the center will create a more dynamic experience for the visitor in this culturally rich area."

Currently, the Museum maintains its northern presence with Georgia O'Keeffe's Abiquiú Home and Studio, a National Historic Landmark. Last year, approximately 11,000 people visited the iconic house, and 2017 is on target to surpass this figure.

Ownership of the Home and Studio was transferred from the Georgia O'Keeffe Foundation to the Georgia O'Keeffe Museum in 2006. Since that time, the Museum had always hoped to broaden its reach and impact with an expanded visitor center. With the benefit of ongoing community dialogue, the Georgia O'Keeffe Museum and Noble Hospitality, Inc., the owner of Abiquiú Inn, developed a partnership to realize this vision.

"Abiquiú Inn has a long history of providing hospitality in northern New Mexico, particularly to visitors of the Georgia O'Keeffe Home and Studio," says Colin Noble, President and CEO of Noble Hospitality, Inc. "We look forward to enhancing the guests' experience with the arrival of the visitor center. This new, exciting place will provide generations to come an opportunity to further connect with O'Keeffe, and her love for Abiquiú and the surrounding communities."



The educational site will be an anchor for tourism along the US Route 84 corridor in Rio Arriba County, positively affecting the area. The visitor center will boost economic growth, strengthen local partnerships, and create jobs. With this new opportunity, the Georgia O’Keeffe Museum will provide approximately 28 positions at its Abiquiú destinations.

“This is a great development that will bring many economic gains,” says David Archuleta, President of the Abiquiú Land Grant Board. “The site will give strength and support to this region.”

The visitor center will measure around 4,700 square feet. Construction is underway, with an anticipated opening in spring 2018.

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Image credits:

Abiquiú Visitor Center Rendering, courtesy of the Ebert Mayo Design Group

Maria Chabot, *Georgia O’Keeffe Hitching a Ride to Abiquiu with Maurice Grosser*, 1944. Photographic print. 9 ¾ x 6 ½ in. Photography Collection. Georgia O’Keeffe Museum. Gift of The Georgia O’Keeffe Foundation [RC.2001.02.140]. © Georgia O’Keeffe Museum

Supplemental materials: Two (2) provided images, represented above
Statistics sheet: Georgia O’Keeffe Museum at a Glance

ABOUT THE GEORGIA O’KEEFFE MUSEUM:

To inspire all current and future generations, the Georgia O’Keeffe Museum preserves, presents and advances the artistic legacy of Georgia O’Keeffe and modernism through innovative public engagement, education, and research. Opened in Santa Fe, New Mexico in 1997, the Museum counts O’Keeffe’s two New Mexico homes as part of its extended collection. The Museum’s collections, exhibitions, research center, publications and educational programs contribute to scholarly discourse and serve a diverse audience. The Georgia O’Keeffe Museum presents an ongoing series of thematic galleries exploring the career of the artist through her artwork, art materials, archives, and the landscapes and experiences that defined her life, on view throughout 2017. For more information, please visit okeeffemuseum.org.

