

# Georgia O'Keeffe Museum

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## The Georgia O'Keeffe Museum Joins The Association of Art Museum Directors' Celebration of Art Museum Day on May 18, 2013; Free Admission For New Mexico Residents (ID Required)

*Visitors encouraged to share their museum experiences throughout the celebrations via social media*

**FOR IMMEDIATE RELEASE May 1, 2013—Santa Fe, New Mexico** – The Georgia O'Keeffe Museum announced today that it will offer free admission to New Mexico residents as part of the Association of Art Museum Directors' (AAMD) Art Museum Day, coinciding with International Museum Day on Saturday, May 18, 2013. Last year, The Georgia O'Keeffe Museum—along with more than 120 other AAMD member museums across North America—participated in Art Museum Day.

In 2012, AAMD launched an initiative encouraging visitors of all ages to share their experiences of Art Museum Day through social media. Last year's event prompted an outpouring of responses with tweets, "check-ins" via FourSquare, and personal responses from across North America. The Georgia O'Keeffe Museum invites visitors to continue the conversation this year by sharing their perspectives via social media with the hashtag #artmuseumday.

"Art Museum Day is a wonderful opportunity for New Mexico residents to explore our newest exhibition, *Georgia O'Keeffe in New Mexico: Architecture, Katsinam, and the Land*, which will have just opened" said Robert A. Kret, Georgia O'Keeffe Museum director. "The Museum is pleased to offer free admission for locals to experience O'Keeffe's depiction of some of her earliest and most profound New Mexico experiences."

"Art museums bring communities together and engage people of every background in the shared exploration of human expression across time and cultures," said Chris Anagnos, executive director of AAMD. "AAMD is so pleased that The Georgia O'Keeffe Museum is joining us in celebrating Art Museum Day and is encouraging everyone in Santa Fe to participate and share their experiences in a public forum."

Art Museum Day emphasizes the essential role that art museums play in their communities, highlights the value of the visual arts in society, and provides new opportunities for audiences to participate in the wide-ranging programs offered by AAMD member museums. These member institutions—located across the United States, Canada, and Mexico—include regional museums as well as large international museums. International Museum Day is organized annually around the world by the International Council of Museums (ICOM). AAMD's Art Museum Day is an opportunity to focus attention on the role of art museums in North America, as part of ICOM's global celebration.

A comprehensive list of participating AAMD member art museums will be available on the AAMD website (<http://www.aamd.org/>). Note that while AAMD's Art Museum Day and ICOM's International Museum Day are formally held each year on May 18, some institutions shift their celebrations to adjacent dates.

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**ABOUT THE GEORGIA O'KEEFFE MUSEUM:**

The Georgia O'Keeffe Museum is dedicated to the artistic legacy of Georgia O'Keeffe, her life, American modernism, and public engagement. The Museum's collections, historic properties, exhibitions, Research Center, publications, and education programs contribute to scholarly discourse and inspire diverse audiences. Located in Santa Fe, NM, the Museum's collections, exhibits, research center, publications and education programs contribute to scholarly discourse and serve diverse audiences. The largest single repository of the artist's work in the world, it is the only museum in the world dedicated to an internationally known American woman artist and is the most visited art museum in New Mexico.

**FOR MORE INFORMATION, PLEASE CONTACT THE MUSEUM DIRECTLY:**

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