FOR IMMEDIATE RELEASE—January 30, 2018 (Santa Fe, NM)—
Building new paths in both the culture and technology sectors, the Georgia O’Keeffe Museum will bring on board content strategist and information technology specialist Liz Neely as curator of digital experiences. Neely will oversee the development of the Museum’s digital infrastructure and audience engagement across media platforms.

“Expanding our digital capabilities will provide a lot of creative opportunities to connect with audiences,” says Robert A. Kret, Director of the Georgia O’Keeffe Museum. “In our collection are keys to hundreds of stories about O’Keeffe’s life and work. There are opportunities for individual discovery that can exist beyond the Museum’s physical limits. Our task is to create digital paths to explore these stories, and this is why the curator for digital experiences will be critical. Liz’s skills and vision as a content driver are a tremendous asset to the O’Keeffe’s future.”

Liz Neely received her MBA from Northwestern University’s Kellogg School of Management, and has a dual BA from Mundelein College in Spanish and History. Neely most recently worked as senior director of integrated content at the American Alliance of Museums in Washington, D.C., where she led the organization’s digital content strategy and innovations. She was also an adjunct professor at John Hopkins University, where she taught about museums in the digital age. Additionally, Neely has held curatorial and directorial positions at the Harwood Museum of Art at the University of New Mexico, and at the Art Institute of Chicago.

The curator of digital experience is just one of the Museum’s technology-forward initiatives. In recent months, the Museum received significant grants to develop a digital cataloguing infrastructure; a virtual reference project to record New Mexican viewsheds featured in O’Keeffe’s work; and a 3-D imaging art conservation and engineering collaboration. Museum leaders intend to add soon a data analyst to merge business analytics and audience trends, helping the Museum better respond to visitors’ needs.

“Pushing further into the digital landscape changes the O’Keeffe as an institution, and will grow our reach into new audiences. Together we will create fresh experiences with deeper levels to explore,” says Kret. “This is an exciting moment for us. Liz Neely’s arrival is right in line with where we are heading. The Museum holds true to O’Keeffe’s vision, to create new ways to explore what’s possible.”
For media inquiries, please contact:
Micaela Hester
Public Relations Program Manager
505.946.1063
mhester@okeeffemuseum.org

Image: Liz Neely, courtesy of the Georgia O’Keeffe Museum

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.

ABOUT GOKM DIGITAL CATALOGUING INFRASTRUCTURE PROJECT: In 2016, the Georgia O’Keeffe Museum received a $150,000 “Museums for America” grant from the Institute of Museum and Library Services (IMLS) to build a state-of-the-art digital infrastructure. The system will provide expansive access to its diverse collection of fine art, personal effects, and archival documents. Critically, the infrastructure’s detailed organization will cross-categorize related materials, providing context and an enhanced understanding of their significance.

ABOUT THE VIEWSHED PROJECT: In November 2017, the Georgia O’Keeffe Museum received a $30,000 federal Preservation and Technology Grant from the National Center for Preservation Technology and Training (NCPTT). A wing of the National Park Service, NCPTT awards these grants for historic preservation projects that demonstrate innovative use of science and technology. The grant initiated a multi-year project to build a custom database that will house information about New Mexican locations represented in Georgia O’Keeffe’s works. Termed “viewsheds”, these are areas of critical cultural importance. The database will support a mobile app and website about the historic sites. Using a compilation of historic and GPS data, users will be able to access detailed information about the viewshed, while they witness the site as O’Keeffe did.

ABOUT THE 3-D IMAGING CONSERVATION PROJECT: This past December, the Georgia O’Keeffe Museum and partnering scientists from Northwestern University/Art Institute of Chicago Center for Scientific Studies in the Arts (NU-ACCESS) on a groundbreaking conservation and engineering project, supported by an award of $349,988 from the National Endowment for the Humanities. NU-ACCESS received the grant to advance scientific imaging and technologies to protect paintings vulnerable to deterioration caused by their own materials’ chemical changes. Specifically, the collaborative endeavor will develop 3-D imaging technology that will assess the growth of destructive soaps in Georgia O’Keeffe’s oil paintings. The results will guide preservation decisions for O’Keeffe’s work. They will also produce a set of web-based image processing tools, and promote exchanges of related research among conservators around the world. The project begins in spring of 2018, and will run for two years.