

## The Georgia O'Keeffe Museum and EnChroma Partner for International Color Blindness Awareness Month

*Museum will offer free tours for those with color vision deficiency*

FOR IMMEDIATE RELEASE—September 1, 2023 (Santa Fe, NM)— The Georgia O'Keeffe Museum and EnChroma, Inc.—creators of glasses for color blindness—are partners in recognizing [International Color Blindness Awareness Month](#). Designed to educate visitors about color vision deficiency (commonly known as “color blindness”), a diagnosis affecting 350 million people worldwide, more than 50 museums and organizations nationwide will participate in International Color Blindness Awareness Month with social media posts, special tours, and activities, and more.

The Museum is pleased to offer more accessible experiences for visitors. Two free public spotlight tours will be available during September in the Santa Fe Galleries. The tours, scheduled for Saturday, September 23, and Saturday, September 30, at 1:00 PM, will focus on the descriptive analysis of the subject and color of five paintings. The Museum has also created a visually descriptive self-guide option for individuals with color vision

deficiency to utilize throughout the year. EnChroma has been a partner of the Museum since 2019, as Museum guests can borrow EnChroma glasses for free during their visit.

While people with normal color vision see over one million shades of color, those with color vision deficiency only see an estimated 10% of hues and shades. Common color confusions include green and yellow, gray and pink, purple and blue, and red can appear brown.

Space for the free spotlight tours is limited and available on a first-come, first serve basis. To reserve a tour spot, email [communications@gokm.org](mailto:communications@gokm.org). The Georgia O'Keeffe Museum is located at 217 Johnson Street in Santa Fe, New Mexico.

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LEFT: Georgia O'Keeffe's *Anything* RIGHT: How Georgia O'Keeffe's *Anything* appears for visitors with red-green color vision deficiencies, more commonly known as color blindness

**Quotes from the Artist:**

"Color is one of the great things in the world that makes life worth living to me and as I have come to think of painting it is my effort to create an equivalent with paint color for the world—life as I see it."

Georgia O'Keeffe, 1937

**Image credits:**

LEFT: Georgia O'Keeffe. Anything, 1916. Oil on board, 20 x 15 3/4 inches. Georgia O'Keeffe Museum. Gift of The Georgia O'Keeffe Foundation. © Georgia O'Keeffe Museum. [2006.5.29] Photo: Tim Nighswander/IMAGING4ART

**ABOUT THE GEORGIA O'KEEFFE MUSEUM:** Since 1997, the Georgia O'Keeffe Museum celebrates the art, life, and independent spirit of Georgia O'Keeffe. Located in Santa Fe, New Mexico, where Georgia O'Keeffe lived the final decades of her life, the O'Keeffe has sites and experiences in two historic destinations, Santa Fe and Abiquiú. For more information, please visit [okeeffemuseum.org](http://okeeffemuseum.org)

**About EnChroma:** Based in Berkeley, Calif., EnChroma produces leading-edge eyewear for color blindness and low vision, and other solutions for color vision, sold online and through Authorized Retailers worldwide. Invented in 2010, EnChroma's patented eyewear combines the latest in color perception, neuroscience and lens innovation to improve the lives of people with color vision deficiency around the world. EnChroma received an SBIR grant from the National Institutes of Health (NIH). It earned the 2016 Tibbetts Award from the U.S. Small Business Administration in recognition of the firm's innovative impact on the human experience through technology, and the 2020 Innovation Award in Life Sciences from the Bay Area's [East Bay Economic Development Alliance](#). Visit [enchroma.com](http://enchroma.com) to learn more.