

The New O'Keeffe Celebrates Progress of First Season of Construction

*New Mexico-based companies lead efforts of new campus
which will feature an adobe structure*

FOR IMMEDIATE RELEASE—September 22, 2025—(Santa Fe, NM)—The Georgia O'Keeffe Museum is celebrating the success of its first 100 days of construction of the New O'Keeffe—a reimagined campus in historic downtown Santa Fe set to open in 2028. With excavation complete, construction has been ongoing since June 25 beginning with the substructure development.

During the excavation phase, soil was removed from the construction site and will be combined with clay to create 40,000 adobe bricks, which will be added to the earthen architecture of the new building.

Avanyu General Contracting has been tapped to lead the adobe aspects of the project with its expertise in all aspects of historic adobe preservation. The woman- and Native American-owned business will work hand in hand with DNCA Architects, Bradbury Stamm Construction, and JenkinsGavin Land Use & Project Management, rounding out the construction team for the project with all New Mexico-based firms.



The New O'Keeffe site in downtown Santa Fe.
Photo by Kate Russell

“This project has always been guided by a clear purpose and a profound pride of place. New Mexico had a transformative impact on Georgia O'Keeffe's life and work, shaping her life and career in enduring ways. To build the New O'Keeffe in Santa Fe—using adobe crafted from the soil of Northern New Mexico—is a deeply meaningful tribute to an artist whose legacy is deeply intertwined with the landscape,” said Cody Hartley, Director of the Georgia O'Keeffe Museum.

The New O'Keeffe will be a place where people from around the world and in the neighborhood gather to celebrate the art, life, and independent spirit of Georgia

O'Keeffe. The new campus in downtown Santa Fe aims to achieve three powerful goals: a new and innovative museum worthy of the finest art, civic revitalization, and a deepened commitment to Northern New Mexico. The campus will include a 54,000-square-foot building and almost an acre of community green space located just steps from the historic Santa Fe Plaza. The New O'Keeffe is set to open in 2028. For more information on the project, visit okeeffemuseum.org/new-museum/

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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 gokm.org