Georgia O'Keeffe Museum

Museum Director Cody Hartley Among One of Eight Recipients of the Inaugural Vanguard Awardees Nationwide

Selected by Remuseum and the Doris Duke Foundation for a first-of-its-kind arts initiative, the Georgia O'Keeffe Museum will receive a $100,000 to lead a transformative vision for the outdoor space of the New O'Keeffe, set to open in 2028.

FOR IMMEDIATE RELEASE — Santa Fe, NM — November 17, 2026 — Cody Hartley, Director of the Georgia O'Keeffe Museum, has been named one of eight inaugural awardees of The Vanguard, a first-of-its-kind award and accelerator for innovative leaders in the visual and performing arts. Presented by museum think tank Remuseum in partnership with the Doris Duke Foundation, the award brings a $100,000 investment to support developing outdoor programming that is accessible and welcoming to the local community. Rooted in local landscapes and living traditions, it would celebrate foodways, gardening, music, and storytelling through partnerships with organizations, artists, educators, and residents who help shape the space and its programs. Hartley will join a rigorous, year-long accelerator to build the idea into a practical model. His initiative centers on transforming the outdoor space at the New O'Keeffe into a welcoming civic space.



"In 2028, the O'Keeffe will open a new campus that includes an outdoor space. We're reimagining this garden as a public commons—a community resource people use not only when they want to see art, but enjoy as part of everyday life," said Hartley. "We are rethinking of what a museum's outdoor space can be."

Arts organizations celebrate artists who take risks but rarely give their leaders the capital or permission to do the same. Designed with faculty from MIT Sloan and the University of Chicago Booth School of Business, The Vanguard exists to correct that imbalance—to back leaders who are as creative as the artists whose work they present.

"Vanguard awardees are entrepreneurs from within—builders ready to put the public at the center of how their institution works in a new way—and each new idea has the

potential to pay for itself through new sources of earned or contributed revenue," says Stephen Reily, Founding Director of Remuseum.

Awardees were selected from nearly 400 applicants representing 42 states, Puerto Rico and Washington, D.C. and spanning operating budgets from $200,000 to $20 million, based on both a demonstrated willingness to lead in new ways and a track record for putting new ideas into practice. Each idea starts from what the public wants and values, and is designed to generate its own revenue over time.

The Vanguard begins with a week-long retreat at Shangri La—the Doris Duke Foundation's global center for culture and ideas in Honolulu, HI—followed by a year of monthly coaching sessions, regional peer gatherings and collaborative workshops, culminating in a public presentation of their work and findings to the broader arts community.

The program opens with the retreat at Shangri La, whose curriculum was designed by Jenny Larios Berlin, an entrepreneur and Senior Lecturer at MIT Sloan. It will be co-taught with Gregory Bunch of Chicago Booth and advised by Bill Aulet, Managing Director of the Martin Trust Center for MIT Entrepreneurship.

The awards come at a difficult moment for American culture. Across the country, arts organizations are contending with declining attendance, rising costs, reduced public funding and government censorship. These leaders have new and optimistic ideas to help the arts matter to more people and to create value, both for their communities and for their organizations.

"This is the first award of its kind: not a prize for past success but a bet on visionaries who believe that helping institutions to find new ways to serve more people, more genuinely will improve their longevity and the larger society," says Sam Gill, President and CEO of the Doris Duke Foundation.

Hartley joins an inaugural class that also includes:

- Seth Feman, Executive Director & CEO, Frist Art Museum, Nashville
- Linda-Denise Fisher-Harrell and David McDermott, Artistic Director and Executive Director, Hubbard Street Dance Chicago
- Lauren Turner Hines, Founding Envisionist and Executive Lead, André Cailloux Center for Performing Arts and Cultural Justice, New Orleans
- Mai Lê Hồ, Founder and Artistic Director, LayeRhythm, NYC
- Aziz Isham, Executive Director, Museum of the Moving Image, NYC
- Zoe Kahr, Executive Director, Memphis Art Museum
- Jennifer Weir, Executive & Artistic Director, TaikoArts Midwest, Saint Paul

The Vanguard is the latest project from Remuseum, a think tank founded at Crystal Bridges Museum of American Art in 2023. More information about The Vanguard and Remuseum can be found here.

The Vanguard
RE MUSEUM + DORIS DUKE FOUNDATION

—



About Cody Hartley:

Cody Hartley has served as Director of the Georgia O'Keeffe Museum since May 2019. Prior to this role, he was the Museum's Director of Curatorial Affairs, Senior Director of Collections and Interpretation, and Acting Director. Hartley has been a respected and innovative senior member of staff at the O'Keeffe since 2013, leading a division of departments that included curatorial, conservation, and education teams, as well as the library, archives, research center, and historic properties.

During that time, Hartley supported numerous exhibitions, including the blockbuster international Georgia O'Keeffe retrospective at the Tate Modern. He was the key architect behind an effort to create a significant acquisition endowment, which has enabled the Museum to purchase numerous masterpieces for its collections. Hartley has also transformed the O'Keeffe's approach to digital literacy, expanding the team dedicated to innovative uses of technology. He has been a catalyst for O'Keeffe exhibitions in Australia, Europe, and the United States. He previously worked at the Museum of Fine Arts, Boston; the Sterling and Francine Clark Art Institute; and the Santa Barbara Museum of Art. He holds an MA and PhD in art history from the University of California, Santa Barbara, following undergraduate study at the University of Wyoming.

Read more about the New Museum here.

###

For media inquiries, contact:

Debra Heslin | Head of Marketing & Communications
505-946-1037
dheslin@gokm.org

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

Photo: Render of the New O'Keeffe terrace and garden, 2025