New director to lead at Rogers Museum

Greta Brunschwyler comes to Taos from the Briar Bush Nature Center, Pennsylvania

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After an extensive nationwide search, the executive committee of the Millicent Rogers Museum in Taos announced this week that Greta Brunschwyler will become the museum’s new executive director.

"Greta's successful track record in cultural institutions management will serve her well as she continues the growth and success of the Millicent Rogers Museum," said Randy Phillips, president of the museum's board of trustees. "Her experience and leadership abilities nicely align with our mission of celebrating the arts and cultures of the Southwest."

A museum professional with more than two decades of experience, an announcement from Millicent Rogers Museum states that Brunschwyler has served as the executive director of the Nevada State Museum in Las Vegas, where she led design of their new facility; vice president at the High Desert Museum, Bend, Oregon, where she deepened community engagement; and director of exhibits at the San Diego Museum of Man, San Diego, California.

"In San Diego," the announcement reads, "Greta created dynamic programming that drove record-breaking attendance. Most recently, Greta served as executive director of Briar Bush Nature Center, Abington, Pennsylvania. At Briar Bush, Greta and her team greatly increased program offerings for young people, seniors and special needs audiences."

Brunschwyler is nationally known in the museum world, having served as president of the Western Museums Association and as vice president of the National Association for Museum Exhibitions. She also serves as a museum accreditation reviewer for the American Alliance of Museums.

She received the Governor's Award for the Promotion of Cultural Tourism in Oregon and a national Award of Excellence from the American Association of Museums and the Institute for Museum and Library Services.

Brunschwyler will commence her duties at the museum on Jan. 6, 2020.

The Millicent Rogers Museum was established in 1956 as a memorial to Millicent Rogers, "whose inspiration, patronage and collections form the cores of its holdings," a museum statement reads (millicentrogers.org). Rogers (1902-1953) was the granddaughter of Henry Huttleston Rogers, one of the founders of the Standard Oil Company. At her homes in New York, Virginia, Italy and elsewhere, she entertained the great and splendid from American industrialists to European nobility. She was the fashionista of her day.

In her later years, she visited and eventually settled in Taos. Here, she became close friends with many of the founding members of the Taos artists' colony, including Dorothy Brett. Due to rheumatic fever as a child, Rogers was often ill and so the high mountain air helped her physically. Sadly, however, she died very young, leaving three sons and a collection of jewelry, weavings and art that live on in the museum named for her. A central permanent exhibit in the museum showcases the turquoise and silver jewelry collection assembled by Rogers during her life.

The museum is located at 1504 Millicent Rogers Road in El Prado. For additional information, call the museum at (575) 758-2462.