

ORTIZ FAMILY COAT OF ARMS

IF THESE WALLS COULD TALK

300 Years of History, Romance & Intrigue



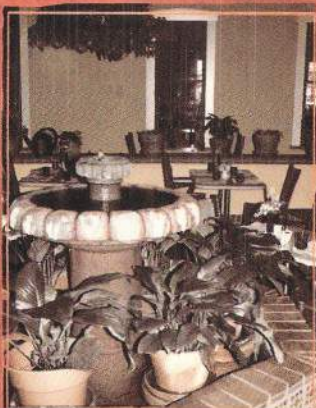
Hilton
Santa Fe Historic Plaza



Exterior, The Ortiz Hacienda

Photo courtesy Historic Santa Fe Foundation,
Photo No. 25314

Working within the framework of the original architecture and general "flavor" of the historic Ortiz Hacienda, the Hilton Santa Fe has helped preserve one of Santa Fe's most important historical sites. Shown above is the northernmost facade of the property, located on West San Francisco Street, as it appeared for centuries — now the entrance to El Cañon and The Piñon Grill. Below, the Chamisa Courtyard Cafe, located in the original courtyard of the Ortiz estate.



Antonio Ortiz y Salazar, son of Nicholas Ortiz I.

Ink drawing by Charles Batchelor

Courtesy Museum of New Mexico, Neg. No. 50614

1694 **THREE-HUNDRED YEARS AGO**, in 1694, Nicholas Ortiz I arrived in Santa Fe with his wife and six children. The walk north from Mexico City had taken the Ortiz's, along with 66 other families, several months, and was later dubbed the "Jornado del Muerto" (the "Walk of Death"). The Ortiz's own daughter, Ana, died on the march north, but the rewards of the journey would prove to be great.

Santa Fe, the capital of the Spanish colony of New Mexico, had been recaptured from the Pueblos by Diego de Vargas just one year earlier. Prevented by the law of primogeniture from inheriting property, Nicolas Ortiz I, a younger son of the Ortiz family of Mexico City, saw in the colony the opportunity to both make his fortune and to establish his position in Spanish society as an "hidalgo," a landowner.

Within one year of his arrival in Santa Fe, Nicolas Ortiz I had become the Captain of Vargas' Militia, and Ortiz, his sons, and grandsons participated in many skirmishes

and battles to both protect and expand the Spanish presence in New Mexico. For their services, the Ortiz men received citations for valor and lucrative land grants. By 1776, the first-known map of the Villa de Santa Fe, the Urrutia Map, clearly shows the Ortiz hacienda occupying the entire block where the Hilton of Santa Fe is now located, from San Francisco Street south to Water Street, from Guadalupe east to Sandoval. The Ortiz home surrounded a central corral and eventually included a private chapel (at the northwest corner where Guadalupe and San Francisco now intersect), a bakery, stables, and 18 rooms. Less than 70 years after their arrival, the Ortiz family was one of the wealthiest and most powerful merchant-rancher families in Santa Fe.

1769 TRAGEDY STRUCK THE ORTIZ FAMILY

again in 1769, when the current patriarch of the family, Nicolas Ortiz

III, was killed during a Comanche raid outside of Abiquiu on August 31. Legend has it that his widow Josefa Bustamente lamented that "such evils happen in New Mexico because there is no sworn patron saint." But a saint had been waiting in the wings for just such an auspicious moment. Nuestra Senora de Rosario, also known as La Conquistadora, had fortified the spirits of the Spanish upon their arrival in New Mexico a century and a half earlier. Such was the early Santa Fean's devotion that a four-foot wooden statue of La Conquistadora (now in the northern nave of the St. Francis Cathedral) had been dragged south to safety by colonists fleeing the Pueblo uprising of 1680.

The death of Nicolas Ortiz III returned La Conquistadora to center stage in the religious and social life of Santa Fe.



Bulto: "La Conquistadora"
(Nuestra Señora de los Remedios)
Courtesy Museum of New Mexico, Neg. No. 164122



Photo by Mark Nohl, courtesy New Mexico magazine.

Although the Fiestas celebration dates back to 1712, renowned Santa Fe artist Will Shuster added Zozobra in 1926. Zozobra, which has gone up in flames every year since its inception, symbolizes the troubles of the old year being destroyed in the raging inferno. Construction of the figure and staging the event takes place within a two-week period and requires over 1,500 volunteer hours by Kiwanis members. Zozobra has become a potent reminder of the madcap celebrations of the city's past, and is an important part of today's Fiestas celebration.



Randy Lee White's mural, (actually a series of vignettes), "Accompanied," graces the walls of the present Chamisa Courtyard restaurant. A story told in pictures of man's responsibility to love his neighbor, the mural begins with the depiction of two angels. The haloed figure riding a horse is guided by an angel as he travels north. Follow his travels around the room. As angels sing and play their harps, the holy man befriends a Native American. The new friends travel together, then find themselves in the thick of a battle. The holy man is wounded. An American soldier arrives with his hand extended to offer aid to the holy man and his friend, the Native American. This chance encounter brings three very different men from three very different paths together for one part of their journey in

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1770

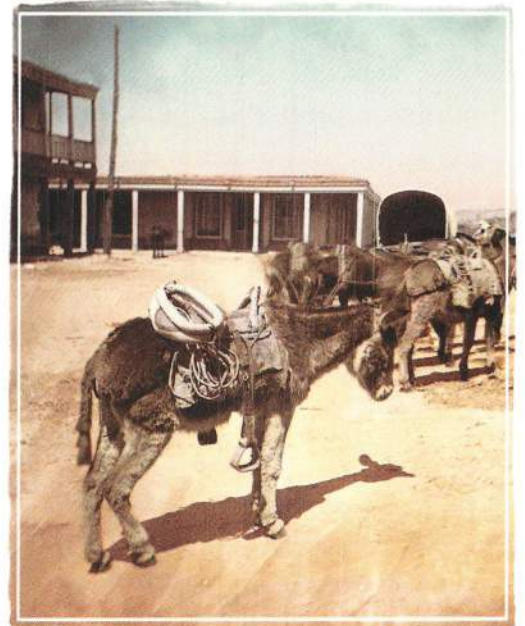
IN 1770, AT THE HOUSE OF NICOLAS ORTIZ'S SON

(located within the original Ortiz compound), Antonio José, plans were laid for "a most solemn function (insofar as pomp is possible in this kingdom)." Santa Fe Fiesta at its inception consisted of three days of secular and religious celebrations, including vespers the first evening, a mass, processions, a sermon, and "government officials in attendance at all events escorted by the royal garrison firing salvos." While across the continent the signing of the Declaration of Independence was sparking a war of independence from a different European crown, in Santa Fe citizens were celebrating the solid occupation by Spain of one of her colonies with *luminarias*, "tilts, comedies, and bullfights," and the lighting of 300 wax candles on the altar at the feet of La Conquistadora.

Thus the Antonio José Ortiz house can be considered the "Betsy Ross house" of Santa Fe, the place of the rebirth of the Fiesta celebrations of dependence on God and country which continue, virtually unchanged, to this very day.

Antonio José Ortiz himself led a busy social and economic life, expanding the family's holdings and business interests to include ranches and grazing lands across the state as well as establishing trade between Santa Fe and Mexico. Antonio José was at various times Alcalde Mayor of Santa Fe, Mayordomo of the Cofradías of La Castrense and La Conquistadora,

collector of tithes for the Church, and Captain of the Militia. He and his wife were major benefactors of the Church in New Mexico, building or rebuilding several chapels and sanctuaries, including the Santuario de Guadalupe, the Rosario Chapel, the San Miguel Chapel, La Conquistadora Chapel, and the Parroquia de St. Francis.



A typical street scene in Old Santa Fe, the "end of the trail."

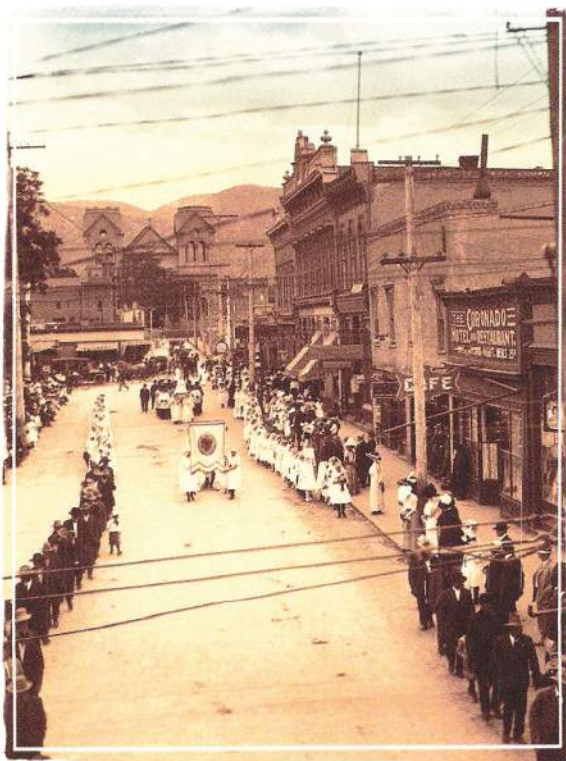
Photo by Ben Wittick, Courtesy Museum of New Mexico, Neg. No. 15829.

In spite of his exemplary social and religious presence, Antonio José's life was not without scandal. In a version of "I Am My Own Grandpa," Antonio's wife was the half sister of his stepmother and, at the time of their wedding, eight months pregnant with the child of her first cousin. Antonio had married his aunt to protect the family name, and he honorably raised her child as an Ortiz along with their ten subsequent children. He later seemed to have little compunction, however, about foreclosing on a loan to his sister-in-law (who was also his stepmother, the aforementioned Josefa Bustamente), thereby acquiring her portion of the Ortiz's Pojoaque ranch and leaving Josefa penniless in her last days.

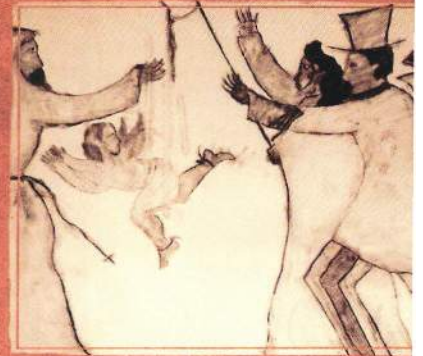
1806

ANTONIO ORTIZ DIED in 1806, and his numerous descendants continued the Ortiz family traditions of military service, political and religious influence, farming, ranching,

and trading. From politicians to priests to even an ambassador in the 20th Century, New Mexico history is rife with Ortizes. Today, three hundred years after the family first arrived in Santa Fe, there is sure to be an Ortiz marching in the procession for La Conquistadora at the Fiesta, which occurs, coincidentally, on the anniversary of the death of Nicolas Ortiz III. By bits and pieces, however, the Ortiz hacienda between San Francisco and Water Streets became divided and subdivided into homes and businesses. In 1855, after a 30-year will dispute, the properties were sold to the wealthy merchant, territorial politician, and military figure Antonio Sandoval. In 1871, they



Procession of La Conquistadora, San Francisco Street
Courtesy Museum of New Mexico, Neg. No. 28037



life. "The three men represent the tri-cultural community in Santa Fe," says the artist. "Through this encounter, the three must realize their obligation to one another as 'we are our brother's keeper';" he adds. The three men express brotherly love by aiding a dying woman. The holy man prays over the reclining figure as the Native American and the soldier console the villagers. The woman is healed and, after a brief celebration, the holy man continues his journey alone.

White's style of painting is simple, almost primitive, and this simple style makes his message all the more profound — in life's journey we are not alone; we must live in harmony and be responsible for all mankind.

Modern History

2008 will mark Hilton Santa Fe's 35th year of continued success, new friends, and contributions to Santa Fe's rich history. Originally built in the 1600s, Casa Ortiz became the Hilton Santa Fe in January of 1973. That night more than 1,000 local state and visiting dignitaries gathered for the ribbon-cutting and formal opening of the \$4.5 million Santa Fe Hilton Inn Hotel. Governor Bruce King, Santa Fe Mayor Joseph Valdes, Eric Hilton, Lieutenant General Emmanuel Schifani, and Al Maccini, General Manager of the Hilton Santa Fe were among the guests greeted at the hotel entrance by

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The carriage house of the Ortiz estate transformed — now the luxurious Casa Ortiz guesthouses.



"Gala Opening: Governor Bruce King (center) and Mayor Joseph Valdes were on hand last night for the ribbon cutting ceremonies at the Santa Fe Hilton. Assisting at the ribbon cutting were Eric Hilton (far right), Southwest General Manager for the Hilton chain; Al Maccini (left of King), General Manager of Hilton Santa Fe, and; Emmanuel Schifani (far left), President of Springer Corporation."

— Santa Fe New Mexican, January 17, 1973

were sold again and began a long slide into disrepair and disrepute, including a time in the mid-20th Century when some of the owners of the houses fell on hard times and were forced to take in tenants to make ends meet. The tenants included prostitutes and gamblers, and a nephew of one of the owners recalls "various raids by law-enforcement officers... searches for stolen goods, brawls, knifings. Entertainers and hostesses from the old Lensic Tavern were housed there. Traffic was mighty heavy on a Saturday night. During the days of the old C.C.C. camp on lower San Francisco Street, the 'boys' were constant visitors in many of the 'rooms.'"

1967 In 1967, the Ortiz houses, the second oldest residences in Santa Fe, were in danger of demolition due to a street widening project by Urban Renewal. The Santa Fe Historical Society launched a campaign to save the houses and succeeded in getting them designated historically significant. The Historical Society could not raise the funds to restore the properties themselves, however, and the buildings were sold to developers. In 1972, extensive remodeling began. Noted Santa Fe architect John Gaw Meem worked on the project with the

Hilton Santa Fe to recapture the spirit of the 18th Century Ortiz Hacienda. The 20th Century storefront outer walls (of the Montoya hardware store and a cab company) were removed. Some of the original adobe bricks were saved for the interior, and in 1973

1973 **THE HILTON SANTA FE HISTORIC PLAZA** opened with a grand ceremony and the attendance of more than 1000 regional and national dignitaries. Once again the corner of San Francisco and Sandoval echoed with the voices

and footsteps of the movers and shakers of Santa Fe and New Mexico.

1973 also saw a notable monument to Don Diego de Vargas installed in the entrance to the Hilton Inn. 87-year old Eugenie Shonnard, a Santa Fe sculptor and pupil of Auguste Rodin, designed and executed the four-sided monument to coordinate various features of New Mexican history into one composite whole, which represents not only the past but the present and the future. The principal bas-relief of the monument is of de Vargas, with La Conquistadora (renamed by the Catholic Church "Our Lady of Peace" opposite the "Peaceful Reconqueror" of New Mexico. The third side represents the Franciscan padres who introduced Christianity to the Pueblo Indians, while the fourth side is, aptly enough, the conquered and peaceful Pueblo Indians. Fittingly, the monument stands at the very place where so much of the private as well as public history of New Mexico has taken place.



Don Diego de Vargas Zapata y Luján Ponce de León
Courtesy Museum of New Mexico, Neg. No. 11409

Caballeros de Vargas in their colorful Conquistador costumes. In addition to the new construction, "an additional \$21,000 was spent in the restoration of the 300+ year old Ortiz buildings which were originally built by descendants of one of Santa Fe's original families."

It was in the Ortiz hacienda that plans were developed for what has become the oldest community celebration in the country—Fiesta de Santa Fe—inaugurated to commemorate the reconquest of Santa Fe and New Mexico by Captain-General Don Diego De Vargas.



The Franciscan padres are among those represented on the Don Diego de Vargas monument at the entrance to the Hilton Santa Fe.