



La Fonda
On the Plaza



LA FONDA ON THE PLAZA &
THE MUSEUM OF NEW MEXICO FOUNDATION
ANNOUNCE

A Mary Jane Colter Weekend
The Shaping of Southwest Style

APRIL 1 - 2, 2011

TO BENEFIT THE NEW MEXICO HISTORY MUSEUM

Mary Colter's vision of the Southwest created a style that was simple and yet grand. She left a magnificent legacy in regional architecture and interior design that we cherish today as much as in the past.

Frances Levine, Director of the New Mexico History Museum

Mary Jane Colter's Architectural Legacy

SANTA FE - Mary Jane Colter (1869-1958) was a brilliant and prolific architect and designer who created buildings and interiors that caught our imagination and defined the essence of Southwest style. Eleven of her remarkable buildings are on the National Registry of Historic Places; five are designated National Historic Landmarks. She was a maverick and a visionary who broke with European architectural tradition, creating a unique amalgam of Mission Revival, Spanish Colonial and Native American elements.

She embraced the Arts & Crafts Movement which espoused simple but sophisticated design and exquisite craftsmanship. And she had an insatiable curiosity for knowledge, methodically researching indigenous art, architecture and building techniques. She was a quick study, and as one writer observed: *"She could teach masons how to lay adobe bricks, plasterers how to mix washes, and carpenters how to fix viga joints."*

In 1910, Mary Jane Colter was hired by the innovative Fred Harvey Company and the Atchison, Topeka and Santa Fe Railway. When Harvey took over the management of the recently built La Fonda in 1926, Colter began her magical transformation of the hotel's interior. Winston Churchill once said: *"We shape our buildings, and afterwards our buildings shape us."* Southwest style was indeed shaped by Mary Jane Colter; and this is her gift and legacy to New Mexico.

The Mary Jane Colter Weekend

The weekend will offer a captivating glimpse into this remarkable woman's life. It will begin Friday evening, April 1 with a reception at La Fonda on the Plaza. On Saturday, the New Mexico History Museum and La Fonda on the Plaza will present three fascinating speakers; each with a very special *relationship* to Mary Jane Colter. Arnold Berke, award-winning author of *Mary Colter: Architect of the Southwest* (Princeton Architectural Press), will bring his meticulously researched book to life; revealing Colter in the proper social and historical context of her time. "By steeping her buildings in the culture, history, and landscape of the Southwest," says Berke, "Colter both charmed American travelers and taught them about the region she loved. Her pioneering works delighted the eye and engaged the mind."

Stephen Fried, author of the fascinating book - *Appetite for America: How Visionary Businessman Fred Harvey Built a Railroad Hospitality Empire that Civilized the Wild West* - will present the colorful Harvey House history of La Fonda on the Plaza. "The opportunity to spend a weekend exploring Mary Colter's contributions to life in the Southwest - as design guru for the Fred Harvey

Company - will be a rare treat. I'm also looking forward to discussing the Harvey family women of that era who were vital supporters of Colter's pioneering work. "

And Santa Fe architect Barbara Felix, who was instrumental in the beautiful 2009 renovation of La Plazuela, La Fonda's dining room, will talk about *Preserving the Architectural Fabric of a Santa Fe Icon*. Barbara spent six months researching Mary Jane Colter and has a wonderful perspective on her aesthetic and her process. She will discuss how Colter continues to influence her design decisions in the current renovations of La Fonda. "Colter's work has inspired me to be passionate about craftsmanship, the use of natural light, regional materials and the transformation of the ordinary into the magical."

Saturday evening there will be a special Harvey House- inspired dinner prepared by La Fonda on the Plaza's Executive Chef, Lane Warner. And during dinner, guests will be treated to an Actor's Studio-style *Conversation about Mary* presented by Arnold Berke and Stephen Fried, and moderated by Frances Levine, Director of the New Mexico History Museum.

"This will be a wonderful weekend for anyone who has visited any of Mary Jane Colter's marvelous buildings or been fascinated by this remarkable woman who was so ahead of her time," says Jenny Kimball, Chairman of the Board of La Fonda on the Plaza. "We are so proud to be part of the Mary Jane Colter legacy and to share in the sponsorship of this vibrant weekend with the New Mexico History Museum."

FRAN QUOTE: Mary Colter's vision of the Southwest created a style that was simple and yet grand . She left a magnificent legacy in regional architecture and interior design that we cherish today as much as in the past.

The Mary Jane Colter Weekend – Details

The all inclusive weekend is \$100 – Friday reception at La Fonda on the Plaza, Saturday lectures, Harvey-House inspired dinner & *Conversation about Mary* at La Fonda on the Plaza.

For out of town guests – La Fonda on the Plaza is offering a special Mary Colter Weekend Rate - \$109 per night for a charming traditional room.

For Reservations - call 1-800-523-5002 and then choose #1. Or 1-505-954-3500

Please call between the hours of:

Monday – Friday: 7am-8pm

Saturday: 8am-5pm

Sunday: 9am-5pm (Mountain Time)

Contacts: Kate

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E-MAIL KATE - TAX DEDUCTABLE 100 DOLLARS A TICKET -

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