

SPECIAL CANYON ROAD ISSUE

# Santa Fe

MAGAZINE

15



HOW TO:  
OUTSMART AI  
BE A PUPPETEER  
LOOK LIKE BRUNO MARS  
TAKE A WALK  
SEE LIFE IN A BRUSHSTROKE  
BE

**DARK WINDS'**  
**JESSICA MATTEN**



SETH ANDERSON STUDIO

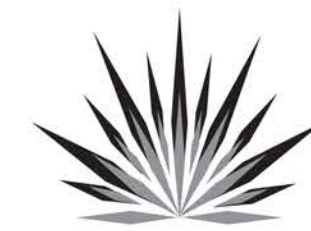
GALLERY



105 East Marcy St., Santa Fe, N.M. 87501 / In Palace Modern Hotel  
205 Delgado St., Santa Fe, N.M. 87501 / Off Canyon Road



WWW.SETHANDERSONSTUDIO.COM



PALACE *modern*

*Boutique Hotel*



*Where History Meets Modern Luxury*

*One Block from Plaza*

*Nestled in the heart of Santa Fe, steps from our Historic Plaza, is the perfect blend of timeless elegance and contemporary comfort. Palace Modern Boutique Hotel offers a uniquely private experience in a luxurious and discreet space!*

[www.palacemodern.com](http://www.palacemodern.com)

105 East Marcy Street, Santa Fe NM 87501

# The Palace Rises

**WHEN THE FAMOUS MADAME, DOÑA TULES,** opened the doors of the Palace Hotel in 1881, it was the toast of the town. Spanning several city blocks, the hulking Victorian structure outsized everything else in Santa Fe. The opulent lodging featured a luxe casino, three floors with electric elevators, and even a billiards table. As *The New Mexican* reported, “celebrities, heads of state, bishops, athletes and even international spies frequented the establishment.”

Then, in 1922, under mysterious circumstances, the hotel burned to the ground. It was never rebuilt. Until this year that is, when Seth and Kristen Anderson and Jim and Jay Heneghan launched Palace Modern. We talked to Seth about the Palace, past and present.

**Palace Modern is on the very site of the historic Palace Hotel.**

Yeah, not that many people actually know much about the original Palace. It was a massive structure that ran from Marcy and Washington, where the Los Poblanos Farm Shop is, went up to Market Steer, then through our current building and all the way to the parking garage on the East side of Marcy.

It was built in 1881, with all of the raw materials the new Atchison, Topeka, and Santa Fe Railway were able to bring in. It's interesting how our historic hotels are La Fonda, which opened in 1922 and La Posada, which opened in the 1930s. The Palace was open 40 years earlier!

In 1912, New Mexico became a state and launched an ordinance to accentuate Pueblo/Spanish/Mexican architecture throughout the city. That meant getting rid of the Victorians. Several on the Plaza were redone, and the Palace was slated to undergo the same transformation.

Except that it burned down. During the renovations in the 1920s, a fire started and the city water pressure failed. Some people thought it was arson, but it was never proven. Apparently it was the largest fire in Santa Fe history. And they never rebuilt it.

**You guys brought it back to life.**

We purchased part of the original site three years ago with the idea to revive the original Palace Hotel. So we called it Palace Modern. It is tied to those roots, but also pushes the modern. That's the mix.

At the time of the original, Santa Fe was a central trading hub, with Mexicans, Spanish and indigenous tribes coming from all over. To honor that, throughout the hotel, we have traditional art and furnishings – baskets from Panama and Colombia, Oaxacan ceramics and light fixtures, Spanish straw pieces, Moroccan tiles, embroidered skulls from Mexico. The doors are all custom made, inspired by John Gaw Meem doing the same thing at the Hollenbeck house. But we didn't want it to look like all of the other historic hotels in town, with traditional South-western interiors. We wanted to put in all modern spaces.

It's all in the context of the original Palace. We wanted to tell its story.



"I



Santa Fe from Fort Marcy

Riddle Photogr. Sopek



PREVIOUS PAGES AND ABOVE: THE ORIGINAL PALACE FROM THE NEW MEXICO HISTORICAL ARCHIVES  
OPPOSITE: THE PALACE MODERN. PHOTOS SETH ANDERSON.

