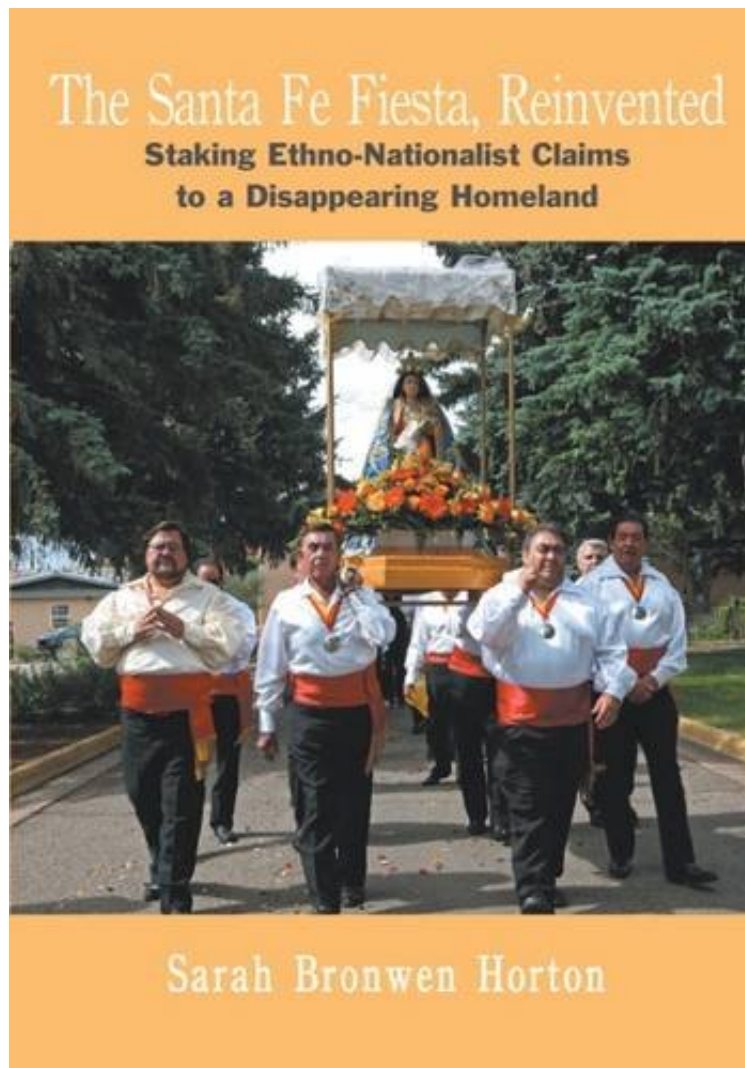


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The Santa Fe Fiesta, Reinvented: Staking Ethno-Nationalist Claims to a Disappearing Homeland

Sarah Bronwen Horton

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Sarah Bronwen Horton : The Santa Fe Fiesta, Reinvented: Staking Ethno-Nationalist Claims to a Disappearing Homeland before purchasing it in order to gage whether or not it would be worth my time, and all praised The Santa Fe Fiesta, Reinvented: Staking Ethno-Nationalist Claims to a Disappearing Homeland:

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explores the history and evolution of the Santa Fe Fiesta - specifically, what this popular celebration has to say about the established cultural identity of New Mexico's Hispanic population. Author Sarah Bronwen Horton examines the festival as an outpost of collective identity, and even as a form of resistance against Anglo cultural saturation. Chapters illuminate Horton's theories with testimonies from Fiesta organizers, tales of day-to-day life in Santa Fe, noteworthy social upheavals directly affecting the Fiesta, and more. An extraordinary study of Hispanic identity and connection with their homeland, as well as the expression of this cultural celebration, *The Santa Fe Fiesta, Revisited* is an excellent addition to college library ethnic studies shelves. 0 of 0 people found the following review helpful. Strongest recommendation for Horton's new work
By Cathleen Willging
Although this book is ostensibly about the Santa Fe Fiesta, it is really an incisive exploration of ethnic relations and the meaning of ethnic symbolism in northern New Mexico, a region in which such symbols have a rich and tangled history. Horton makes her exploration of the Fiesta speak to larger issues affecting the region--such as Hispanos' ever-progressing dispossession, their desires for recognition of their rich heritage, and conflicting claims to "homeland." One of the strengths of this book is its ability to make explicit the implicit and unspoken meanings with which ritual is saturated in a region in which ethnic conflict is papered over with a language of harmony.

The Santa Fe Fiesta, Reinvented adds a new perspective on the controversial identity formation of New Mexico's Hispanos. Through close readings of canonical texts by New Mexican historian Fray Anglico Chavez about La Conquistadora, a fifteenth-century Marian icon to whom legend credits Don Diego De Vargas's peaceful resettlement, and through careful attention to the symbolic action of the event, this book explores the tropes of gender, time, genealogy, and sexuality through which this form of cultural nationalism is imagined. Interviews and archival research reveal that even as Hispanos were increasingly minoritized in the former homeland site of Santa Fe, Hispano elites progressively invented and re-created the four cultural organizations that organize the Fiesta to lay claim to this disappearing homeland. Such organizations not only Hispanicized the Fiesta's content and key roles, usurping the role of De Vargas from Anglos, but sacralized their claims through foregrounding the role of Hispanos' sacred mother, La Conquistadora. With narratives of Fiesta organizers and colorful vignettes of life in contemporary Santa Fe, this book documents Hispanos' veiled protest of Anglo imperialism and the transformation of this city into what has been called an Adobe Disneyland.

An extraordinary study of Hispanic identity and connection with their homeland, as well as the expression of this cultural celebration, *The Santa Fe Fiesta, Revisited* is an excellent addition to college library ethnic studies shelves. --
Library Bookwatch, July, 2010
This study offers fresh insight into the icons, roles, performances, and players that make up the Santa Fe Fiesta. Horton shows how this popular festival has become a symbolic assertion of cultural nationalism in response to the social and economic forces that are driving Hispanos from the gentrified core of the city...an important contribution...will interest students, scholars, and residents of the region. --Sylvia Rodriguez, UNM Professor of Anthropology and Director, Ortiz Center for Intercultural Studies...
This is a meticulously researched, wonderfully written book that promises to change the way we think about Latino nationalisms. --John Nieto-Phillips, author...
an examination of the Santa Fe Fiesta as a symbol of identity for Hispanos in New Mexico's capital city. This study will take its place beside a growing number of recent offerings that focus on the Hispano experience in New Mexico and the Southwest, an area that was virtually ignored during much of the nineteenth and twentieth centuries. --
Andrew Leo Lovato, *New Mexico Historical*, vol. 86, no. 2...
This is a meticulously researched, wonderfully written book that promises to change the way we think about Latino nationalisms. --John Nieto-Phillips, author
The Santa Fe Fiesta, Reinvented follows the known script of Hispanic political, demographic, and socioeconomic dispossession, and uses nationalism and internal colonialism to analyze the Fiesta as it evolved into the current celebration of Hispanic identity and cultural revivalism.... Horton's well-written book offers a valuable interdisciplinary addition to our understanding of the process of Hispanic cultural revitalization. It will be of use to those interested in the contributions of culture to the formation of Hispanic/Mexican American/Latin identities. --David Rex Galindo, *Southwestern Historical Quarterly*, July, 2011...
This is a meticulously researched, wonderfully written book that promises to change the way we think about Latino nationalisms. --John Nieto-Phillips, author
Horton's study is a thoroughly researched, wonderfully written account of [the Santa Fe] Fiesta...Horton's study goes beyond an analysis of an invented tradition, offering an insightful elaboration of the reasons that this festival has such resonance for local Hispanos...Horton's book is an important contribution to studies of New Mexico and community festival, as well as studies of cultural nationalism in general. --Laura Hernandez-Ehrisman, *Journal of Anthropological Research*, vol. 67, 2011...
This is a meticulously researched, wonderfully written book that promises to change the way we think about Latino nationalisms. --John Nieto-Phillips, author