

Centro de Interpretación de Nuevo Baztán

→ Nuevo Baztán

Calle del Arco, 1, Nuevo Baztán - Madrid 28514

Bus: Line 261



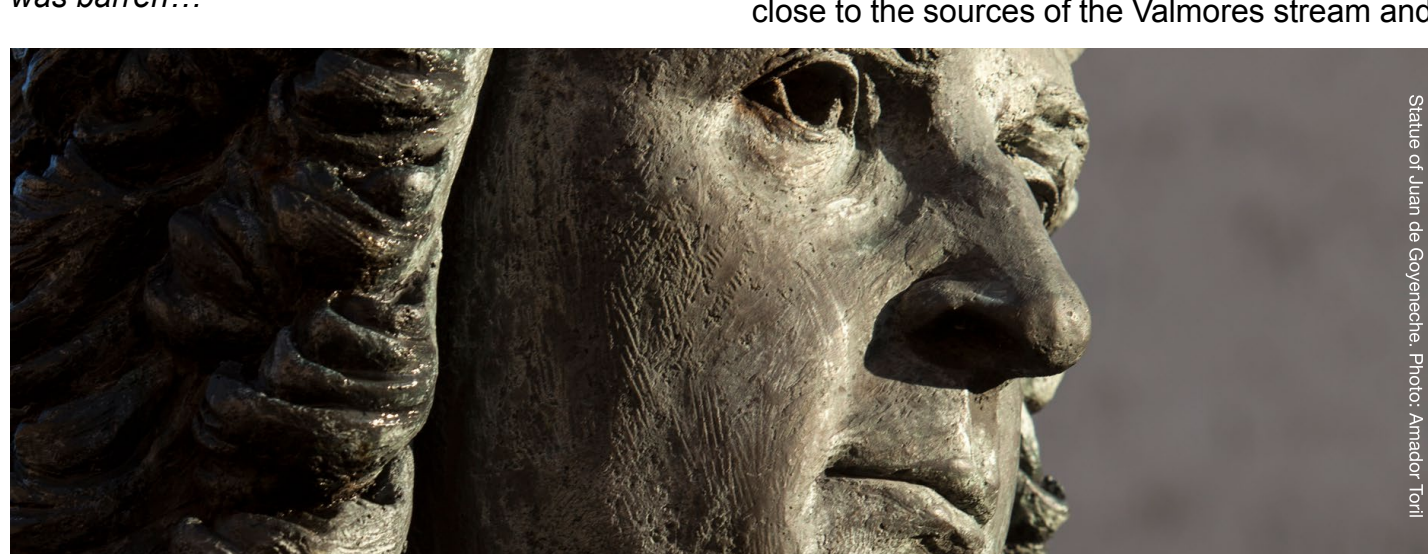
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Ayuntamiento *****
Nuevo Baztán



Juan de Goyeneche

...Don Juan de Goyeneche, Lord of the Town of Olmeda of this Archbishopric, has at his own expense founded a place in a deserted spot within the bounds and jurisdiction of said Town of Olmeda, called Nuevo Baztán, having eighty houses and over five hundred people, where he has placed factories making glass, hats and leather articles, as well as textile mills for both silk and wool, bringing masters of crafts from abroad to teach the locals, with noteworthy profit for this settlement, and, at even greater expense to himself, planting olive groves and vineyards around it, making the land fruitful where before it was barren...



Statue of Juan de Goyeneche. Photo: Amador Toril

This fragment from the *Report of the Archbishopric of Toledo* (1722) perfectly explains the dream of an illustrious businessman and financier originating from Navarre and who had settled in Madrid at an early age: Juan de Goyeneche (Arizcun, Valle del Baztán 1656 - Nuevo Baztán, 1737). One of the most important and innovating figures of the reigns of King Charles II and Philip V, he became administrative secretary to Charles II and treasurer to his wife Queen Maria Anna of Neuburg. He was a supporter of the Bourbon cause and his companies aided Philip V in the War of the Spanish Succession, while he continued to enjoy the trust of the king as treasurer to queens Marie Louise of Orleans and Elisabeth Farnese. He received a solid education at La Gaceta Jesuit Imperial College, and he founded *Madrid de Madrid*, one of the first Spanish newspapers.

From being a bureaucrat he went on to become a businessman and landlord of royal incomes. He combined these activities with the ownership

of industrial companies and estates in the municipality of Olmeda. The need to increase production, added to his enterprising nature, led him in 1705 to acquire land and real estate, creating a new enclave in the southeast of the region of Madrid, which he called Nuevo Baztán in memory of his place of origin (the valley of Baztán in Navarre), thus contributing to the economic development of that Madrid borough. In a depopulated Spain, stricken with poverty, with a noble class that boasted of living off the income from their lands, Goyeneche was a veritable Pioneer.

This new settlement, located on a moor, was close to the sources of the Valmores stream and

the River Tajuña, which were fundamental for the industries he set up in the area, and to a road network that was improved by Goyeneche to link it to the capital, Alcalá de Henares and the route to Valencia.

The local settlements over which he acquired fiscal rights and real estate were Olmeda de la Cebolla (nowadays Olmeda de las Fuentes), Villar del Olmo, Pezuela de las Torres, Loeches, Torres de la Alameda, Orusco, Ambite, Carabaña and Chinchón.

The various industrial facilities were located in Olmeda (textile manufacturing, suede and chamois manufacturing), in the Valmores stream (dyeing and fulling mill), in Orusco, on the River Tajuña (fulling and paper mills) and in Ambite (dam for irrigation). Besides this, a series of road improvements were carried out, such as the route from Pozuelo to Nuevo Baztán, and the bridge over the Tajuña in Orusco.

The Nuevo Baztán urban development: the palace and the factories

The architect José Benito de Churriguera (1656-1725) was responsible for this project, carrying out Juan de Goyeneche's desire to combine the stately nature of the place with industrial and agricultural activity. Nuevo Baztán was given the most modern infrastructures of the time and a layout based on the strict use of geometry and perspective. The industrial complex comprises two zones that mark out the social hierarchy and the division of economic activity: one with a monumental and representative character that is built around the palace and the church, where the houses for the administrators of the palace estate and the main factories are located; and another functional zone, set out in a grid pattern and destined for houses for workers, smaller factories and services such as the hospital and the school.

This hierarchical nature is also markedly visible in the type and quality of the constructions in the housing zone, which diminish in quality the more distant they are from Juan de Goyeneche's palace, corresponding to the socio-economic standing of their occupants. The houses furthest away were for the agricultural workers, having easy access to the fields.

Juan de Goyeneche, as general treasurer, was well aware of the dreadful situation of Spanish industry and its unfavourable balance of pay-

ments due to the excessive importing of foreign products. His project consisted in changing the Spanish system of production, contributing to the development of the borough of Madrid through a variety of industrial initiatives, boosting Spanish industry, and putting a halt to rural depopulation. He put into practice the ideas of Colbert, minister to King Louis XIV of France, which were characterised by strong state intervention in the economy, made possible by the rise of absolutist monarchies that protected national industries.

The first factories set up were dedicated to providing uniforms for the army (cloths, hats, boots and harnesses), which until then had been imported, but there were also others that produced luxury goods (fine glassware, soap, paper, chandlery, confectionery and shoes).

The Nuevo Baztán complex was declared an artistic-historical monument in 1941, in 1980 it gained the status of artistic-historical complex, and in 2000 it became a property of cultural interest. The descendants of Juan de Goyeneche continued to own the complex until the 1980s. Since 1989 it has belonged to the Regional Government of Madrid, which has been restoring it in successive phases. The ground floor has been renovated, along with the hallways leading to the courtyard and the *Plaza de Fiestas*, now open to the public.



Scale model of Nuevo Baztán

The interpretation centre

The Nuevo Baztán complex, a fine example of the brand new settlements that emerged in the 18th century and spread throughout Spain, lost its splendour with Goyeneche's death, which marked the beginning of its decline.

The Interpretation Centre recovers its own history and provides the public with an insight into Juan de Goyeneche's dream and ambition. Inaugurated in 2003, it originally occupied the old wine cellar, once used for producing and storing wines, brandies and colognes.

The exhibition begins with the presentation of Juan de Goyeneche and the historical context for his vision of an economic structure that could be exported to the whole of Spain and that obtained the unconditional support of the monarchy, with exemptions, franchises and privileges to promote the future industries, thus laying the foundations for the future royal manufacturing houses and several later projects for brand new industrial cities and factory colonies.

A second section is devoted to the industries in the complex, which were set up as a closed sys-

tem of production in order to take full advantage of the materials, the workers and the commercialisation of the products.

The collection contains 45 exhibits, displayed in cabinets and showing the different industries: glassware, cloth, paper and soap. Three scale models show the visitors how the land, urban complex and palace developed over time.

Meanwhile, an audiovisual examines the close relationship between Juan de Goyeneche and José Benito de Churriguera, the architect of Nuevo Baztán. Over the years they shared ideas and became close friends.

The centre organises an annual programme of activities, which usually coincide with the local festivities of the municipality (Feasts of the Foundation, Nuevo Baztán Cultural Week, Feasts of 2 May, etc.) or with celebrations related to the centre's museum history, such as International Museum Day (18 May).



Replica of the fusilier uniform from the Lombardia Infantry Regiment, 1718. Photo: Amador Toril



Coat of arms on the palace in Nuevo Baztán

OPENING HOURS

Tuesday to Saturday: from 11 am to 6 pm.
Sundays and public holidays: from 11 am to 3 pm.
Closed: Mondays, 1 and 6 January, 1 May, 24, 25 and 31 December.

Opening hours may change due to special activities taking place.

INFORMATION AND BOOKINGS

cinbaztan@madrid.org
www.comunidad.madrid/cultura
T: 918 73 62 38 - 686 94 12 17



→ FREE ADMISSION / ACCESIBLE MUSEUM

GROUPS

Group visits must be booked in advance by telephone or email, sending the following information: name and surname of the group leader, telephone, number of visitors, date and hour.

HOW TO GET THE MUSEUM

Bus: Line 261 (departs from the station on Avda. de América).

Photographs and video are allowed with mobile devices (no flash and tripods) for personal use only

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