



25  
Aniversario de la  
Coronación Virgen de la  
Encarnación

Adeje Celebrations  
2019



**DIRECCIÓN**

Área de Cultura y Educación

**EDICIÓN Y FOTOGRAFÍA**

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Adeje, Santa Cruz de Tenerife

**DEPÓSITO LEGAL**

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# Greetings

JOSÉ MIGUEL RODRÍGUEZ FRAGA  
MAYOR OF ADEJE

Ladies and gentlemen of Adeje,

In 1994 we celebrated the 300th anniversary of the vote that gave rise to October's festivities. This year, we are celebrating the 325th anniversary of that vote by Adeje residents in 1694 after they had felt the protection of the Virgin who freed them from the plague of African locusts. In 1994 we were able to celebrate the occasion by fulfilling an old aspiration of many locals with the canonical coronation of the Virgin by Bishop Felipe Fernández, of happy memory. It is now 25 years since the Virgin's coronation.

These are milestones in our history that have left their mark on our development and which form an essential part of our identity. It is because of this that October's festivities (which have always been important to residents) are granted special relevance and meaning, more so than usual if that is at all possible. Consequently, we aim to celebrate with the devotion and commitment we have inherited by calling upon the Virgin and our patron saints, Saint Ursula and Saint Sebastian, who freed us from the plagues of the time. We will also rejoice with the joy, civility and hospitality these fiestas have always been famous for, while also

looking to the future in a town that wishes to move forward in terms of peace, progress and coexistence.

These are good reasons for me, as mayor, to invite you all to enjoy every aspect of these celebrations and turn them into a meeting point and place where you can reunite with old friends.

Thank you to all those involved.: the Parish, Department of Culture, Porteadores de la Virgen, Adejeras con la Virgen, Las Nieves Music Group and Band, Adeje Folklore Group and School, music, dance and drama schools, and all those individuals who have come together to make these celebrations possible and even better than before, as our patron saints and residents deserve.

**Enjoy the festivities!**



*José Miguel Rodríguez Fraga*





# Greetings

HONORIO CAMPOS GUTIÉRREZ  
PRIEST

I would like to extend my warmest regards to all Adeje residents.

This year our diocese is celebrating 200 years since it was founded; in 1819 Pope Pius VII created the Diocese of San Cristóbal de La Laguna, thus the delight of celebrating this anniversary is combined with the pleasure of the festive events celebrating Our Lady of the Incarnation starting this year, with devotion to the Virgin dating back more than 200 years. This same devotion is evident in the commemoration we are hosting this year: the 25th anniversary of the canonical coronation of the Virgin of the Incarnation statue in 1994.

I thank God we may celebrate and safeguard the heritage of our past with piety and love for the Virgin, and we must look forward to the month of October with Mary, the first evangelist from our lands and the first missionary to declare her son, Jesus Christ, our Saviour and Redeemer.

**Long live the Virgin of the Incarnation!**



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*Aniversario de la  
Coronación Virgen de la  
Encarnación*

# DEVOTION TO ADEJE'S LADY OF THE INCARNATION DURING THE 20TH CENTURY

SEVERAL DEVOTIONAL MILESTONES HAVE DEFINED WORSHIP OF OUR LADY OF THE INCARNATION THROUGHOUT HER HISTORY, PARTICULARLY DURING THE 20TH CENTURY WHEN THE MOST UNIQUE EVENTS TOOK PLACE, AS SUMMARISED IN THIS TEXT.



## The celebrations

The evolutionary development of the festivities in honour of Our Lady of the Incarnation has involved different stages in terms of the festive structure and the celebrations' length of time. The celebrations for the church's main figure, Saint Ursula the martyr, are inseparable from those for the Virgin of the Incarnation, which are festivities that appear to have been related since the start of the 20th century, as can be discerned from references and news that date back to then. The popular celebrations with entertaining mirth, sports competitions, dances and drama performances such as "comedias" and "sainetes" were subservient to the religious acts that normally took place on the Sunday closest to the Saint's festivities. During that period up until 1910, the celebrations were set on the second Sunday of October - and this continues to be the case today - with a festive agenda that maintained the same scheduling for decades.

The new trends that arrived in the 70s with the emergence of tourism didn't do much to vary the structure of the religious celebrations within the patron saint's festivities in the town. In recent years, the economic boom led to an important drive regarding the celebrations' organisation, leading to new acts and forms of worship that have managed to further increase the devotion to Our Lady of the Incarnation, such as the offering procession (romería) that has been organised each year since 1979.

## Permanent honorary mayor of the town

The permanent honorific titles granted by local corporations to religious figures were first introduced in Spain in the 1940s within national Catholicism. These honours were awarded by the plenary session of the local institution to the statues of greatest devotion, tradition and fame in the area, whether they were representations of the Virgin, Christ or saints.

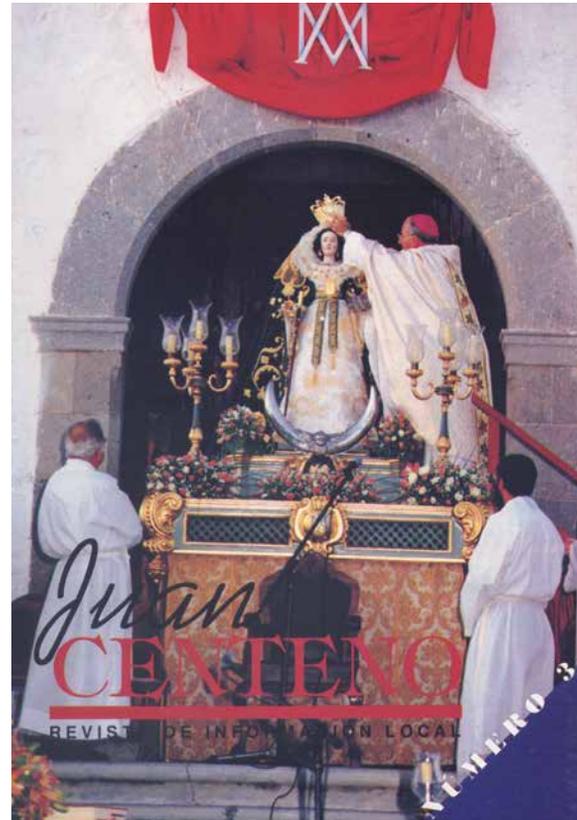
In the case of Adeje, the early date these honours were awarded is noteworthy. The plenary session of the town's local government, when gathered for an extraordinary session on the 18th of July 1961 and at the suggestion of the town hall presidency, "named the Holy Virgin of the Incarnation permanent honorary mayor", a motion that was approved unanimously.

During the festivities celebrating the 300th anniversary of the vote for the Virgin in 1994, the democratic local government, with José Miguel Rodríguez Fraga the mayor, ratified the agreement.

## The canonical coronation

In the progression of worship for Our Lady of the Incarnation, the statue's canonical coronation in October 1994 was a significant event. This occurrence finally saw the long-held desire of devotees fulfilled after decades of waiting.

The process began years prior thanks to the popular enthusiasm of the parish, particularly in view of the upcoming celebration of the third centenary [1694-1994] of the commitment acquired by Adeje locals to celebrate the Virgin after she had freed them from the plague of locusts. The diocesan bishop, who was involved in studying all proven facts that were provided in a file, approved the petition to grant the



*Copy of the municipal magazine "Juan Centeno"*

incredibly important coronation.

On Sunday the 9th of October, the celebrations' main day, the Pontifical Mass took place in the Plaza de España. It was presided by Bishop Felipe Fernández García and concelebrated by fourteen priests, some of whom were previous parish priests in the town. The Eucharistic celebration was attended by many residents who travelled from various points of town, neighbouring towns and villages, and the rest of the island. Two choirs provided musical accompaniment to the ceremony: Orfeón La Paz from San Cristóbal de La Laguna and Coral Polifónica from Granadilla.

DURING THE EXTRAORDINARY SESSION ON THE 18TH OF JULY 1961, AS SUGGESTED BY THE TOWN HALL PRESIDENCY, THE "HOLY VIRGIN OF THE INCARNATION WAS NAMED PERMANENT HONORARY MAYOR"

Following the bishop's panegyric, the crown was presented for blessing and subsequent placement, all in accordance with the ritual proposed by the Holy See.

The precious item was created by the goldsmith Luis Vispé in his workshop in the neighbouring town of Guía de Isora. The piece represents the union of the people of Adeje with their pious statue of the Incarnation. The imperial-style crown is remarkable thanks to its large basket containing a series of symbols inherent to the town, such as its shield, and other elements that are also related to Marian symbols. The gold work was donated by the Costa Adeje's Taxi Cooperative.



*Image of Our Lady of the Incarnation, with the staff of command.  
Permanent honorary mayor.*

# The quinquennial tour

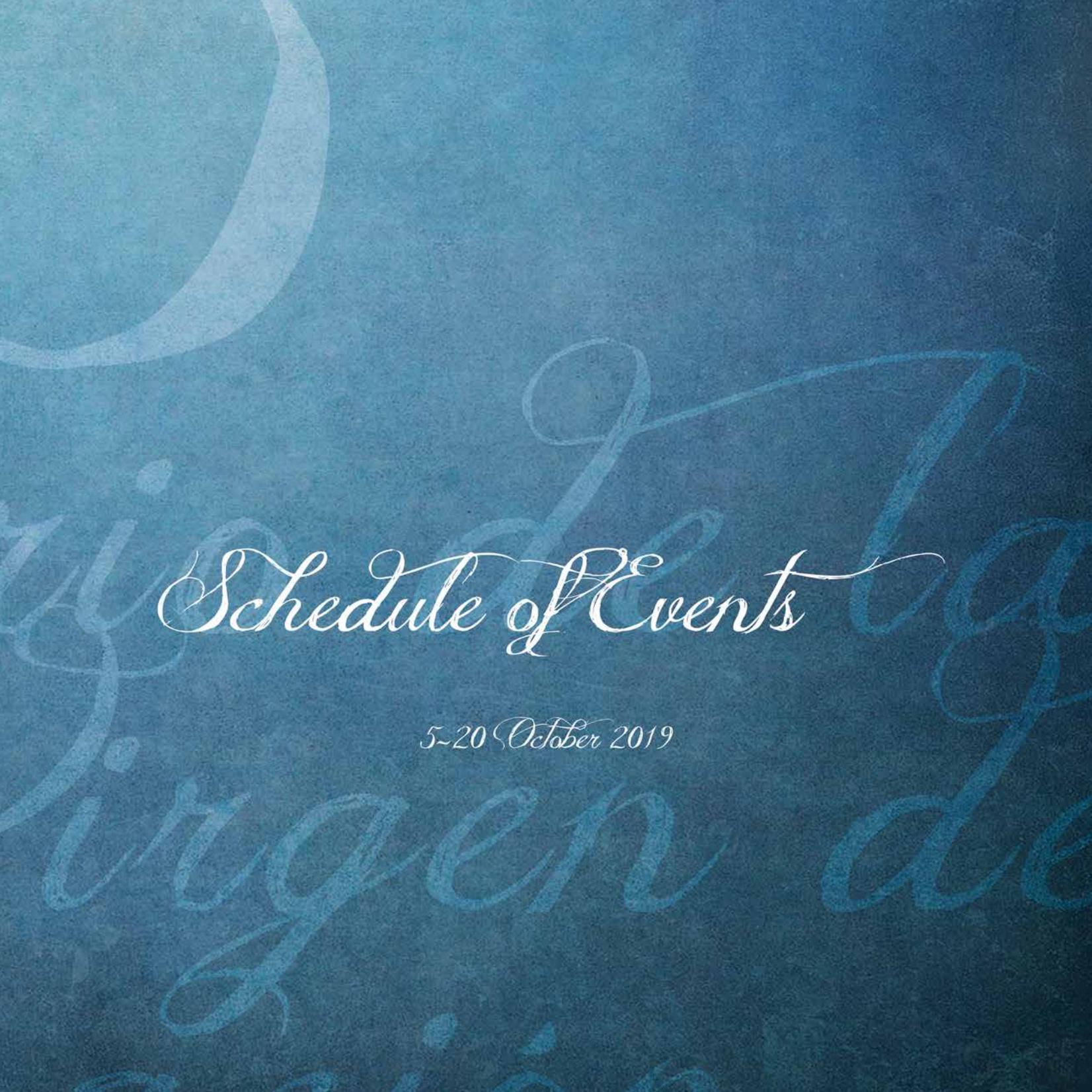
The history of the tour the statue of Our Lady of the Incarnation undertakes of the area's different villages and hamlets can be found in initiatives that occurred in the first half of the 20th century and during the tour it undertook in 1994 in particular in celebration of the coronation. The first tour of Adeje's districts encouraged parish communities with their priests and parish councils - and the support of loyal, local institutions - to organise a new procession in 2001 to celebrate the 2000th anniversary of the incarnation and birth of Christ.

In light of this, on the 10th of October 2004, in celebration of the 10th anniversary of the tour and coronation, the priests practising in the region asked the diocesan bishop if the Virgin of the Incarnation could visit "all districts in the region every five years, starting in 2005". This request was approved and three quinquennial tours have since taken place.

All of these actions stemming from the community demonstrate the devotion that has been shown for Our Lady of the Incarnation for decades throughout the region, which has been her home since the dawn of the 16th century.







# *Schedule of Events*

*5-20 October 2019*

# FIESTAS DE ADEJE 2018

*Comunicación y Bienestar*



## 5<sup>TH</sup> of October Saturday

### THE CELEBRATIONS BEGIN

18:00. In the Parish Church of Saint Ursula, celebration of the Eucharist. **TRADITIONAL DESCENT OF THE VIRGIN** of the Incarnation from her throne to the altar and traditional hand-kissing. Followed by raising of the Virgin's flag.

20:00. In the theatre of Adeje's Cultural Centre, **"BOLEROCK AND ROLL" MUSICAL PERFORMANCE** with Yanelly Hernández.  
*Venue: Theatre at Adeje's Cultural Centre.*

## 9<sup>TH</sup> of October Wednesday

### 25TH ANNIVERSARY OF THE CORONATION

18:00. Holy mass in the Parish Church of Saint Ursula. **CELEBRATION OF THE 25TH ANNIVERSARY OF THE VIRGIN OF THE INCARNATION'S CORONATION.**

## 11<sup>TH</sup> de Octubre Friday

### REPRESENTATIVES GALA

22:00. **GALA SHOW, "LAS HUELLAS DEL ALMANAQUE, DE LOS 50 A LA ACTUALIDAD"** (Traces of the almanac, from the 50s to the present day). Presentation of the representatives from Adeje's different areas.  
*Venue: Plaza de España.*

24:00. **OPEN-AIR CELEBRATION** with the **NIMBARA GROUP AND ALOJERAY BAND.**





## 12<sup>TH</sup> of October Saturday

### EVE OF THE DAY OF THE VIRGIN

18:00. **MARCHING BAND ENCOUNTER** with the participation of the Puerto de la Cruz Band, the New Band of Igueste de Candelaria, and the Band from the Patronato Musical de la Histórica Villa de Adeje.  
Venue: Plaza de la Cruz del Llano.

18:00. **HOLY MASS** in the Parish Church of Saint Ursula.  
20:30. **GREAT PARADE** presided by the representatives of the town's neighbourhoods.  
Venue: Calle Grande.

23:00. **OPEN-AIR CELEBRATION** with the **MAQUINARIA BAND AND THE ARGUAYO BAND**.  
Venue: Calle Grande.



## 13<sup>TH</sup> of October Sunday

### DAY OF THE VIRGIN

12:00. **TRADITIONAL BELL-RINGING** and fireworks for the Day of the Virgin.

18:30. **TRANSFER OF THE MUNICIPAL STANDARD** from the town hall to the mother church.

19:00. **SOLEMN EUCHARIST AND OFFERING** of the town's different parish churches to Our Lady of the Incarnation at the Parish Church of Saint Ursula. Followed by the **PROCESSION OF THE REVERED STATUE**, accompanied by the bearers of the Virgin (Porteadores de la Virgen), religious, civic and military authorities, the Santísimo Brotherhood, the Adeje Women with the Virgin group (Mujeres Adejeras con la Virgen) and the marching bands from the Patronato Musical de la Histórica Villa de Adeje and the Guerra Núm.2 Brylcan XVI Band. Entry of the Virgin with apotheosis of light and sound.  
Followed by a **SHOW BY LOS GOFIONES**.  
Venue: Plaza de España.

23:30. **OPEN-AIR CELEBRATION** with the **SABROSA BAND**.  
Venue: Plaza de España.



## 14<sup>TH</sup> of October Monday

SANTA ÚRSULA

11:00 - 14:00. **KIDS' FUN PARK**, bouncy castles and workshops.

Venue: Adeje Football Pitch.

12:00. **"ENCOUNTERS ON CALLE GRANDE"**. Musical performance by the **GRUPO EL CARDÓN**.

Venue: Calle Grande.

18:30. **SOLEMN EUCHARIST IN HONOUR OF SAINT ÚRSULA**, sung by the Parish Choir of Saint Ursula, in the Parish Church. Followed by the **PROCESSION OF THE REVERED STATUE**, accompanied by the bearers of the Virgin (Porteadores de la Virgen), religious and civil authorities, the Santísimo Brotherhood, the Adeje Women group (Mujeres Adejeras), the marching band from the Patronato Musical de la Histórica Villa de Adeje and the Nuestra Señora de Las Nieves marching band. Followed by a firework display.

22:00. **COMEDY FESTIVAL** with the artists **PETITE LORENA, AARÓN GÓMEZ AND LILI QUINTANA**.

Venue: Plaza de España.

## 15<sup>TH</sup> of October Tuesday

CHILDREN'S DAY

18:30. **KIDS' FESTIVAL** with the **"SUPERHEROES SHOW"**.

Venue: Plaza de España.

20:00. **ADEJE BENEATH THE STARS\***. A chat on stargazing and theory. This activity requires prior registration on the website [adeje.es](http://adeje.es).

Venue: Adeje Cultural Centre.

## 16<sup>TH</sup> of October Wednesday

MODERN MUSIC ORCHESTRA

20:30. **CONCERT** by the **ADEJE MODERN MUSIC ORCHESTRA**.

Venue: Plaza de España.

## 17<sup>TH</sup> of October Thursday

SENIORS

19:00. **SENIORS' FESTIVAL** with a performance by **YERAY RODRÍGUEZ (VERSE IMPROVISER)**.

Venue: Plaza de España.

## 18<sup>TH</sup> of October Friday

MISS SUR

21:00. Beauty and fashion contest, **MISS SUR**.

Venue: Plaza de España.

24:00. **OPEN-AIR CELEBRATION** with the **SENSACIÓN GOMERA BAND**.

Venue: Plaza de España.

## 19<sup>TH</sup> of October Saturday

### FOLKLORE

12:00. **4TH "MESTURAO" SOLOIST'S MEETING.**

Venue: *Calle Grande.*

17:00 - 19:30. **KIDS' ACTIVITIES.**

Venue: *Calle Grande.*

18:00. **HOLY MASS.** Parish Church of Saint Ursula.

21:00. **36TH "DIARIOS DE TRAVESÍA" ADEJE FOLKLORE FESTIVAL** with the folkloric group Yacambú and the Adeje Municipal School of Folklore Group.

Venue: *Plaza de España.*

23:00 h. **OPEN-AIR CELEBRATION** with the TOKE LATINO GROUP AND THE GENERACIÓN BAND.

## 20<sup>TH</sup> of October Sunday

### OFFERING PROCESSION

10:00 - 12:00. **LIVESTOCK FAIR.**

Venue: *Plaza de El Cerco.*

11:00. **ROMERA HOLY MASS AND OFFERING OF REGIONAL PRODUCTS** to the town's patron saints, with singing by the Adeje Municipal School of Folklore Group.

13:00. **PROCESSION AND OFFERING TO THE TOWN'S PATRON SAINTS.** Followed by the **FINAL GREAT OPEN-AIR CELEBRATION WITH THE WAMAMPY BAND AND THE CORINTO BAND.**

Venue: *Plaza de España.*

## SPORTS EVENTS

## 8<sup>TH</sup> of October Tuesday

48TH ROQUE DEL CONDE FOOTBALL TOURNAMENT

20:00. **FINAL OF THE ROQUE DEL CONDE TOURNAMENT** between the winner of the three-team tournament and C.D. Águilas S.A.

Venue: *Adeje Football Pitch.*

## 12<sup>TH</sup> of October Saturday

ADEJE POPULAR CROSS COUNTRY RACE 2019

9:00. Popular **CROSS COUNTRY RACE.**

Venue: *El Galeón Municipal Stadium.*

\* SUBJECT TO CHANGE PROGRAM\*

More information  
[www.adeje.es/fiestas](http://www.adeje.es/fiestas)



