



ADEJE FIESTAS 2018

OCTOBER 6TH
TO 21ST

*In honour of the Virgen de
La Encarnación and Santa Úrsula*



Plaza de España

Plaza España, in Adeje, is and always has been, a meeting place for the people of Adeje to relax and celebrate. This is where the doctor's office and the parochial house were situated many years ago, buildings later taken over by the Town Hall. Some residents remember rehearsals with the Red Cross Band in the patios as well.

2010 was the year that saw a complete transformation of the old plaza. The existing buildings were demolished, and the plaza opened up to the Barranco del Infierno, offering incredible views, and tripling the space available.

The new Plaza de España, designed by the Menis Arquitectos Studios, with modern lines, also values the history of the town in the buildings that flank the public space, with the Santa Úrsula church on one side and the Convent on the other, both emblematic and historical buildings. The plaza also boasts a 27 metre high structure, with a bell tower for solemn acts. The interior will, in the future, house a Museum of Sacred Art.

The Plaza de España won the World Architecture Fair award

DIRECCIÓN
Área de Desarrollo creativo, deportes y conocimiento

EDICIÓN Y FOTOGRAFÍA
Departamento de Comunicación
Fondo Fotográfico del Ayto. de Adeje

DISEÑO Y MAQUETACIÓN
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Ayuntamiento de Adeje
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Adeje, Santa Cruz de Tenerife

AUTORES DE LOS POEMAS PRESENTES EN EL PROGRAMA:
1- C.D. Sánchez Rodríguez, 1989 "Canto a Adeje" del libro Poesía 12, edita: Biblioteca de Adeje (Ayuntamiento de Adeje).

2- Bernardino Oliva Molina. Poemas: "Adeje" (2013), "Pirpos" (2016). Inéditos.

*Pueden consultar los poemas en su totalidad en www.adeje.es.

DEPÓSITO LEGAL
TF 813-2018



José Miguel Rodríguez Fraga

MAYOR OF ADEJE

We live in times of great change, technological change, social change, economic and political change, environmental change. These are changes which bring advances, opportunities, but also great challenges, uncertainties, and risks. Which is why it is more important than ever to pause now and then, to get to know each other again, to ensure we don't get lost in the maelstrom of change; to remember the things that are fundamental, that must remain fundamental, rediscover our roots, our need to belong to a group, a community, with which we share values, hopes and help; our family, our neighbourhood, our village, these essential daily realities that are part of our existence, and our humanity.

The Adeje October fiestas are just such an opportunity, with a chance to share the joy of the occasion and the celebration. As part of the promise made by our senior residents to the 'Virgen de la Encarnación' we remember our roots, deep, far-reaching and of worth, that make up this human community that is Adeje.

In this way, without a doubt, we will be moving towards a better future, a richer future, if we all work together. As mayor I renew my commitment to work every day to ensure that the people of Adeje have a better life, in a town that we all share, in a reflection of our solidarity, equality, with tolerance and respect, in a place of shared opportunities for all.

To one and all I send my best wishes for the festival and to all those near and far.


José Miguel Rodríguez Fraga



Honorio Campos

PARISH PRIEST

Dear people of Adeje

As we start the celebrations in honour of Our Lady of the Incarnation we enter into a period, running over a number of years, where the Holy Virgin will play a central role.

She already has a very special place in our hearts, but during this autumn, and with the visit of the Candelaria 'Virgin' to Santa Cruz and La Laguna as part of the series of events celebrating 200 years since the establishment of the Tenerife Diocese we also mark the start of a three year period in which our borough will celebrate both the anniversary of the coronation of Our Lady of the Incarnation as well as the Lustral visits which take place in 2020.

No doubt these events will bring us great hope and happiness, and help us continue our missionary work in our parish and borough, giving testimony to our faith, our Christian social harmony with all our neighbours, sharing the Good News that Jesus Christ brought us. We celebrate this festival with the hope and happiness that are part of our annual celebrations and that form part of the character and history of our borough, as we also look ahead to a better future.

I wish you all the best for the festivities



CASA FUERTE

"Witnessing the history of Adeje"

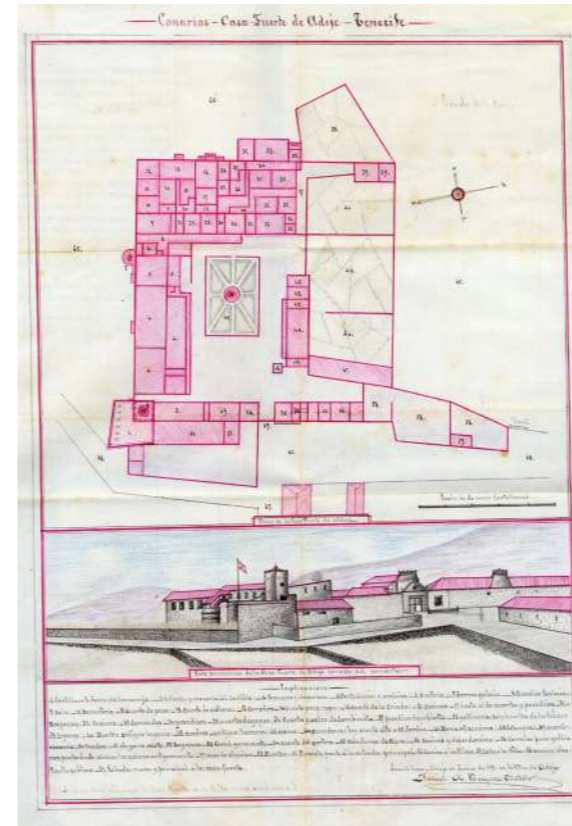
Casa Fuerte

Witnessing the history of Adeje

Don Pedro de Ponte y Vergara, originally from Genoa, and a perpetual alderman of Tenerife, asked for permission to build a fort house. Licence was granted in Valladolid by Royal Decree on May 2 1555. The request was made citing the need Adeje had for defence measures against a succession of pirate attacks. In this way Don Pedro de Ponte was named Hereditary Perpetual Mayor

Once the Fort House (the Casa Fuerte) was built, Pedro de Ponte asked the Crown to grant him seigniorial jurisdiction of Adeje, against the strong opposition of the residents and the Tenerife Cabildo. A century later one of his descendants, Juan Bautista de Ponte y Pagés, fifth holder of the office of mayor of the Fort House, finally managed to fulfil the wishes of his great-great-great-grandfather, courtesy of King Felipe IV, by Royal Decree, dated November 21st 1655, granting him the jurisdiction of the zone and immunity against any actions by the magistrate or the Cabildo.

At the same time the title Villa was granted to Adeje, with the same privileges accorded to other towns with the same title. The Lord was granted the right to name a mayor, councillors, justices, notaries, bailiffs,



Plano de Casa Fuerte siglo XIX

guards, all that he considered necessary, as well as full military authority, which played an important part in the defence of the south coast line of Tenerife.

In 1666, King Carlos II created the title Marquis of Adeje, granting succession rights to Juan Bautista de Ponte, given the quality of services given to the Crown.

According to the historian Viera y Clavijo, the first Marquis of Adeje built his much-admired estate and

town into one what was considered one of the best parts of Tenerife, with a large part of the monies earned from the estate invested in the expansion and improvements to the Fort House, the parish church and, above all, the construction of the Franciscan convent dedicated to Our Lady of Guadalupe and Saint Paul, in 1679.

The Fort House, today listed as an official Monument of Cultural Interest, is a symbol of the historic importance this fortress and manor house held in Adeje as the political, economic and social centre of life here over four hundred years, as well as the part it played in the defence of the southern coast against attacks from buccaneers.

It is estimated that construction of the Fort House began in 1556, 7200 square metres in spread, with a castle and a keep, warehouses, a blacksmith, granaries, bakery, ovens, servants quarters, living areas for administrators, an oratorio and a main palace. An important point to mention is the sugar factory, one of the most important in the Canaries, which operated until the 19th century. Another notable aspect of the Fort House was the archives section which, according to French naturalist Berthelot, was "the most important room in the house, with four enormous cupboards full of documents" and was, according to historian Viera y Clavijo, "the treasure of the Canaries". The original documents from here are in Las Palmas de Gran Canaria Canarian Museum and the Santa Cruz de Tenerife Municipal Museum although the Adeje Town Hall also has digitalised copies in the municipal historical archives, having established covenants with both museums.



Vista de la Casa Fuerte 1920
(Fondo Fotográfico del Ayto. Adeje)

During the 19th century Adeje underwent political changes with the incorporation of national magistrates in 1811, getting rid of the feudal regime and from then on giving the residents the right to choose their authorities with the creation of the first constitutional town councils.

In Adeje the socio-economic depression that hit the islands wasn't as noticeable as in other parts, thanks in some way to the introduction of new industries such as the production of cochineal, perfect for these arid parts of the south of the island. The existence of important water channels and the climate made the area also perfect for the introduction of crops for

export such as the tomato and the banana, destined for the European market, which, at the start of the 20th century, reactivated the local economy.

Thereafter the old buildings that belonged to the Fort House were acquired by outside companies such as Curbelo, Fyffes, the Compañía Agrícola de Tenerife, Entrecanales and Larrarte, and by local families who were working to reactivate the economy and improve the infrastructures. They built a southern canal, improved ports and roads, converting Adeje into one of the most important towns in the Canary Islands from an agricultural point of view.



Visita de Don Camilo José Cela a la Casa Fuerte, mayo de 1957
(Fondo Fotográfico del Ayto. Adeje)

This economic growth and introduction of new crops had positive effects on the local society improving the living conditions of Adeje residents considerably, and at the start of the 20th century the town had schools, a doctor, a local band and a football team!

The really important changes came at the end of the 1970s with the development of tourism which completely changed the social and economic structure of life in the borough. The excellent local climatic conditions in Adeje, located in the southwest of the island of Tenerife, were ideal for the evolution of the tourism industry along the coast, with the construction of zones such as Playa de las Américas. From 1996 the area became known generically as Costa Adeje.

As a result of the new socio-economic situation it wasn't just the landscape that was being altered – the human-scape was too.

One of the most significant aspects has been the population explosion. Adeje has become one of the key focal points for immigration in Tenerife, given the tourism growth in the zone, with a parallel growth in the numbers of foreign residents opting to live here, in principal to work in the services sector.



ADEJE FIESTAS

PROGRAMME

2018

1 "Adeje, el futuro espera
eres el municipio de más suerte
tienes bosques, montañas,
caletas, playas..."



6TH October / Saturday

INAUGURATION OF FESTIVITIES

6pm: Mass in the Santa Úrsula Church. **TRADITIONAL DESCENT OF THE STATUE OF THE VIRGIN OF THE INCARNATION** from her throne to the altar and the kissing of the hands. Followed by the raising of the Banner for Mary.

11TH October / Thursday

AGONEY

9pm: **AGONEY IN CONCERT, WITH LOLA ÍNDIGO.** The young Adeje singer returns to the stage in his borough after a hectic year nationally and internationally, offering us a chance to see and hear him live again.

Place: Plaza de España

Free: Places will be limited.

12TH October / Friday

GALA WITH LOCAL REPRESENTATIVES

10pm: **GALA EVENING: 'FORT HOUSE: WITNESSING THE HISTORY OF ADEJE'.** Presentation of the representatives of the villages and neighbourhoods of Adeje.

Place: Plaza de España

12 midnight: **STREET PARTY** with music from **KIMBARA AND RELIEVE**

Place: Plaza de España

13TH October / Friday

GALA WITH LOCAL REPRESENTATIVES

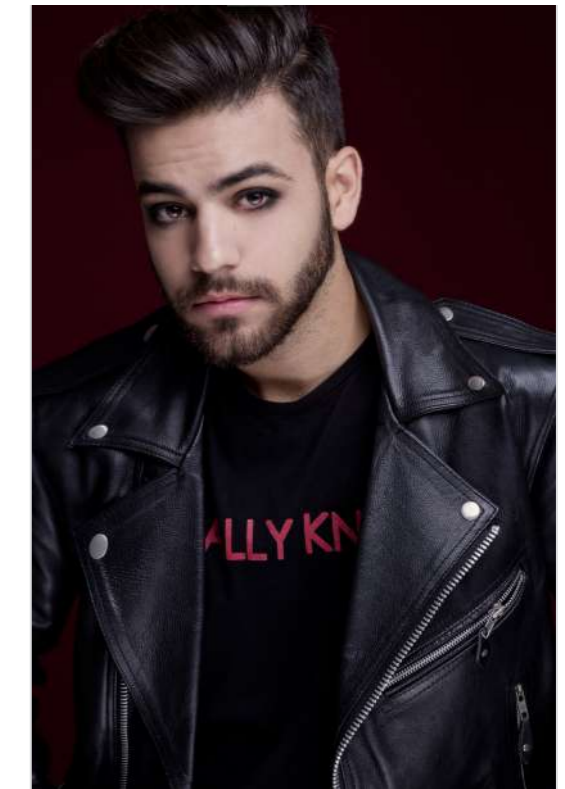
6pm: **BANDS EVENT**, with San Pedro del Sauzal band, La Victoria band and the Adeje patronal band.
Place: Plaza de la Cruz del Llano

6pm: **MASS** in the Santa Úrsula church.

8.30pm: **TRADITIONAL PARADE** with floats from the different neighbourhoods of the borough.
Place: Calle Grande

11pm: **STREET PARTY** with **TEJINA AND MAQUINARIA BANDS**

Place: Plaza de España





2 "Te imagino en la distancia
 Y en el tiempo
 Imagino tus dolores
 Tus sueños
 Imagino tu fe, tus luchas
 Tus silencios
 Imagino tus casas tus luces
 Tu cielo"



14TH October / Sunday

FEAST DAY OF THE VIRGIN

12 noon: **TRADITIONAL RINGING OF THE BELLS AND FIREWORKS** in honour of The Virgin.

6.30pm. **BRINGING OF THE MUNICIPAL BANNER** from the Town Hall to the Parish church.

7pm: In the Santa Úrsula parish church, **SOLEMN MASS AND OFFERTORY** with the different parishes in the borough to **OUR LADY OF THE INCARNATION**. Followed by the procession of the Blessed Image carried by the bearers of Our Blessed Lady of the Incarnation and accompanied by religious and civil authorities, members of the Hermandad del Santísimo, the Mujeres Adejeras con la Virgen collective and the Adeje Patron Band and the Military Brass Band Nº2 Brlcan XVI.

10pm: **SHOW WITH MESTISAY, 'JALLO'**
 Place: Plaza de España

15TH October / Monday

CELEBRATION OF SAINT ÚRSULA

11am – 2pm **CHILDREN'S PLAY ZONE**, bouncy castles (including water slides), workshops, shows.
 Place: Municipal football grounds

12 midday: **PERFORMANCE BY THE CARDÓN GROUP**
 Place: Calle Grande

6.30pm In the Santa Úrsula parish church, **SOLEMN CELEBRATION OF THE EUCHARIST IN HONOUR OF SAINT URSULA**, sung by the Adeje Santa Úrsula Parish Choir. Followed by the procession of the Blessed Image accompanied by the Adeje Municipal Band, the clergy and the authorities. **FIREWORKS.**

10pm: **FACTORY OF ARTS**
 Place: Plaza de España.



16TH October / Tuesday

CHILDREN'S EVENT

6.30pm: **CHILDREN'S EVENT WITH THE GRAN CIRCO KOMBA**
 Place: Plaza de España..

1 "Adeje, en tus playas vararon
tantas barcos ajenos
y han surcado tus aguas
tantas naves de fuera
que tu silencio virgen
fue roto por cien lenguas"



17TH October /Wednesday

"ADEJE VIVE LA MÚSICA", WITH ALL YOUR FAVOURITE MELODIES

8.30pm: **ADEJE MODERN MUSIC ORCHESTRA CONCERT** "Adeje vive la música", with all your favourite melodies.

Place: Plaza de España

18TH October /Thursday

SENIORS

7pm: **25 TH ANNIVERSARY OF THE SANTA ANA FOLKLORE GROUP** with Josefina Alemán.

Place: Plaza de España

19TH October /Friday

MISS SUR

9.30pm: **MISS SUR CONTEST**

Place: Plaza de España

12 midnight: **STREET PARTY SABROSA**

Place: Plaza de España

20TH October /Saturday

30 ANNIVERSARY OF THE ADEJE SCHOOL OF FOLKLORE

12 midday: **SOLOISTS – MESTUARIO**

Place: Calle Grande

5pm – 7.30pm **CHILDREN'S ACTIVITIES**

Place: Calle Grande

6pm: **MASS**, Santa Úrsula parish church

9pm: **XXXIV ADEJE FOLKLORE FESTIVAL** with the Danses Xafarnat de Paterna and Adeje School of Folklore groups.

Place: Plaza de España.

11pm: **STREET PARTY** with **TOQUE LATINO AND SENSACIÓN GOMERA GROUPS**

Place: Plaza de España.

21TH October /Sunday

ROMERIA

10am – 12 noon: **LIVESTOCK FAIR.**

Place: El Cerco (parking zone behind Hacienda offices).

11am: **PILGRIMS MASS AND OFFERTORY** of local farmed produce to the town's patron saints

1pm: **ROMERÍA (PARADE)** and offerings to the town's patron saints. Followed by a **STREET PARTY** with music from the **WAMAMPY AND CORINTO BANDS**

Place: Plaza de España.

SPORTS EVENTS

3rd to 10th October.

XLVII ROQUE DEL CONDE FOOTBALL TOURNAMENT, SPONSORED BY EXPOVIDA.

WEDNESDAY OCTOBER 3RD

7.30pm: **ROQUE DEL CONDE TRIANGULAR TOURNAMENT** between Armepalmas, Atlético Chenet and Fañabe teams.

Place: Fañabe Football Stadium.

WEDNESDAY OCTOBER 10TH

8.30pm: **FINAL OF THE ROQUE DEL CONDE FOOTBALL TOURNAMENT** between the winner of the triangular round and Águilas San Aquilino

Place: Fañabe Football Stadium

Friday October 12th

9am – 1pm: **CROSS POPULAR ADEJE**, sponsored by ExpoVida

Place: Adeje municipal football stadium

October 12th and 13th

NON STOP SWIMMING, 24 HOURS.

Alberto Moreno will attempt to swim from Tenerife to La Gomera without stopping. Departing from La Caleta in Adeje.

12, 13, 14 October

TORNEO FIF 500 FOOTGOLF

Adeje Cup: Spanish Open

Place: Golf Costa Adeje

EXHIBITIONS

1st- 15th October.

Monday to Friday, 8am - 10pm

EXHIBITION 30 ANNIVERSARY OF THE ADEJE SCHOOL OF FOLKLORE.

Place : Adeje Cultural Centre Exhibition Salon

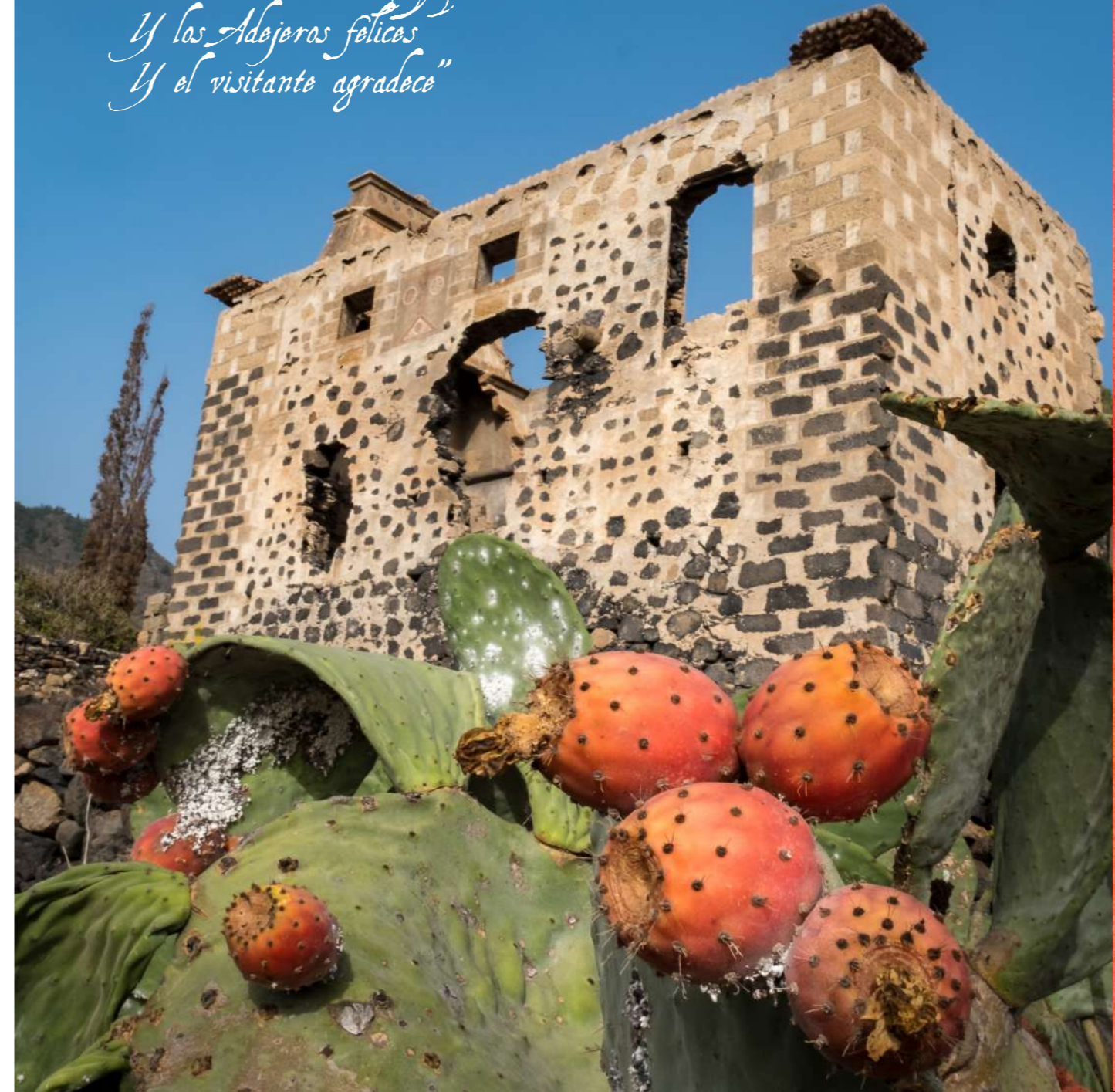
15th - 20th October.

Monday to Friday, 8am - 10pm

II EXHIBITION ADEJEROS REMEMBERED BY FLORENCIO ANTONIO GARCÍA MELO

Place: Franciscan convent of Nuestra Señora de Guadalupe and San Pablo

2 “En Adeje las flores no se marchitan
Reverdecen con su silencio
Es un silencio de paz que se siente
Y los Adejeros felices
Y el visitante agradece”





FOR MORE INFORMATION
WWW.ADEJE.ES/FIESTAS