El Señor de la Conquista Festival – San Miguel De Allende

Just one more reason to visit San Miquel.

Every year in early March more than 100 dancers (called concheros) gather in EL Jardin— the main square in town. These groups represent various Catholic parishes around SMA and towns as far away as 100 miles. Dressed in Pre-Hispanic Indian costumes, they dance to the beat of loud conga drums from 10 AM to 5 PM. Many start the festivities the night before. At 7:00 am a mass is celebrated in La Parroquia — the most famous church in SMA — in honor of the Lord of the Conquest.

The origin of this festivity is a subject of debate. All agree that it began in the late 1500's. It revolves around a life-sized replica of Jesus Christ on the cross, which was fashioned out of corn-cane paste by either the Tarascan or the Chichimeca Indians. Legend has it that the figure was hidden and found many years later.

At any rate, the costumes and the dancing make for a spectacle that's well worth attending.