



The Yamor Festival

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Imbabura: Homage to the corn harvest (from the 1st to the 8th of September).

Joy and color invade this area when the traditional Yamor Festival is celebrated. At this time, the natives give thanks for the corn harvest, and make an offering to the Virgin of Montserrat.

From the 1st to the 8th of September of each year, the Yamor Festival is held in Otavalo and it is known as "the happiest festival in the kindest city in the country."

During this festivity of indigenous origin, there is a fair of typical crafts which attracts the attention of the whole country. "Yamor" is chicha, a drink made from a mixture of seven different types of corn produced in the region.



The festival begins on the 1st of September with the blessing of the corn harvest. The opening ceremony is a true explosion of joy, dancing and music. At the same time, the election of the Festival Queen is an elegant occasion.

There are two traditional aspects of the Yamor Festival. There are those who maintain that it serves to honor the corn harvest, as our ancestors did. The chicha was extracted from the variety of grains produced in the region and it was with this drink that the chiefs of the Otavalo tribes truly paid homage to the harvest and thanked their gods



On the other hand, there is the religious side of the arrival of the Virgin of Montserrat from Spain. She was settled in a neighborhood of this city and this date marked the beginning of the Yamor celebrations.

Today, the gap between these two aspects, represented by the urban and indigenous populations, has become noticeable.