Abstract
In this paper it is proposed that in New Spain in general, and in Mexico City in particular, the creation of the mythology concerning the Virgin of Guadalupe fed on the incipient patriotism of the "criollo" population of the baroque period. The same thing can be seen in other Latin American regions, as exemplified by Lima and Quito, as a characteristic phenomenon of baroque Spanish America, if attention is paid to common elements, such as reference to the Book of Revelations, the patronage of virgins and saints as patriotic representations, and as expression of the "criollo" sector.

Keywords
Guadalupe, baroque, Spanish American "criollo" culture, identity, apocalyptic virgins.