

Elvas (Portugal), 31st July 2017



What is Traço?

Having its genesis in the UrbanSketchers movement in its first national meeting, we quickly went beyond the **Drawing Culture** and we evolved into an international festival: **TRAÇO - Drawing Festival of Alentejo**.

Traço will occur in Elvas (World Heritage) and is growing, increasing the quality and number of visitors (**2016** edition with **more than 7000 visitors**).

Elvas is a drawn city (with its bastion system drew by military engineers) and is located in a central region between two countries.

Staying in a strategic and central geographical point, Traço itself has also become strategic in the cultural and social development of the region.

We have a continuously improved and expanding communications policy. Better than words are the images, videos and publications to know this project:

1. Two promotional videos
<https://youtu.be/BwQFr-6WGlC> & <https://youtu.be/BS60wOdG9P4>
2. The site with connection to the 360° panoramic virtual tour of the previous edition and to the website of Forte da Graça;
3. Short catalogue (digital and paper) and catalogue-book (with foreseen presentation during "Traço17").

However, we would like to invite you to attend the grand opening on **13rd and 14th October, 2017**.

The event takes place at **Forte da Graça** (<http://fortegraca.aiaradc.org>) during a week intense in workshops and master classes with the most respected authors (this year with **Gérard Michel, Jeremy Soheylian, Alfonso Garcia, Pedro Lopes**, among others) and surrounded by numerous exhibitions of Drawings (Comics, UrbanSketchers, film animation, and so on).

So far, this movement has emerged and was driven by the efforts of a local Cultural Association (**AIAR: www.aiaradc.org**) that organizes other events of equal dimension (for instance: International War Film Festival) and by the will of the local population represented in the city council.

Why support us?

1. We have a local group of Urban Sketchers **USk da Raia: <http://uskraia.aiaradc.org/>**;
2. The drawings that we have been producing for some years, have been used to promote the surrounding city and region;
3. Elvas, as a border town, is developing with Badajoz (Spain) an **Eurocity**. We are close to Lisbon, Évora, Seville, Cáceres, Mérida. We have about **1 000 000 inhabitants** in a range of 100 km;
4. The local tourism had, last year, an increasing of about 300%. Some tourists are sketchers with interest in drawing the Cultural and Landscape heritage of a region, with four cities World Heritage. Elvas is in the middle and is already an itinerary of this movement;
5. We work with the **schools** and we are attracting students to the Drawing Culture (they **will be the future** sketchers, painters and **artists**).

Our WebSite: <http://traco.aiaradc.org>

Cordially. Best regards,

Miguel Alexandre Trindade Silva

(UrbanSketcher and AIAR President)