



CASTELO BRANCO

City of Crafts and Folk Arts

Cidade do Artesanato e das Artes Populares

Candidatura à UNESCO

Application of Castelo Branco to the UNESCO Creative Cities Network, in the Crafts and Folk Arts Category - Embroidery of Castelo Branco

EMBROIDERING RELATIONSHIPS

Letter of Support

Under the motto “**Embroidering Relationships**”, the Castelo Branco Municipality is promoting the congregation of wills and the union of efforts, in order to better carry on the Application of Castelo Branco to the UNESCO Creative Cities Network, which has as a central element its iconic embroidery. This initiative is formalized through the signature of the present Letter of Support.

The relations framed by this Letter may be embroidered under several forms, listed below. Nevertheless, there will certainly be in all its signatories a common point: the recognition of the singularity of the Castelo Branco Embroidery and the importance of its valorization and promotion, together with the conviction that this traditional art must be revitalized and preserved and can contribute for the affirmation of Castelo Branco as a county even more creative and that bets in a development model centered in its cultural and creative industries.

The signatories of this Letter of Support recognize that the Embroidery of Castelo Branco has characteristics that make it unique among the Portuguese embroidery and even among the embroidery of the world. It presents an own and complex art, with a peculiar style, with historical and identity relevance and internationally recognized. The Embroidery of Castelo Branco was present for centuries at court or in manor houses, as a distinctive object of refined textile filigree and for its thematic richness, as it is today present in important museums and public spaces.



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Individual personalities, companies, associations, institutions and organizations, public or private entities, as well as Member Cities of the UNESCO Creative Cities Network, all are welcome to be “ambassadors” of this cause and of this treasure of Portuguese craftsmanship, and to help consolidate a process that is intended to be widely participated, plural and inclusive.

The signatories of this Letter of Support also express their availability, to the extent of their individual or collective possibilities, to collaborate with the Municipality of Castelo Branco to achieve the following objectives:

- ✦ To support the Application of Castelo Branco to the UNESCO Creative Cities Network, in the category of Crafts and Folk Arts - Embroidery of Castelo Branco, either formally through a small written or video testimony, or through the disclosure and valorization of the Application.
- ✦ Collaborate / participate in initiatives and events dedicated to the Application of Castelo Branco to the UNESCO Creative Cities Network, in the category of Crafts and Folk Arts - Embroidery of Castelo Branco, and even in other future initiatives and events related to the Embroidery of Castelo Branco and the cultural and creative industries.

Tétouan, June 13, 2023

The Signatory



Mustapha El BAKKOURI
President of the Municipal Council of Tétouan (Morocco)
Member of the UNESCO Creative Cities Network

