

TRACTAMERICA

Celui qui voyage sans rencontrer l'autre ne voyage pas, il se déplace

Alexandra David-Neel



Prudhoe Bay

USA / Alaska

70° Nord

*Meeting the indigenous peoples of America through two adventurers cruising
the Panamerican in a 1950s Citroen Traction*



Ushuaïa
Argentine

50° Sud

The meeting of the indigenous peoples of America by two women adventurers taking the famous Pan-American Highway, from Alaska to Tierra del Fuego, aboard an authentic 1950s Traction.

A Citroën cruise of the 21st century to raise awareness of the fate of 21 indigenous peoples and hear their messages to the world.



Synopsis...

If the Pan-American is a route of geographic, climatic and sociological contrasts, it nevertheless offers an invaluable common denominator to all the countries it crosses: indigenous populations. More than 80 million, approximately 6% of the world's population, live in the Americas.

The progressive disappearance of autochthony and its sufferings (discrimination, marginalization, extreme poverty) is a major phenomenon. It is a threat to the very identity of our species, making it significantly more homogeneous than it has been for millennia. Because we are sensitive to this cause, we want to meet them, we want to learn, we want to bear witness to their fate. We echo their little-heard words through a notebook that will be entirely dedicated to them and in which they will express themselves. This notebook will be returned at the end of our trip to UNESCO. From North to South, along this vast continent, the Trac-

tamérica expedition immerses itself in the worlds of 21 Native American Indian peoples. The two adventurers at the steering wheel of their vintage car will be welcomed in each tribe by a woman thus paving the way in her community. Several days with them will be necessary to create a bond of trust, share with them their lifestyles, their knowledge, exchange views on the current world, understand their struggles, and transcribe their hopes together.



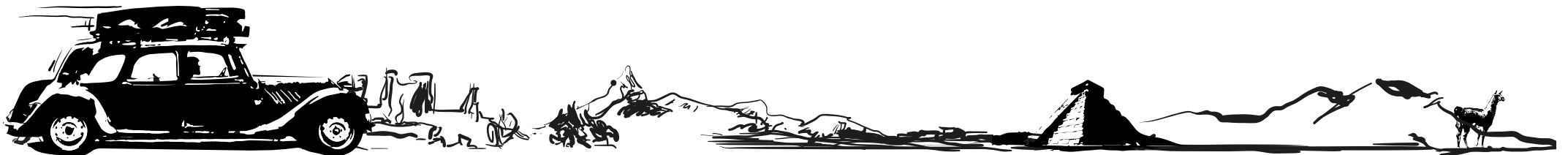
TRACTAMERICA

From polar climate to equatorial climate, from Prudhoe Bay by 70 ° North in Alaska, to Ushuaia by 50 ° South in Tierra del Fuego, the legendary Pan-American illustrates at more than 40,000 km the confrontations between development and preservation of nature, all the human and natural contrasts of the Americas.

The expedition will be divided into 3 main stages (North, Central and South America) 14 countries and 4 climatic zones thus revealing an infinite variety of landscapes. The Citroën Traction will be the vector of sympathy for our journey. A popular French car, an old lady of over 80 years old who, under its now decidedly old look, is a remarkable raid car, combining robustness and mechanical simplicity. Tractamérica, human and mechanical adventure, is part of the legacy of the expeditions imagined and led by André Citroën from the 1920s, when the automobile was considered as a means of exploration throughout the world and of bringing people together. Despite a century of evolution in means of transport, the automobile remains today a tool of autonomy and simplicity for traveling such distances.

Two women for a steering wheel: Tractamérica a female road movie.

From the Arctic Circle to the confines of Alaska, the tandem goes to Ushuaia. But it's not the destination that matters, it's the road. Beyond the meeting with the indigenous peoples, the two women will experience mechanical hazards, resourcefulness, bivouacs. They will cross the sumptuous natural landscapes of the American continent, the historical sites of ancient Mayan and Inca civilizations, the large modern cities crowded, noisy, stunning as the peaceful side roads. This trip is also one of extraordinary, spontaneous, unusual encounters with women and men with whom they will share memorable moments of life. With two seats at the back, they will also be able to accommodate guests, "great witnesses", wishing to experience their daily expedition for a few days: the privilege for Tractamérica to offer a more in-depth look at subjects of interest. of which they are specialists.



Statement of intent



Curious, determined and passionate, I have always loved traveling. My happy childhood on the family sailboat gave me a taste for adventure and discovery, but it was my doctoral studies devoted to traditional pharmacopoeia that made me passionate about it, as part of my research in land, for indigenous Polynesian society. These experiences and these encounters in the countries crossed have undoubtedly contributed to making me deeply aware of otherness, to creating bridges and one day imagining this adventure.

I am 40 years old and I am a development manager in a startup. For several years now with Gérard d'Aboville, my partner, I have had a singular affinity with the Traction: Gérard has had one since he was eighteen and passed on his passion to me. Car rally, rides, it and I already have thousands of kilometers in common and quite a bit of success, as this car has tremendous mechanical qualities and rare sympathy.

If the road is life, it had to be given a meaning, a direction. From North to South, I want this expedition to reflect the contrasts of the continent it crosses and more precisely of human contrasts by exploring modern, multiple and plural, territorial and urban autochthony in 14 countries. Yet of secular existence, the fate of indigenous peoples is a topical issue: although they obtained international recognition more than 20 years ago, a whole series of questions remain

open about their place in the contemporary world, their struggles to respect them as human beings, as citizens, as peoples, equal and different. Along the Trans-American, it is an immersion with 21 traditional peoples for whom the expedition will echo their demands and their hopes.

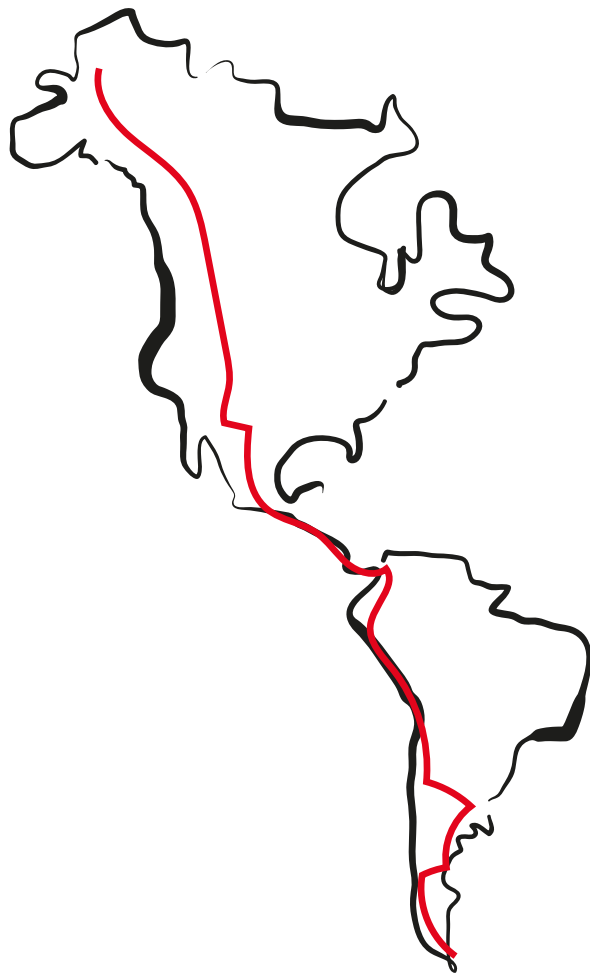
This trip is that of a female tandem for two reasons: the first is that I consider that the best trip is the one we shared, the second is that the eyes of two women, with different and complementary profiles is an asset for penetrating communities and bringing out their strong and sincere messages. The choice of who will share this adventure has not yet been finalized, between Camélia, professional photographer who travels around the world and Victoire who has never left Tahiti and whose history is a reflection of those of the peoples from whom we start to the meeting.

9 months of mechanical and logistical preparation will be necessary before leaving Alaska in June 2021 in order to be as independent as possible, under all circumstances. We will take on board all the necessary equipment to film and photograph our expedition on a daily basis. In immersion with the indigenous peoples and in the presence of regular guests along the route, film crews will join us to bring back a complete photographic and cinematographic documentation.





Why this road?



If the idea of a route crossing the Americas was born in 1889, based on both commercial, political and cultural issues, it was not until 1923 that the Pan-American was born, under the impetus of the American countries gathered in Santiago de Chile. The various sections crossing the Americas from one end to the other will then take shape. Today, with 47,958 km of track, the Pan-American Highway and its extensions form the most extensive road network in the world and break all records. Connecting the two hemispheres, it crosses 14 countries: United States, Canada, Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Colombia, Ecuador, Peru, Chile and Argentina.

A legendary route that rubs shoulders with all the natural and human contrasts of the Americas

From polar climate to equatorial climate, from Prudhoe Bay at 70 ° North in Alaska to Ushuaia at 50 ° South in Tierra del Fuego, the Pan-American illustrates the confrontations between development and preservation of nature, she rides

through cultural identities and multiple and varied social contexts; it crosses four climatic zones thus revealing an infinite variety of landscapes: the forests of Alaska, the North American deserts, the equatorial jungles of the Isthmus of Panama, the Andean plateaus at more than 4000m of altitude, the megalopolises of Vancouver, San-Francisco, Mexico, Panama, Quito, Lima, Valparaiso etc ...



The spirit of the expedition



If the Pan-American is a route of sociological, geographic and climatic contrasts, it nevertheless offers an invaluable common denominator to all the countries it crosses: indigenous populations.

Indigenous peoples own, occupy or use 22% of the earth's land. Numbering 370 to 500 million, these peoples represent more than half of the world's cultural diversity; they created and speak the majority of some 7,000 living languages. Many of them still suffer from marginalization, extreme poverty and other human rights violations.

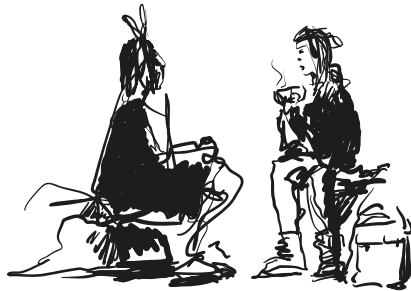
More than 80 million indigenous people, about 6% of the world's population, live in the Americas.

Over more than 40,000 km, the Tractamérica expedition will offer the magnificent opportunity to meet 21 Amerindian peoples, to share their rich and varied living heritage made up of practices, representations, expressions, knowledge and talents. A testimony along the way to understand the challenges that each of them is facing, their important role in the preservation and awareness raising for the safeguard of this invaluable intangible cultural heritage.

Traveling to take the time to stop

It is an inner journey that begins with contact with indigenous peoples: welcomed in each tribe by a woman thus paving the way in her community, Fanny and her teammate will be immersed there for several days to create a bond of trust, to feel, to dialogue, share with their hosts their lifestyles and more generally their cultures, exchange views on the current world, understand their struggles for their rights, for water, land etc ...

We have identified 42 peoples, among which, The Tannas, The Haidas, The Ch'oles, The Kogis, The Aymaras etc. 21 peoples will be chosen with the help of Anne Pastor (journalist, specialist in autochthony), both for their diversity and for their complementarity in the major themes we wish to address: language, health through traditional medicine plants, cosmogony, agriculture, water, women for the main among them. An exceptional immersive life experience, moments of sharing and unique emotions in close contact with these peoples, a source of inspiration.



TRACTAMERICA

From each of them, the Tractamérica expedition will carefully collect a strong message, whether oral or written. On their return, more than having been mere witnesses of it, the adventurous duo will be their messengers, their intermediaries with bodies that support these indigenous peoples, UNESCO in particular.

"The road is life" Jack Kerouac

From the Arctic Circle to the far reaches of Alaska, we go to Ushuaia. But it's not the destination that matters, it's the road. We will make a notebook of it like a road movie. Beyond the meeting with the indigenous peoples, we will

experience the mechanical hazards, the resourcefulness, the bivouacs, the crossing of sumptuous natural landscapes and historical sites of ancient Mayan and Inca civilizations, that of the large modern cities crowded, noisy, dizzying like peaceful crossroads, but above all, all these extraordinary, spontaneous, unusual encounters, these women and men with whom we will have shared this road.

An extraordinary, captivating journey to finally bring us back to the basics, namely that although we occupy a very small place in the world, perfecting our humanity means consolidating the remarkable bridge that we are between nature and culture.



Why this car ?



A legendary french car

Designed by the french manufacturer Citroën more than 80 years ago, the "Traction" is a legendary automobile which combined the most modern solutions of the time on a single vehicle: in addition to the transmission mode, a monocoque structure, hydraulic brakes and independent wheel suspension on all four wheels.

Beneath its now resolutely old appearance, the robustness and mechanical simplicity make the Traction a remarkable raid car. But that's not all, his sympathy has only grown over the years, in France and around the world. What could be better than traveling in a popular vintage car that was nicely called the «queen of the roads» on this historic link of an entire continent?

The model chosen for the expedition will be an 11 Commercial which will benefit from special preparation to operate both on impeccably maintained roads, and in impassable quagmires during the rainy season.

With 2 seats at the back, it will accommodate guests, "great witnesses", wishing to share our daily lives for a few days: the opportunity to come and bring a more in-depth look at subjects of interest in which they are specialists, the privilege for the expedition to bring back an important photographic and cinematographic documentation and thus to make it known to the greatest number.



André Citroën Heritage



The 3 «Citroën cruises» of the last century represented an important page in automotive history and human adventure. Imagined and animated by André Citroën from the 1920s, these expeditions have witnessed the importance of the automobile as a means of exploration around the world and of bringing people together in the context of the 20th century.

An extraordinary period, made of scientific progress, access to more resources or advances in medicine, which allowed economic growth and social progress unprecedented in human history, but leaving 4 / 5th of humanity apart. Thus, never has a century seen so much technical progress, access to so many new resources and such an increase in wealth, and at the same time, such a widening of inequalities.

Tractamérica, a "cruise" in the 21st century

While the Citroën spirit of a human and mechanical adventure remains unchanged, the global context has changed: major ecological issues, complex social and human challenges mark the start of the 21st century. The unfinished business of the twentieth century to ensure equity in the access of all peoples to an equitable development path is immense. It will be necessary to reconcile respecting the needs of each individual and those of future generations with the protection of the planet, its resources and living beings. The times we are living in are crucial.

It is in this context that we conceived the Tractamérica expedition: a transversal, North-South expedition, which permanently bears witness to the confrontation between modern civilization and indigenous culture, whether it is that which remains in self-sufficiency by having preserved its lands and customs or that which has integrated the dominant society, but which remains an isolated community, most often reduced to great poverty and its inherent social problems. Tractamérica is an immersive expedition in tribes and large cities to better understand the phenomenon of cultural impoverishment that we are experiencing with the gradual disappearance of autochthony. A major phenomenon that nevertheless goes unnoticed as it is transforming the very identity of our species by making it noticeably more homogeneous than it has been for millennia.

From North to South, we will see that each country reserves a different fate for these peoples, many have not solved all the problems posed, but some have given rights to these minorities.

Classic car clubs

In each country crossed, the expedition will set up relays with classic automobile clubs such as that of L'Amicale Citroën Internationale. They will be able to provide their logistical support if necessary and be privileged local interlocutors depending on the situation. The Traction will sometimes be accompanied by other classic cars. Other meetings in perspective...



Sponsorship committee

L'Aventure Peugeot Citroën DS - Citroën

Henri - Jacques Citroën, Président HJCitroën, **grandson André Citroën**

Jacques Séguéla, Citroën brand advertising, Around the world in 2CV

Luc Marescot, director, Around the world in Traction

Nicolas Hulot, editorial advisor

Anne Pastor, journalist, indigenous peoples specialist, logistics advisor

Gérard d'Aboville, technical advisor

Louis Bodin, météorologist, TF1

Bernard Lavilliers, author, singer, songwriter and traveler (pending request)

UNESCO - QUAI BRANLY MUSEUM



SEPTEMBER 2020 - MAY 2021

Mechanical preparation of the car

Logistics preparation for the shipment

TRAVEL - SEASON 1 - North America
Alaska, Canada, USA

TRAVEL - SEASON 2 - Central America
Mexico, Belize, Guatemala, Honduras, Salvador, Nicaragua, Costa Rica, Panama

TRAVEL - SEASON 3 - South America
Colombia, Ecuador, Peru, Bolivia, Chile, Argentina



Media plan

DOCUMENTARY FILM SERIES (3 SEASONS OF 7X52')

BOOKS (ROUTE & PHOTO LOG

**WEBSITE (BLOG AND VLOG) AND
RELAYS WITH OTHER PARTNER SITES**

(CITROËN NETWORK, SPECIALTY SITES

SOCIAL NETWORKS

GENERALIST AND SPECIALIZED PRESS (PARTNERSHIPS)

PHOTO EXHIBITION



TRACTAMERICA

CONTACT :

FANNY ADAM

+33 6 89 11 91 36

fy.adam@gmail.com

GÉRARD D'ABOVILLE

+33 6 17 15 09 36

gerabo56@gmail.com