



## Description

Coat of arms of the Estrada family preserved in the center of the small town of Picón (Ciudad Real, Spain). This coat of arms belonged to Luis Alfonso de Estrada, son of Alonso de Estrada (Governor of New Spain), who bought the town of Picón from King Felipe II in 1564. A year later, Luis Alfonso de Estrada ordered the construction of the City Hall building of this town, of which a good part is still preserved. We only know two examples of coats of arms in relief of the Estrada family. The first is located in the church of San Pedro in Ciudad Real and the second is this one, preserved in a building in Picón.

To know more about this family:

V. M. López- Menchero Bendicho (2007), "Alonso de Estrada: el ciudarrealeno que llegó a ser gobernador de la Nueva España en tiempos del emperador Carlos V", in *Estudios Ibero-Americanos*, vol. XXXIII, nº 1, pp. 86-108.

3D model made in Reality Capture using 26 images. Additional processing completed in Geomagic Wrap, Zbrush, Substance Designer, and Blender.

## Specifications

**Country:** Spain

**Region:** Castilla-La Mancha

**Age:** Medieval

**Provenance:** Picon

**Internal ID:** Escudo

**Digitization date:** 9/12/2018

**Digitization method:** Photogrammetry

**Photos / scans number:** 26

**Hardware:** Sony

**Lens:** 35 mm

**Lighting:** natural

**Model URL:** <https://globaldigitalheritage.org/model/coat-of-arms-estrada-family-escudo/>