

Press release

2011 January



International Symposium, Exhibition on Natural Dyes and Colours

La Rochelle, France,
from april 25th to april 30th

Over 500 participants from 50 different countries brought together to debate the biggest environmental, cultural and economical challenges regarding the preservation and developping of natural dyes and colouring agents.

Conducted by the UNESCO, Europe will be welcoming the 4th World Symposium on natural colouring agents, after great successes in India (2006) and in South Correa (2008 and 2009). Organised by the Regional Centre of Innovations and Transfers of Technologies of Botantics of Rochefort s/Mer, with the scientific collaboration of the Center of Research in Lyon, it will gather more than 500 participants and speakers from more than 50 different countries at the Espace Encan in La Rochelle, from april the 25th to the 30th 2011.

Six days of professional and public fair

During six days, there will be access to conferences, posters and films presentations, displays and shows of dyes and fabric printing, a market, exhibitions and technical visits, all of which will be held inside the Symposium.

For the first time ever, the exhibit will be open to the public, allowing people to discover the colouring art, and to better understand the environmental stakes to do with the using of natural dyes and colouring agents. Two special exhibitions will take place in La Rochelle: the first one on Purple, will be held at the Aquarium, and the second one at the Natural History Museum.



Cultural, economical and environmental goals

ISEND 2011 Europe will make scientists interact with crafters, farmers, artists, industrials and deciders. The aim of the Symposium is to lead to an in-depth debate about the cultural and economical importance of the renewal of dyes and natural colouring agents. It will display examples of their contribution to a "greener world". The program focuses on highlighting the value of ancient crafts, the perspectives of the industrial use and the protection of the species.

Program, information, registration on www.isend2011.com

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A multidisciplinary program

The Symposium will be an opportunity to communicate about the work already being accomplished and the industrial applications, in terms of dyeing, fabric printing, cosmetics, biomaterials, paints and food-processing industry throughout synthetic conferences, lectures and company testimonials backed up with display of dyeing with natural colour.

Deeply anchored in sustainable development, the program combines scientific research, industrial valuation and educational actions

Context reminder

The Symposium highlights a few interdependent topical problematic. The end of ancient artefacts, questions about the use of chemicals, the new industrial and agricultural perspectives build up to an environmental and economical challenge.

Dyes and natural colours from plants, animals and colouring mushrooms can display the whole palette of colours we need to dye our fabric, our skin, our hair and our food.

A true bond between humanity and its environment, dyes and natural colouring agents are part of the world heritage. First endangered by the industrialization in mass of synthesized pigments and colours from fossiles during the 19th century, the "living treasures" of the art of dyeing are however present in all civilizations.

Today, the perspective of fossile resources disappearing leads to the exploitation of renewable natural resources. There is already a renewal of interest for dyes and natural colours in fabrics, cosmetics and food-processing.

This new economical stake brings to light the topic of sustainability of the natural colouring industry development, founded on a responsible management of natural resources combined with respectful agricultural and industrial protection processes.

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