

PRESS RELEASE

MAY 2011



ISEND 2011 EUROPE :
International Symposium & Exhibition
on Natural Dyes and Colours

Espace Encan, La Rochelle
25-30 April 2011

A COLORFUL MEETING

Professionals from all around the world, a steady public participation

For six days the Symposium alternated conferences, posters presentations, films, textile printing and dyeing demonstrations. **Over 518 participants from 56 countries** gathered in La Rochelle to debate the environmental, cultural and economical challenges around the preservation and development of natural dyes and colours.

The public has been able to discover the art of dyeing: meeting specialists from all over the world in the exhibition hall, buying natural-dyed products or reference books written or co-written by the Symposium's participants, or just strolling down the alleys of the art and fashion exhibition space and its 200 exceptional design pieces.



After ISEND: extending thoughts and taking action

3 main projects emerged from the discussions conducted during the Symposium, establishing a roadmap for future actions:

→ A «natural colouring agent» certification

Associating companies from the field and certifying organisations, working groups will be set up in the coming months and decide of a roadmap that would enable the implementation of such a certification.

→ Indigo

Each culture or country has its indigo plant. How can one recognize natural indigo from synthetic indigo? How to preserve ancestral know-hows? How to industrialise the indigo-making process? These are questions that must be answered in the future. A reflection will be conducted with UNESCO to consider natural dyeing know-hows, and particularly those with indigo, for inclusion in the World Heritage List.

→ Creating a database on natural dyes

Drawing up an inventory, collecting the world's main natural dyes sources, specifying their legal status, gathering technical information on their ancient and modern uses. This project of a natural dyes knowledge database must eventually answer those expectations and needs.



Following the thread

On www.isend2011.com one can already watch videos taken during the Symposium. Proceedings of the Symposium (complete presentations, posters, information on market and art exhibitors) will be available starting from July 2011, at CRITT Horticole of Rochefort sur Mer: **info@isend2011.com or +33 (0)5 46 99 17 01**
A complete synthesis will be available online as of September 2011.

www.isend2011.com will keep running in the coming months, in order to keep the public and professionals updated on the advancement of all actions initiated during the Symposium.

- The Aquarium exhibition «the Purple Color - from the Atlantic coasts to the other side of the world» will continue until August 31st, 2011.
- The Museum of Natural History offers, until October 31st, 2011, the opportunity to visit the Museum's collections from an original point of view: natural colouring agents.

ISEND 2011 Europe was organised by the The Regional Centre for Innovation and Technological Transfer in Horticulture (CRITT) of Rochefort/Mer, with the scientific collaboration of Lyon CNRS.

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