

Press release

2011 February



International Symposium, Exhibition on Natural Dyes and Colours

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

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.

→ **For the first time ever, the exhibit will be open to the public**, allowing public to discover the coloring art, to better understand the environment stakes to do with the using of natural dyes and colouring agents and their contribution to a greener world. Pigments and natural dyes coming from plants and animals offer a wide range of colours for dyeing our fabrics, our papers, our skin, our hair, our food...



→ An exceptional market

On 1320 sq feet, more than 40 exhibitors coming from all over the world will sale their scarce and dazzling products, dyied by themselves and representative of their traditional know-how: pieces of art, fabrics, woolens, silks, accessories, ornamental items...



→ Expositions, presentations and demos to discover the world of natural dyes and colors

Experts will give the keys to figure out the use and stakes to do with the using of natural dyes and colouring agents. Through films, posters and demos, colouring art can be read on various levels: scientific, agricultural, legacy, cultural, social, economical ...

→ « Rainbow » fashion and artistic exposition

Artists, craftsmen, dyers show their work and pieces of art in an outstanding fashion exposition. The thread? More than 200 pieces of dresses, scarfes, stoles, kimonos, tapestry works, and reproductions of silk ottoman brocades from the XVI century. The exhibition creates a dialogue beetween ancestral cultural practices (batik, shibori, tie-dye...) and the latest practical applications inspired by the creativity of contemporary artists.



→ “The purple color” exhibition at the Aquarium

From April 25 to August 31, the Aquarium will host a special exhibition : « the Purple Color – purple-producing muricids from the Atlantic coasts to the other side of the world ». An exhibition that focuses on highlighting this rare marine and animal color, source of one of the most mythical and prestigious dye, used from the ancient times.

→ A revisited tour under the ISEND colors at the Museum of Natural History

From April 26 to the end of October, the Museum shows its collections under a new angle: tinctorial plants, purple shellfishes from here or far away, decorative artifacts can be rediscovered through the prism of natural colors.

Exhibition and exposition: 5 euros

Informations, programme → www.isend2011.com

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