



**25-28 March 2010  
NEC Birmingham**

### **Feature Info: Afghanistan Inspiration**

ICHF are proud to announce the launch of the selected tour of '**Afghanistan Inspiration**' at the 21<sup>st</sup> Birthday of the **Fashion Embroidery & Stitch** show at the NEC Birmingham 25-28 March 2010.

Supported by Madeira, Germany, the DAI (Deutsch-Afghanische Initiative) is a humanitarian project involving the women and girls in Laghmani village, Afghanistan. The aim is to help the women of this poor war-torn region to become more self-sufficient by creating 8 x 8cm embroideries to their own designs, which are systematically paid for and sold in Europe. The DAI take the risk when the squares cannot be sold.

The embroiderers are between twelve and mid-fifties, however it is difficult to estimate their exact age. The older women learned how to embroider in their childhood, but the majority of them have never done any embroidery for 20 years, life has been all about survival; the young girls learn within the scope of the project.

The hand-embroidered squares are complete, but not finished products. The European people themselves must set to work and employ their own experience with textiles, their own choice of colours and their skills so that a finished product can be created. In this way, symbolically expressive objects emerge. These not only combine two techniques but also link two cultures. The objects can range from small bags incorporating just one square to bedspreads using many of them.

In December 2008, a call went out from Pascal Goldenberg, the originator of the project, to European textile artists to incorporate these squares into new pieces of work for a travelling exhibition to highlight the project; the deadline for entries is the end of September 2009.

14 European countries are taking part; each country has been set a different theme. Each theme relates to the country as well as Afghanistan: tulips for Holland, mountains for Austria, circles for Germany, birds for France, fruit for Italy, winter for Latvia, lace for Belgium, night sky for Denmark, pomegranates for Spain, doves for Czech Republic, crosses for Switzerland, red/white/blue for Luxemburg, fish for Hungary and teapots/vessels for the United Kingdom.

Each country has its own organiser who will show the countries final works in an exhibition. Selected works from each country will then tour Europe until the end of 2011, starting at **Fashion Embroidery & Stitch!**

To find out more or take part in the project yourself, visit: [www.oneearthtextiles.co.uk](http://www.oneearthtextiles.co.uk)