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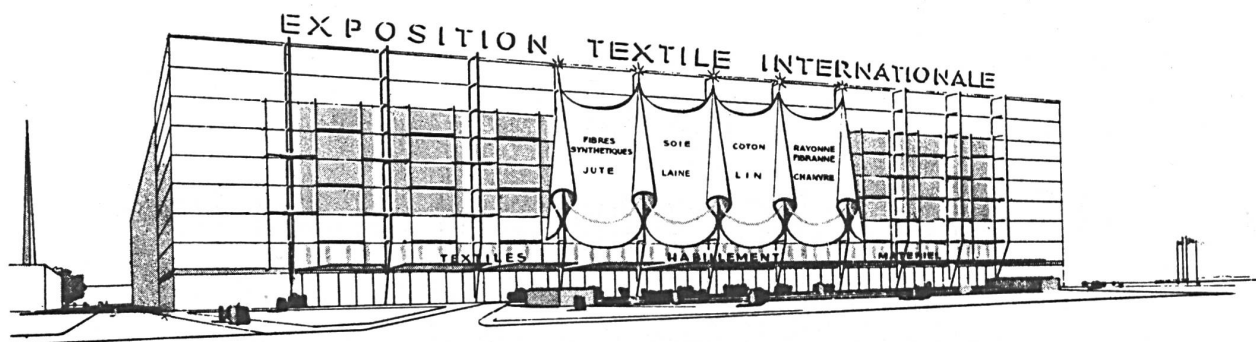
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LILLE

28th APRIL TO 20th MAY 1951

It might seem to little avail to devote to this great trade exhibition an article of a periodical which will only be appearing shortly before the opening of the doors of its halls, and which is, moreover, intended in part at least to be distributed at this very same exhibition. Nevertheless we think it our duty to do so, even if only as a matter of courtesy. And because the present number is destined, both on account of its contents and the spirit behind it, to become a sort of inventory of the Swiss textile industry and perhaps because it will therefore be for many a work of reference, we think it only right that the Lille Exhibition should be mentioned here.

We make no attempt to give an even pale or incomplete picture of what this exhibition — the most important of its kind on the continent of Europe — will be like, nor to record the immensity of the effort being made at this moment with this view in mind — an effort worthy of the aims pursued since, as Mr. Philippe Roy, president of the committee and president of the Association of Textile Industries has said, « The principal aim of the 1951 International Textile Exhibition at Lille is, by bringing together a very great variety of products from all over the world, to promote the recovery and development of international trade, which appears more and more clearly to be the decisive factor in the prosperity and equilibrium of all countries. » It is only right that our old continent, the cradle of modern civilisation, should give the world this proof of its vitality and its

determination to progress, and it was only right that France, the cradle of fashion, should take the lead.

It may well be imagined that it is no easy matter to organise an exhibition on such a scale. The total area of the exhibition grounds is in the neighbourhood of 1,600,000 square feet; there will be 160,000 square feet of covered buildings housing textile machinery and 376,000 square feet of others housing textile products and accessories. The « Grand Palais » which was partly destroyed during the war has been completely rebuilt. Its new framework weighing 1,200 tons gives it a total floor space of 161,000 square feet, entirely under cover and without any interior support, which makes it the largest exhibition hall in Europe. Another permanent building has also been constructed, the « Petit Palais », about 330 feet long and 130 feet wide. Other exhibition halls have been made as good as new.

Together with the technical effort which cannot be measured merely by the figures quoted here — consider for a moment the problems of supplying the necessary electrical power, of housing the many visitors, of transport, etc. — many preparations are also being carried out in Lille with a view to offering visitors and exhibitors a well-filled programme, not only of trade events but also of artistic and sporting events, fashionable gatherings, etc., all of which will render a stay in this capital of the North both pleasant and instructive.

« T. S. »

The participation of the Swiss industry

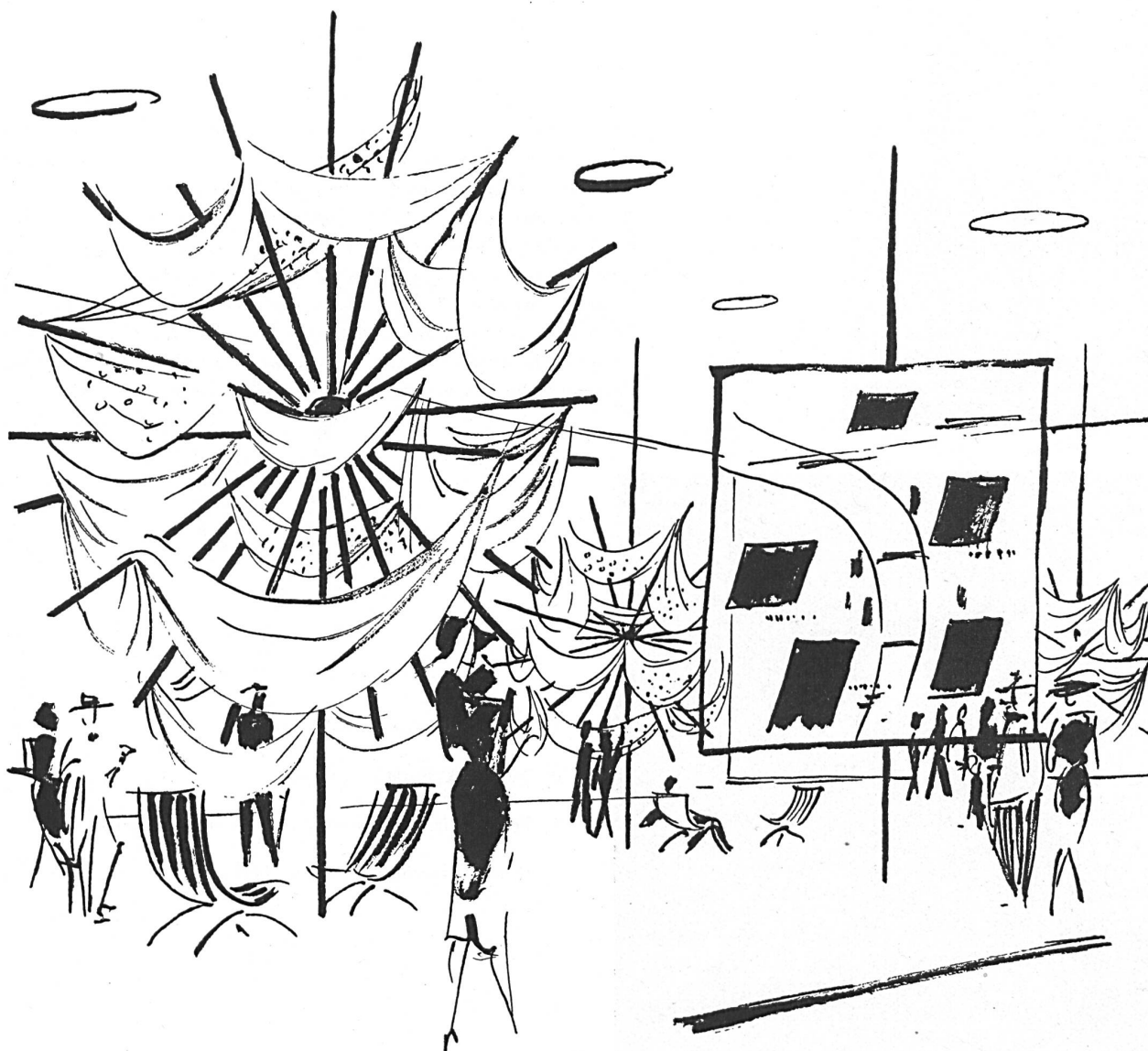


The Swiss textile industry is represented at the Lille International Textile Exhibition by a stand displaying the products of twenty-six St. Gall firms manufacturing embroidery and fine cottons, as well as the products of Swiss linen mills.

The stand has been made from a model by the Exhibitions Section of the Textile and Fashion School attached to the Museum of Industrial Art at St. Gall, which have to their credit so many very elegant displays of St. Gall textiles at various Swiss and international fairs.

Swiss textile machinery, famous throughout the world, is also on display at Lille in the Machinery Section, and is the subject of a special article in the periodical Swiss

Technics (issued by the Swiss Office for the Development of Trade, publishers of «Textiles Suisses»; see page 121).



The firms Ciba, Geigy, Sandoz, Durand & Huguénin and Rohner are making a joint exhibition of their products in the section of the main building reserved for dyestuffs. These five firms have decided to display their special dyes for the dyeing and printing of fast colours in such a way as to show the direction in which their efforts are moving and to place before the public some of their most noteworthy successes.

The Swiss dyestuffs industry has considered that participation in the Lille Exhibition is above all a matter of prestige and has consequently refrained from giving the material exhibited too scientific a character. Each firm has its own material-holder in the shape of a star, making it possible to display fabrics, skeins and other similar articles to the greatest advantage. Great impor-

tance has been attached to the general effect created by the stand and much care has been taken in the selection of the colours in which the articles exhibited are dyed or printed.

Very particular care has also been taken with the lighting of the stand which has been conceived according to the latest principles of decorative art. The Swiss dyestuffs industry's stand will be a credit to Swiss workmanship.

A small brochure, describing in broad outline the development of the Basle dyestuffs industry, will show how this industry developed from the silk industry, and how in a comparatively short period of time it has succeeded in occupying an important place on the world market. This brochure will be distributed at the Exhibition.

Moreover Swiss participation is completed by the stand where the Swiss Office for the Development of Trade, Lausanne, presents its periodicals Textiles Suisses and Swiss Technics in the «Book» section.