

PRESS RELEASE

Change of heart at SusCon 2010 Change entails being open to emotional contact

Dao Droste's ARTenvielfalt (in German meaning biodiversity) creates worlds of experience – an experimental collaboration with scent composers from Aromatao & Primavera

Nuremberg, 15 - 16 June 2010. 65 speakers speak out at SusCon 2010 on the significance of functioning ecosystems and the necessity for action in the face of grave loss of biodiversity. They warn of consequences and present the latest numbers, data and facts. They refer to best and worst case scenarios. For the three SusCon initiators, Fritz Lietsch, Bernward Geier and Udo Censkowsky, we need to integrate other senses alongside of an intellectual approach to this complex topic in order to allow for comprehensive awareness.

'ARTenvielfalt' has therefore become an experimental project that was created specifically for SusCon 2010 and staged by the artist Dao Droste in cooperation with fragrance experts from Primavera Life and Aromatao. Along with the touring exhibition on ecosystems of the world and the internationally renowned musician Sascha Reckert and his unique glass ensemble Sinfonia di Vetro, Dao Droste and her installations constitute the third building block in the cultural supporting programme at SusCon.

The Power of the Original

The Vietnamese artist and Taoist approaches the conference topic in a subtle way. Her installation 'Open Mindedness' awakens the courage in atrium visitors of the NürnbergMesse to be open and attentive. Together with Kurt Nübling, Managing Director of PRIMAVERA LIFE GmbH and Aromata International GmbH, both in Sulzberg, she also invites them on an olfactory voyage of discovery with her life-size sculptures, pictures and 'scent experience boxes'.

Kurt Nübling likes Droste's style which exhibits discreet and at the same time powerful work. 'Those who are willing to experience her adventuresome art learn a lot about themselves and the moment in which time and space seem to dissipate and everything was good' says the co-founder of Primavera Life. It is important to remember this moment of inner harmony and to internalise it so that change can take place and this is how Droste explains ARTenvielfalt. 'For change we need emotional contact' she believes. This is why fragrance experts from AROMATAO composed scents for her installation to elicit certain memories and associations in the observer in addition to the impression of her sculptures.

The Way – Humility and Gratitude

With this artistic exploration, the organisers consciously chose a counterpoint to the otherwise intellectual debate. 'We want to make it clear that the road to change occurs with a return to nature and also to ourselves' clarifies SusCon organiser Bernward Geier. He has known and valued Droste's work for many years. There will only be solutions for a planet with seven billion people if we learn to respect nature's treasures again and embrace them with humility and gratitude.

Dao Droste

Man in harmony with nature and with himself is an ideal for the Taoist Dao Droste. It is the objective of existence and the major theme in her art. She is very much influenced by far eastern philosophy even today, although she has lived in Germany for 38 years. She was born in Saigon, Vietnam, to a family of artistic tradition. In 1971, she came to Germany to study Chemistry and received her doctorate with distinction. After that, she trained in sculpture and worked as a freelance artist (painting, plastics, installation and video art) in her own gallery in Heidelberg. In 1999, she made a name for herself internationally with her large-scale installation 'Open-Mindedness' with 500 face sculptures.

www.daodroste.de

AROMATAO und PRIMAVERA LIFE GmbH

Since the end of the 80s, Kurt L. Nübling, born 1952, has been Managing Director of PRIMAVERA LIFE GmbH in Sulzberg/Allgäu, together with Ute Leube. It is the market leader in 100% natural aesthetic oils. In addition, Nübling is also responsible for Aromata International GmbH, Sulzberg. The fragrance experts from AROMATAO have been creating customised professional aromatic concepts for events and businesses for more than twenty years and are engaged by internationally operational enterprises. The third company under the leadership of Mr. Nübling, VIELHARMONIE GmbH, organises seminars in Feng Shui and alternative health.

Kurt L. Nübling is regarded as a visionary and maverick as well as an international networker and energy craftsman in professional aromatherapy and aroma care. He completed several professional training courses in alternative healing and a Feng Shui training as an Omega Health and Life Coach. His holistic vision is to create an energy field of fragrance, light and vitality to noticeably enhance the quality of life using natural, certified biological raw materials of the highest quality.

PRIMAVERA LIFE began as a pioneer in organic farming projects worldwide almost 25 years ago. Together with Aromata International, they have more than 130 employees. The PRIMAVERA company and event building planned for 2010 will be built following sustainability principles and Feng Shui concepts in order to create a new home for "an energy field of fragrance, light and vitality".

www.primaverallife.com

www.aromatao.com

www.vielharmonie.com

SusCon 2010

This year the second International Conference on Sustainable Business and Consumption takes place in Nuremberg at the Nuremberg Trade Fair. From 15-16 June, businesses, NGOs and policy makers will exchange information about biodiversity in particular. The focus is on new business models such as social business, certifications, as well as concrete activities to preserve biodiversity. Supporters include IUCN, FAO, IFOAM, Rainforest Alliance, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), cscp, Deutsche Umwelthilfe, Soil & More, as well as the Business & Biodiversity Initiative. Sponsors include Unilever, REWE Group, Neumarkter Lammsbräu as well as DEG/ KfW Banking Group. At the first event in 2009, prior to the international BioFach, The World Organic Trade Fair, around 200 people participated from the business and NGO sectors. For more information, go to www.suscon.net.

Press Contact:

Carla Kleinjohann, Communication & Sustainable Development Agency

T: +49 (0) 89 – 21 11 25 30, Mobil +49 (0) 171- 731 25 93, ck@carla-kleinjohann.com

More Information

Udo Censkowsky, Organic Services: +49 (0)89-82075902, u.censkowsky@organic-services.com

Bernward Geier, COLABORA: +49 (0)2245-618652, b.geier@colabora-together.de

Fritz Lietsch, ECO-World, +49 (0)89-7466111, f.lietsch@eco-world.de

