

As was proven in the study, men and women do not perceive and do not equally react to sensory cues. In consequence, hypothesis 3, stating that men and women respond differently to sensory stimuli, was confirmed. Contrary to female respondents, it was shown that male purchase behaviour was not explained by either emotional or cognitive variables. Therefore it is suggested that for those managers who implement sensory strategy, its design should be more focused on the female rather than male target group due to their higher sensitivity to sensory stimuli.



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14th International Triennial of Tapestry 2013, Łódź, Poland

The Programming Board of the 14th International Triennial of Tapestry invited outstanding specialists in textile art from several countries to take part as national consultants with the aim of selecting the best candidates fulfilling the criteria to participate in the triennial. Independently on the basis of the rich archive at the disposal of the Central Museum of Textiles and a wide review of artistic events. The Programming Board additionally invited individual artists from 11 countries, as well as 20 from Poland.

In the end 134 artists from the following 50 countries will participate in the triennial: Argentina, Australia, Austria, Belarus, Belgium, Brazil, Bulgaria, Canada, Chile, China, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, Ireland, Island, Israel, Japan, Kazakhstan, Kenya, Latvia, Lithuania, Mexico, Norway, Peru, Poland, Portugal, Puerto Rico, Romania, Russia, Slovakia, Slovenia, South Korea, Spain, Sweden, Taiwan, The Netherlands, Turkey, Ukraine, Uruguay, USA, Venezuela.

Thanks to the cooperation with national consultants and Ms. Pilar Tobon, the president of the World Textile Art Association, it was possible to increase the number of participants from South and Middle America. For the first time artists from Costa Rica and Puerto Rico will participate.

Beginning from January and leading up to December 2013, which means in the year of the 14th edition of the Triennial, over 80 events will be presented at different sites in Poland. Nine of them are great cyclic events, also of an international and all-Polish character, taking place mainly at the greatest textile art centres, such as in the towns or Gdańsk Pomerania and Lower Silesia and, of course, in Łódź. The great Festival of Textile Art in Cracow, for years cooperating with our triennial, will not take place this year only due to the financial difficulties. The same financial reason caused that the number of associated events decreased this year from about 100 commonly taking place in the triennial year, down to 80. The economic crisis has begun to be visible.

The Programming Board invited well known experts of the highest artistic position and experience to take part as members of the International Jury of the 14th International Triennial, and below are listed those who finally agreed to their participation in this honorable, but also responsible and industrious assembly: Ewa Latkowska Żychska (Poland), Professor of the Strzemiński Academy of Fine Art in Łódź, Carol Russel (USA) – artist, art teacher and art critic, Pilar Tobon (Venezuela), President of the World Textile Art Association, initiator of the project Women in Textile Art, and Norbert Zawisza (Poland) Director of the Central Museum of Textiles in Łódź.

The International Triennial in Łódź has for years been traditionally associated with the Polish Exhibition of Tapestry (this year already its 12th edition) and the Polish Exhibition of Miniature Textiles, celebrating its 10th anniversary, both organised by the Central Museum of Textiles. At the end of 2012, the Programming Board established a separate selection Jury for these events, and in January 2013 the participants of both exhibitions were selected. At the 12th Polish Exhibition of Tapestry 70 artists will participate, whereas at the 10th Polish Exhibition of Miniature Textiles there were 108 artists.

The Department of Tapestry at the Strzemiński Academy of Fine Art together with the Central Museum of Textiles have initiated a new idea – the organisation of an international exhibition 'The Young Textile Art Triennial'. This event is also commonly called 'Tapestry Triennial of the Youth'. This year's edition is designated for students and graduates of 2012 of university art schools. Participants from the following countries are provided: Bulgaria, China, Czech Republic, Estonia, Finland, France, Germany, Great Britain, Hungary, Poland, Romania, Slovakia and the USA. The works presented at the exhibition, concerning a wide spectrum of textile art, will be evaluated by a separate jury established by the Programming Board of the 14th International Triennial of Tapestry.

The opening ceremonies of the 14th International Triennial of Tapestry, as well as of the 18 international, Polish collective and individual exhibitions associated with the Triennial will be held in Łódź on 6-8 May 2013 (see also page 117).

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