

# YOUR CHOICE OF LIVE DYES

*A Live Dye for All Interests*

## Quick Yet Beautiful

*Double discharge (bleaching)*

- A finished product in only minutes
- Suitable for all ages and experience
- Complex and beautiful results
- Learn how to do your own at home

## Intricate and Dramatic

*Double discharge & vat dyeing*

- Our standard Live Dye Funshop
- Suitable for all ages and experience
- Intricate and beautiful results
- Learn how to do your own at home

## Works of Fine Art

*Double discharge & fiber reactive & vat dyes*

- Learn the deepest secrets of our art
- The widest variety of colors and designs
- Suitable for all ages and experience
- Amazingly beautiful results

## Your Own Designer Fashion

*Our dye designs on a custom-made garment*

- Choose your own garment and design
- We lead you through the complex process of making a unique designer fashion
- Our dedicated clothiers produce your garment to order

**F**un is built in to every Live Dye Funshop. It's our philosophy and metric, and we believe it's also the meaning of life. You can depend on having fun, despite the fact that everyone has fun in a different way. We'll also help you have more fun after the Funshop: at home, at play, and *especially* at work. Because we know that when it's fun, it's you at your best.



event registration, instructions for dyeing and discharge, and Live Dye products available at:  
[www.livedye.com](http://www.livedye.com)



fun surveys, the practice and philosophy of fun work, and more:  
[www.funmanifesto.net/Funshop.html](http://www.funmanifesto.net/Funshop.html)

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*in conjunction with Funshop*  
 ~is proud to present~

# Live! Swig! Dye!

*Artistic ability isn't required,  
 Creativity is developed,  
 Playing together is what we do,  
 Having fun is the whole point.*

*Live and in person, Swig a fine brew, and Dye!*

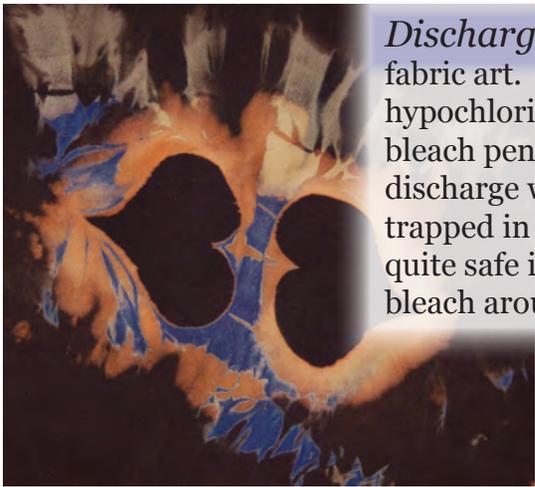


# It's Fine Art, Not Your Father's Faded Tie-Dye

... our *Live - Swig - Dye* Funshops turn **Fun** into *Fine Art*

*What Is a Live Dye Funshop?* – It's a party and a workshop for fine art fabrics (and for how to make work fun). At a Live Dye Funshop you will:

- Learn how to use common items such as string and rubber bands, household bleach, and other inexpensive chemicals to turn mundane clothing into works of fine art.
- Meet and play with other creative folk in a space specially designed to boost your creativity, enjoyment, and fun.
- Walk away with your own custom-made works of art.



*Discharge is not a Medical Condition* – Discharge means “bleaching” in the world of fabric art. We use two different types of discharge, the familiar household bleach (sodium hypochlorite) as well as a different chemical method called *reductive bleaching*. Household bleach penetrates deep into the fabric and gives sharp, well-defined patterns, while reductive discharge with thiourea dioxide yields complex, fractal patterns due to the residual oxygen trapped in the fabric. These techniques are easy to learn, easy to do yourself at home, and are quite safe if you take basic precautions – the same precautions you take when using household bleach around the home.

*Resist(ance) is not Futile* – The “tie” in tie-dye has become a general term for what fabric artists call a resist. When color is applied to (dyeing) or removed from (discharge) fabric, the processes that are used to keep the color from being applied or removed are called *resists*. A resist can be tying the fabric with rope or string and then applying a dye (tie-dye), but a resist can be much, much more. We use a wide variety of resist techniques to form complex and beautiful fabric designs.

## Why Try Live Dye?

... because our *Live - Swig - Dye* Funshops are:

*Simple* – We provide all the materials you need, guide you step-by-step through our simple processes, and you get beautiful, unique pieces of art. No artistic talent required.

*Accessible* – Our Funshops are open to all ages and abilities (though younger children need to be accompanied by an adult).

*Creative* – You'll discover your creativity even if you don't think you have any. We promise.

*Unique* – Our novel processes yield complex, one of a kind pieces from simple techniques.

*Surprising* – Our favorite part of this work is the unwrapping. Like a surprise gift, the final result is always more than you expected.

*Fun* – Everyone has fun in a different way, and we work hard to make sure you have fun the way that's best for you. It's our primary mission, and the reason we started this business. Fun is us at our best.



*Your White Socks Won't Turn Pink* – We use a type of dye called “vat dyes” that are of the same class as the natural dye indigo. Since they're dissolved in the same thiourea discharge reagent we use to bleach fabric, they simultaneously bleach out the base color and at the same time they dye. They're dissolved under reducing conditions and then precipitate out onto the fabric when exposed to oxygen. That means that once they've been exposed to air, the dye will not dissolve again. You can put them in the washer with your white clothes without worrying about pink socks.