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**FOR IMMEDIATE RELEASE**

**DPNR PROVIDES DETAILS ON COMMERCIAL USE OF VI MADRAS**

Commissioner Jean-Pierre L. Oriol of the Department of Planning and Natural Resources (DPNR) provides additional details on the policy use of the Official VI Madras pattern.

Pursuant to Act No. 8424, the official VI Madras pattern is to be the intellectual property of the Government of the US Virgin Islands, copyrighted by the Office of the Governor. Additionally, the Act provides that the usage and sale of the fabric shall be regulated through licenses issued by the VI Council of the Arts (VICA), and that unlicensed usage is prohibited.

The VI Madras pattern was copyrighted in January 2022. VICA has secured an exclusive manufacturer of the VI Madras material and will serve as the wholesale distributor for the material in the Territory. VICA is partnering with the six fabric stores throughout the Territory who will serve as licensed retailers of the material: The Fabric Store, Fashion Playroom, L & C Milliner, Divi Divi Fabric Store, Ebbe's, and Clara's.

Only the retailers of the fabric material will be required to obtain a license from VICA. Individuals/entities that purchase the fabric to incorporate into their own creations do not need to obtain a license. In addition, if a person, business, or organization desires to procure over 50 yards of VI madras material, they may purchase the material by the bolt (50 yards) directly from VICA.

“Since the passage of the Act, we have already seen persons trying to create digital copies of the pattern, or have the pattern reproduced on their own. The licensing requirement is all in an effort to preserve the integrity of the pattern and its cultural significance,” said Tasida Kelch, Executive Director of VICA.

A copy of Act No. 8424 is available at [www.vicouncilonarts.org](http://www.vicouncilonarts.org). For more information, contact VICA at 340-774-5984.