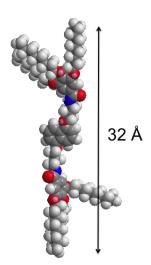
## Supporting Information for:

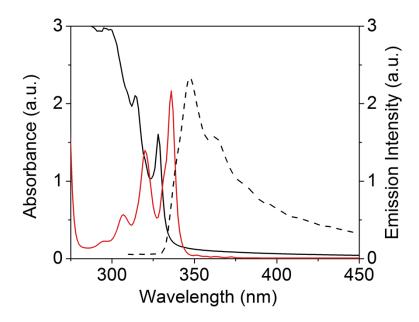
## Hydrogen-bonding Driven Luminescent Assembly and Efficient Förster Resonance Energy Transfer (FRET) in Dialkoxynaphthalene-Based Organogel

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**Fig. S1**: Energy minimized structure of **DAN-1** obtained by molecular modeling using Chem 3D-ultra 8 using MM2 for energy minimization



**Fig. S2:** Absorption (black solid line) and emission spectra (black dotted line) of **DAN-1** gel (in MCH, 2.0 mM) and absorption spectra (red solid line) of pyrene in MCH (2.0x10<sup>-4</sup> M)

**Table S1:** Fluorescence lifetime data for **DAN-1** in (a) gel state (in MCH, 2 mM) and (b) sol State (in THF, 2 mM)  $\lambda_{ex}$  = 295 nm, emission was monitored at 346 nm

Sample	Component Lifetimes (ns) <sup>a</sup>		
	$ au_1$	$\tau_2$	$ au_{ m avg}$
a) Gel	3.09 (48 %)	6.07 (52%)	5.11
b) Sol	7.2 (100%)		7.2

<sup>&</sup>lt;sup>a</sup>Values in parenthesis shows the decay contribution in each life times. Average life time (in the gel state) was calculated using the following equation[1]:  $\tau_{avg} = (a_1\tau_1^2 + a_2\tau_2^2)/(a_1\tau_1 + a_2\tau_2)$ 

## Reference

1. Lakowicz JR (1999) Principles of Fluorescence Spectroscopy (2nd ed.). Kluwer Academic/Plenum Publishers, New York.