

PRESS RELEASE
Date: February 2016
FOR IMMEDIATE RELEASE

DECOREX AND FRANKE REDEFINE THE HEART OF THE HOME

Few would deny that, when it comes to kitchens, a new era has dawned. No longer relegated a purely utilitarian role where food storage and preparation take place, kitchens have become *the* spaces in the home where friends and family gather and memories are made. It is fitting, then, that the theme for this year's Franke Kitchen Design Project at Decorex Durban is "Heart of the Home".

Sponsored for the second year running by Franke, one of the world's leading kitchen-systems suppliers, the refined culinary zones on show at Decorex Durban, which kicks off on 18 March at the Durban Exhibition Centre, will showcase the very latest in visionary kitchen design and materials.

"We are pleased to be affiliated with Decorex for a second year," says Clinton Soutter, National Sales Manager for Franke South Africa, who describes the show as "a designers' hub, offering the homeowner an array of inspiring new ideas and the latest in trends." He adds, "The Decorex platform enables the consumer, interior designer and architect to engage with both the Franke brand and its customers in one place.

"Focused on giving kitchen companies a platform by which to demonstrate to these key players – the consumer, interior decorator and architect – what is possible in modern-day kitchen design, the Franke sponsorship and its partnership with other large industry suppliers allows kitchen companies to participate in and experience the tremendous draw of the show and the awareness it brings for one's brand," Soutter continues.

One such manufacturer is Afrormosia, a Hillcrest-based company of designers and craftsmen who create exceptional custom-made kitchens. Says Afrormosia's Brian Keddie: "Visitors to our stand at Decorex Durban's Franke Kitchen Design Project can expect a combination of classic simplicity with a distinct industrial edge. Accessories will all fall within the pastel palette of Plascon's 2016 Colour Forecast. We are wanting to create a sensory experience for the visitor by focusing on both the functional and decorative elements of the kitchen."

According to Keddie, less is more when it comes to contemporary kitchens: "Designs are increasingly uncluttered and there is an added level of sophistication thanks to our access to imported materials and hardware."

Also participating in the Franke Kitchen Design Project is Uber Haus in Pinetown, who will be collaborating with Beth Haynes Design for its one-of-a-kind kitchen in the Franke Kitchen Design Project. "Ours will be a beautifully designed space for living and reconnecting," says Beth Haynes, who adds that the kitchen "has become that one space in the home where families and friends can disconnect their iPhones, iPads and iPods and, instead, connect with one another."

Haynes continues: "Genre painters like Vermeer once took everyday pursuits, such as emptying a pitcher of water, and immortalised them through their paintings, thus celebrating the mundane. In the same way, the designers of today are transforming the kitchen into a living sculpture that streamlines and elevates the task of cooking a meal for one's family."

Vinesh Maharaj of The Kitchen Studio, another of the Franke Kitchen Design Project exhibitors, echoes Haynes. "Take cooker hoods and extractors, by way of example," he says. "These are no longer simply stainless-steel or glass units positioned over the stove. Instead, today's extractors look like works of art. Some resemble designer light fittings, some disappear into the counter top while others are mounted high up in the ceiling so that they do not interrupt the flow of an open-plan kitchen."

Proudly brought to you by



decorex¹⁶ durban

According to Sagie Govender, owner of Expert Kitchens, the fourth and final exhibitor on the Franke Kitchen Design Project, the kitchens of the future are defined by “contrasts and combinations”: “We’ll be showing a very modern kitchen, with the very latest pull-out larders and soft-close runners. But, most importantly, our kitchen will contrast a combination of aluminium and glass with natural wood-grain and satin finishes.”

Visitors to Decorex Durban will also be treated to the very latest product ranges from Franke. “This year we will be launching our new Specialist Range,” says Soutter, who explains: “Each sink, be it a traditional favourite or a trendy new design, has been carefully selected to ensure that customers find the best fit for their cooking styles, personal styles and lifestyles. The new range includes a number of sinks which have multiple installation methods, from inset to flush-mount to slim-top and under-mount, giving one the freedom to select the option best suited to his or her specific kitchen design and tastes.”

The Kitchen Specialist Association (KSA), too, will partner exclusively in a nationwide collaboration with Decorex SA, providing visitors a one-stop resource for all things kitchen. Don’t miss Decorex Durban 2016. For more information visit www.decorex.co.za.

Decorex Durban details:

Decorex Durban: 18 – 21 March 2016
Time: 18 – 20 March, 10am to 8pm; 21 March, 10am to 6pm
Trade days: 18 March

Ticket prices: R75 for adults; R65 for trade, pensioners and scholars; R20 for children under 12
Tickets can be bought through www.ticketpros.co.za .

Venue: Durban Exhibition Centre

For more information, e-mail decorexsa@ThebeReed.co.za
Visit: www.decorex.co.za ☒Facebook: Decorex SA ☒Twitter: @decorexSA

Decorex Durban forms part of the Decorex SA portfolio and is owned by the Thebe Reed Exhibitions.

PRESS RELEASE ENDS HERE

About Thebe Reed Exhibitions

Thebe Reed Exhibitions is a joint venture agreement between Reed Exhibitions, the world’s leading events organiser and part of RELX Group, and Thebe Tourism Group Pty Limited, South Africa’s oldest black-empowered tourism group. Reed Exhibitions brings over 50 years of experience in developing, marketing, selling and organising exhibitions, events, conferences and meetings. We enjoy connecting businesses with their markets by helping them leverage events as a cost-effective marketing tool.

www.ThebeReed.co.za



About Reed Exhibitions

Reed Exhibitions is the world’s leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

www.reedexpo.com



Proudly brought to you by



decorex¹⁶

durban

Media Contact (not for publication):

Marisa Ravenscroft
on behalf of Decorex SA

Telephone: 082 595 9501

Email: marisa@littleblackbookpr.co.za

Proudly brought to you by

