

PRESS RELEASE
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FOR IMMEDIATE RELEASE

DECOREX CAPE TOWN: A ONE-STOP SHOP FOR ALL THINGS HOME

Providing everything the homeowner needs to renovate, restore, build or decorate, Decorex Cape Town, which takes place from 29 April to 2 May at the CTICC, is an event not to be missed by anyone interested in creating a beautiful home.

Themed 'Take it Home, Make it Home', South Africa's premier décor, design and lifestyle exhibition promises something for everyone, be it requirements for DIY or decorating, for building or furnishing, for creating a state-of-the-art kitchen or a blissful bathroom.

Produced in association with Home Fabrics, this year's coveted **Designer Spotlight** showcase has been awarded to Adriaan Lochner. Drawing on the very latest textile and wallpaper collections from Home Fabrics, the well-established Salt River based designer will dress his dedicated space in a "transitional-eclectic" style. "I'm not one for labels, but I'd call it a style that is at once elegant and timeless but that also incorporates and merges different cultural influences," he says.



Designer Adriaan Lochner.

Lochner's "transitional-eclectic" style

For the second year running, four of Cape Town's top kitchen designers will participate in the **Franke 'Heart of the Home' Kitchen Design Project**. Sponsored by one of the world's leading kitchen-systems suppliers, these refined culinary zones – by Gardner Interior Concepts, Holly Wood Kitchens & Furniture, Milestone Kitchens and Beyond Kitchens – will showcase visionary kitchen design and materials, bringing new definition to the phrase 'heart of the home'. "We are pleased to be affiliated with Decorex for a second year," says Clinton Soutter, National Sales Manager for Franke SA, who describes the show as "a designers' hub, offering the homeowner an array of inspiring new ideas and the latest in trends."



Kitchens by Decorex Cape Town exhibitors Gardner Interior Concepts (left) and Holly Wood Kitchens & Furniture

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Milestone Kitchens' new Kitchen in A Cupboard (left) will be on display at Decorex Cape Town 2016, as will an innovative design by Beyond Kitchens

Caesarstone will be bringing their all new and exciting stand, themed *Collaborations*, to Decorex Cape Town. The stand will feature several prominent collaborations the brand has initiated with top design brands including Japanese design firm, Nendo, London-based designer, Phillippe Malouin, and international design trendsetter, Tom Dixon. "While we relish our collaborations with the biggest international designers, we also wanted to showcase a collaboration closer to home," says Caesarstone South Africa's marketing director Trevor King. While Caesarstone's collaborations with designers yield exciting, new innovations in how Caesarstone surfaces are used and applied, King wants to tap into the everyday collaboration between a homeowner and designer.

Always a guaranteed crowd-puller, the Plascon stand is where Capetonian visitors will get their first look at the much-anticipated **Plascon 2016 Colour Forecast**. The paint giant, who has sponsored the show since its inception 23 years ago, uses Decorex as its annual showcase for the colour trends of the forthcoming season, which, hints Plascon's Colour Manager Anne Roselt, focus on "an increased environmental awareness" this year.



A sneak peak at colour palettes from Plascon's 2016 Colour Forecast

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Inspired by the success of the Mancaves and Manscapes features of previous years, the boys are back at Decorex again – only this time they get to create the living space that best portrays their personality. Sponsored by Natural Stone Warehouse, suppliers of everything from Travertine tiles and cladding to quality marble and mosaics, the **Top Man** showcase will see four local male celebrities each paired with a designer, who will interpret the former's unique style in the ultimate 'men-only' room setting. The celebrities in question: well-known TV presenter, singer, voice-over artist, MC, model and actor, Katlego Maboe (paired with Matthew Bater from Warisan); four-time World Surfski Champion, entrepreneur and speaker, Dawid Mocke (who will be working with Jeanne Louise from Shipwreck Furniture); pro trainer to the stars, Bruce Benjamin (whose personality will be given design interpretation by Silvio Botello of Quanto E Bello Furniture Designers); and keen surfer Dene Botha, a model, entrepreneur, TV presenter and founder and MD of youth motivation platform, Pride Factor (Who will be teaming up with Jann Cresswell-Turner of Ma Maison). Public and corporate proceeds from this exciting installation will go to the charity of the celebrity's choosing. Visitors are invited to vote for their favourite "Top Man" and, just by donating, a lucky participant stands a chance to win Natural Stone Warehouse tiles to the value of R30 000.

The now-trending look for interiors, both locally and internationally, is a well-edited space that is layered but not cluttered, with a mix of quality high-end and store-bought pieces. Appropriately called 'The Considered Home', this is a look that, at its core, is about quality over quantity. At Decorex Cape Town, visitors are invited to step inside **The Considered Home**, an exclusively curated space that will showcase all the elements that make up the style using products that are on offer at exhibition.



A look at the Considered Home stand at Decorex Durban

African décor, too, currently pulsates high on the global style radar with organic textures, rich hues and exotic patterning evoking the warmth of the southern-hemisphere sun and the wealth of the land's flora and fauna. With concept and colours drawn from the rhythm and beauty of the Mother Continent, the **African-inspired Trend Pods** will showcase the design genius of its awarded decorators, Nicky Tyers, a well-established interior designer whose consultancy, Lion & Tyers, is based in Wynberg, Cape Town, and Dorothy van't Riet, whose eponymous design and décor consultancy is based in Johannesburg but has wide experience in Africa. Both designers will use their allocated spaces to display their own unique interpretations of a theme that is reassuringly close to home.

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Designers and Nicky Tyers (left) and Dorothy van t' Riet

Premiering at Decorex Cape Town, **Picture Africa at the 100% Textile pavilion** is another showcase for contemporary design with a unique African perspective. Giving visitors an evocative taste of what's to come at 100% Design South Africa, which runs alongside Decorex Joburg 2016. This installation celebrates the relationship between photography and textiles, exploring the union of these two powerful mediums and the impact they have on design in Africa. Expect a kaleidoscopic amalgamation of the joyous, clashing and colourful textiles of the Mother Continent and the vibrant street and studio photography that encapsulates the spirit and energy of contemporary African life.

In addition to the above, the Cape Town show boasts a number of other firsts, including the **Décor & DIY Theatre**, a series of talks and interactive advice-sharing platforms that will arm visitors with an arsenal of fresh decorating know-how. Alternatively, pull up a chair at **#DecorexHotSeats**, where 10 specially selected Decorex Ambassadors will each choose their favourite locally made chair. Follow the **#DecorexHotSeats** campaign to join the fun and WIN.

There's also plenty on offer for those seeking a vibrant shopping experience featuring all things artisanal. The popular **Craft + Create Market**, which takes place in the main foyer area of the CTICC and includes live music and craft beer, is an eclectic collection of uniquely exclusive, handcrafted lifestyle products. For the first time, it also includes a **Maker's Corner Hosted By SA Maker Collective**. Showcasing the very latest in DIY technology and techniques to customise your home and workplace, the fun, hands-on experience offered at this Decorex highlight will encourage you to upgrade from consumer to maker.

And, of course, for those seeking sustenance – or simply the chance to rest shopping-weary legs – Decorex Cape Town caters admirably to all tastes, with everything from the **The Pantry**, where gourmet takeaway goodies are on offer, to the sophisticated **Pierre Jourdan Bubbly Bar**, where lingering over a plate of charcuterie, washed down with a flute of Franschoek's finest, is encouraged.

The innovative new Build Bar, a blue blocking-themed restaurant is where home-improvers are invited to sit back and enjoy a boerie roll or burger washed down with a thirst-quenching beer. And coffee aficionados will be well catered to at the **Gap Coffee Bar**, the perfect spot to either grab a quick on-the-go cuppa or to take a load off and enjoy a bite to eat in the relaxed seating area while you contemplate what to buy next.

A combination of beautiful inspiration and clever ideas, as well as fun interactive installations and delicious eats make Decorex Cape Town the ideal place to visit with a group of friends – or even the whole family. For a great day out, don't miss Decorex Cape Town 2016, a one-stop shop for anyone intent on turning their house into a home.

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Decorex Cape Town details:

Decorex Cape Town: 29 April – 2 May 2016

Time: 10am to 7pm daily (6pm Monday)

Trade Day: 29 April

Ticket prices: R85 for adults; R75 for trade, pensioners and students; R20 for kids under 12

Venue: CTICC

For more information, e-mail decorexsa@ThebeReed.co.za

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