

PRESS RELEASE
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FOR IMMEDIATE RELEASE

DECOREX CAPE TOWN TOPS THE BILL OF LONG-WEEKEND HIGHLIGHTS

The Mother City's designer big guns as well as its abundance of emerging innovators flaunted their designer stripes in full kaleidoscopic colour over four creatively fueled days at Decorex Cape Town 2016, declared a triumph by organisers and visitors alike.

Firmly entrenched as South Africa's premier décor and design show, Decorex Cape Town, which took place over the long weekend, saw design devotees converge in droves on the CCITC, where they were treated to a stellar line-up of creative inspiration and a variety of ground-breaking interactive installations, in line with this year's show theme, 'Take It Home, Make It Home'.

With many of the region's leading designers and decorators exhibiting at Decorex Cape Town 2016, the show truly represented a comprehensive display of the wealth of top-drawer talent on offer in the Mother City.

In addition to the comprehensive showcase of the latest products and services from the décor and design fraternities, Decorex Cape Town also laid on a number of unique platforms to give visitors a taste of the very latest décor, design and lifestyle trends. Among these was the **Designer Spotlight** showcase, which, this year, was awarded to Adriaan Lochner in association with Home Fabrics. The well-established Salt River-based designer put his trademark "transitional-eclectic" design style to work in an elegant, timeless installation decorated in the very latest materials and wallpapers from leading fabric house, Home Fabrics.

Another crowd-puller, the Plascon stand was where Capetonian visitors got 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. Caesarstone co-headline sponsor launched their all new and exciting stand, themed *Collaborations*, to Decorex Cape Town. The stand featured several prominent collaborations the brand has initiated with top design brands.

The boys were also back at Decorex again. Sponsored by Natural Stone Warehouse, the innovative **Top Man** showcase saw four local male celebrities each paired with a prominent designer, who then interpreted the former's unique style in the ultimate 'men-only' room setting. Public and corporate proceeds from this exciting installation went to the charity of the celebrity's choosing, with visitors invited to vote for their favourite "Top Man" and one lucky visitor winning Natural Stone Warehouse tiles to the value of R30 000.

For the second year running, four of Cape Town's top kitchen companies took part 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 – showcased visionary kitchen design and materials.

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The Cape Town show also boasted a number of firsts, including **The Considered Home**, an exclusively curated space, produced in association with GoodWood Co, which showcased all the elements that make up the now-trending look for interiors. Meanwhile, with concept and colours drawn from the rhythm and beauty of the Mother Continent, the **African-inspired Trend Pods** showcased the design genius of its awarded decorators, Nicky Tyers of Lion & Tyers and Dorothy van't Riet of DVR Design & Décor Consultants, who both used their allocated spaces to display their own unique interpretations of a theme that is reassuringly close to home.

Premiering at Decorex Cape Town before heading to Joburg in August, **Picture Africa at the 100% Textile pavilion** was 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 celebrated the relationship between photography and textiles, exploring the union of these two powerful mediums and the impact they have on design in Africa. Visitors were treated to an 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 included the **Décor & DIY Theatre**, a series of talks and interactive advice-sharing platforms that served to arm visitors with an arsenal of fresh decorating know-how. There was also plenty on offer for those seeking vibrant shopping of all things artisanal.

The popular **Craft + Create Market** presented a colourful collection of uniquely exclusive, handcrafted lifestyle products which, for the first time, included a **Maker's Corner Hosted By SA Maker Collective**, a fun, hands-on experience that encouraged visitors 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 catered admirably to all tastes, with everything from **The Pantry**, where gourmet takeaway goodies were on offer, to the sophisticated **Pierre Jourdan Bubbly Bar**, where lingering over a platter of sushi or a plate of charcuterie, washed down with a flute of Franschoek's finest, was encouraged. At the innovative new **Build Bar**, an on-trend blue blocking-themed restaurant, home-improvers were invited to sit back and enjoy a burger washed down with a thirst-quenching beer.

New to Decorex Cape Town this year and a highlight for industry professionals was InStudio, a day of design talks on interior trends, commercial design and creative business. This free-flow forum exchanging fresh insights, trend observations and creative business ideas brought together a line-up of outstanding design minds, including Cathy O'Clery, Lauren Shantall, Leon Roodt, Nadia van der Mescht and Quinton Abrahams

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A group of the country's leading décor and design experts undertook the challenging task of judging the most successful stands at this year's exhibition. The prestigious Best Stand Awards were awarded to:

BEST OVERALL STAND AT DECOREX CAPE TOWN 2016:

Neolith

BEST BUILD AND PLAN AWARD:

Palmers Exclusive Metals

BEST KITCHEN AND BATHROOM AWARD:

Spotlight Kitchens

THE TOP MAN AWARD:

Warisan for Espresso presenter, Katlego Maboe

BEST SMALL STAND AWARD:

The Cecil Blake Collective

THE BEST PLASCON COLOUR AWARD:

The Designer Spotlight in association with Adriaan Lochner and Home Fabrics

THE MOST INNOVATIVE PRODUCT AWARD:

Milestone Kitchens

BEST NEWCOMER AWARD:

Tony Pinchuck

MOST INTERACTIVE STAND AWARD:

Mr. Price Home

BEST CRAFT AND CREATE AWARD:

Trade and Investment KwaZulu Natal

BEST COOKING AND CUISINE AWARD:

Spaza Store

BEST GREEN STAND AWARD:

All Women Recycling

BEST EXHIBITOR MARKETING AWARD:

Window Art

BEST DÉCOR STAND AWARD:

The Considered Home in association with the GoodWood Co

FRANKE 'HEART OF THE HOME' KITCHEN DESIGN PROJECT AWARD:

Hollywood Kitchens

The judges also gave 'Excellence' awards to a number of other high-end exhibitors, credited with setting the scene for trend-forward South Africans. These were Mr. Price Home,



Caesarstone, The Kitchen Studio, Holly Wood Kitchens, Studio Masson, Plascon, Mae's Artisan Rugs, The Designer Spotlight by Adriaan Lochner and Home Fabrics, Plantation Shutters, Pierre Cronje in conjunction with Dorothy van't Riet, Skinny Laminx in the 100% Textile Display, Sithabe African Craft, World of Marble and Granite (WOMAG), Belgotex and Franke.

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

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