

PRESS RELEASE
Date: July 2016
FOR IMMEDIATE RELEASE

DECOREX JOBURG 2016 TOPS THE BILL OF LONG-WEEKEND HIGHLIGHTS

With no fewer than seven halls and over 22 000sqm of exhibition space showcasing the latest décor and design trends, products and services, Decorex Joburg is not to be missed by anyone interested in creating a beautiful home.

Themed 'Take it Home, Make it Home', Africa's premier décor, design and lifestyle exhibition promises something for everyone looking to renovate, restore, build or decorate. Running alongside the show, which takes place from 5 to 9 August at the Gallagher Convention Centre, is the perennially popular 100% Design South Africa, a draw-card exhibition that provides a unique platform for leading local and international design names to present a carefully curated mix of top-drawer products.

Setting the theme for Hall 2's decorating focus, this year's **Designer Spotlight** presents the striking fruits of a collaboration between Claire Clarke of By Deziign Interiors and leading local textile house, Home Fabrics. "Expect to see the graphic use black and white shot through with accents of petrol blue and metal, as well as plenty of geometrics, chunky textures, animal print and fur," Clarke hints.



Sisters Claire Clarke (left) and Sophie Kelly of By Deziign Interiors

The vivacious prints, artifacts and designs of the subcontinent will also be the focus of attention in Hall 2, courtesy of the **Designer Trend Pods** installation. This brand-new showcase sees a pair of leading Joburg decorators, Karen Richards of K Interiors and Elisha Annandale of Décor Identity, present an inspiring celebration of the African aesthetic. Says Richards: "African style is no longer limited to ethnic prints and wooden masks." Annandale agrees: "To me, African inspired design translates into vivid colours combined with natural, earth textures and plenty of warm sunset tones."



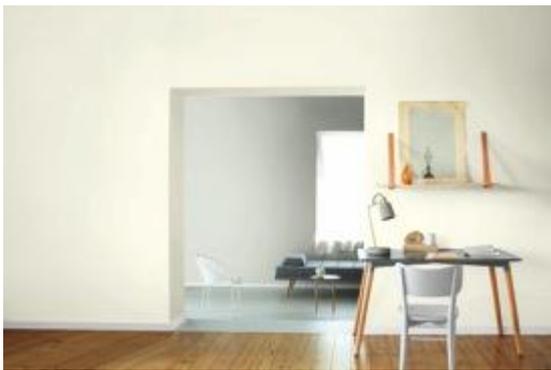
Karen Richards of K Interiors (left) and Elisha Annandale of Décor Identity

Proudly brought to you by



Rounding out the décor-centric theme of Hall 2 is the **South African Craft Collective**, while the sophisticated **Pierre Jourdan Bubbly Bar** is just the place for design devotees seeking a breather before making their way to Hall 3.

The Link between Halls 2 and 3 is where paint giant, and Decorex Co-Headline Sponsor, Plascon has its well-attended stand. Here, visitors will get a privileged first look at the much-anticipated **Plascon 2017 Colour Forecast**. Without giving too much away, Anne Roselt, Plascon's Global Colour Manager, explains that this year's colour themes are "influenced by the attraction we feel for both the digital and natural worlds."



Colour inspiration from the Plascon Colour Forecast 2017, courtesy of Plascon

Adding to the Link's design-orientated offering is the Godfather of South African design himself: **Stephen Falcke**. As patron of Decorex Joburg, Falcke will use the platform given to him to show off the signature style that has made his impeccably proportioned interiors world famous.

As you move into Hall 3, grab a coffee-on-the-go at the **Illy Coffee Deli** before stopping over at the sensory-led design **Whirlpool Sensing the Difference Theatre**, which boasts cooking demos accompanied by table styling sessions.

Decorex Co-Headline Sponsor, **Caesarstone**, will unveil the exciting results of the quartz-surface expert's latest collaboration with iconic British designer Tom Dixon in their collaboration stand.



Caesarstone's Collaboration Stand

Proudly brought to you by



decorex¹⁶

joburg

Also in Hall 3, visionary design, cutting-edge materials and new-age technologies will come together in the **Franke 'Heart of the Home' Kitchen Design Project**, sponsored for the second year running by one of the world's leading kitchen-systems suppliers. Here, four of Joburg's top manufacturers – Milestone Kitchens, Lifestyle Kitchens, Kraftmade Kitchens and Eurofit Kitchens & Cupboards – will present a riveting display of kitchen design brilliance themed around the 'Heart of the Home'.

As visitors exit Hall 3, they'll encounter the exciting new **#DecorexHotSeats** campaign, in partnership with Sunday Times Neighbourhood, which sees 10 exclusive Decorex Ambassadors each flaunting the chair of their choice from a curated collection of locally available and home-grown designs. Visitors are encouraged to take a selfie with their favourite chair and post social media to stand a chance to win a prize to the value of R15 000 from Belgro.

Strong and confident masculine-style decorating is order of the day in Hall 4, where **Top Man by The Tile Gallery** takes centre-stage. This showcase feature sees four of the country's leading men paired with a top local designer, who will interpret each one's idiosyncratic style in a specially dedicated men-only space. Actor, MC, songwriter and front man of local rock-indie-electro band, The Graeme Watkins Project, Graeme Watkins, has been paired with husband-and-wife design team, Rolf and Ivette Bockermann of Bockhaus Designs. Popular former radio DJ and self-styled "vlogger" (video blogger), Ian Fraser – or Ian F, as he is typically known – is partnering with Lesego Shika of The Design Café. Interior Stylist Zimkita Sidumo, director of Blaque Pearl Lifestyle, will be working with professional freestyle motocross rider, Brendan Potter. And designer Musa Luthuli of Mus-Lin Interiors and Renovations has been tasked with creating the ultimate 'man cave' for DJ, producer and remixer, Mark Stent. What's more, by voting for their favourite 'Top Man' and donating towards the charity of that celebrity's choosing, visitors stand the chance of winning tiles from The Tile Gallery to the value of R30 000.

The winning Top Man will not only receive an additional contribution of R5000 from Decorex SA to their charity, but also stands a chance to win a Big Green Egg and the opportunity to have a mystery celebrity chef prepare a delicious meal for him and his friends to the value of R28 000.



Moving into the Build & Plan Hall, which features the interactive **Builders DIY Theatre**, sponsored by Builders; where the country's foremost home-improvers will be on hand with advice, tips and tricks for those hooked on drilling, hammering and sawing.

In Hall 6 visitors can enjoy a taste of the magnificent Cape Winelands at the indoor **Wine Garden**, don't miss the striking Texline GFT Vinyl flooring by Floors Direct, which is



decorex¹⁶ joburg

almost completely made from recycled water bottles. (See another option of Floor Direct's unique Texline GFT Vinyl recycled flooring in Build Bar in the Plan & Build Hall).

Also in Hall 6, **The Pantry** combines an electric market atmosphere with a tantalising array of take-away gourmet goodies and mouth-watering delicacies, not to mention indulgent pamper products designed with the sole intent of feeding the soul.

And, finally, The Ballroom is a fitting setting for this year's **Art Gallery**, where original works from a selection of the country's top creative talents will be on display.

With a focus on ensuring that visitors leave the exhibition armed with tons of inspiration, be it for DIY or decorating, for building or furnishing, for creating a state-of-the-art kitchen or a blissful bathroom, Decorex Joburg 2016 promises to be a great day out for the whole family this Women's Day long weekend.

Decorex Joburg details:

Public Access

Decorex Joburg: 5 – 9 August 2016

5 August

Time: 1pm to 6pm

6-9 August

Time: 10am – 6pm

Ticket prices: R110 for adults; R90 for pensioners and students; R80 for trade; R20 for kids under 12

Venue: Gallagher Convention Centre

Trade Access

Trade-only preview morning: 5 August 10am-1pm

Trade focused day: 5 August

To register as trade or to find out more about the trade programme visit

www.decorex.co.za

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

Visit: www.decorex.co.za Facebook: Decorex SA Twitter: @decorexSA

Decorex Joburg 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



Thebe Reed Exhibitions

About Reed Exhibitions

Proudly brought to you by



decorex¹⁶ joburg

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



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

