

## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### DECOREX UNVEILS THE TOP DECORATING TRENDS FOR 2016

The home of the future is one that has evolved over time. Each item is there for its inherent value – the kilim rug whose simple presence conjures up the chaotic commerce of a bustling Turkish bazaar, the carved sideboard that still bears the sandalwood fragrance of a Balinese carpenter's workshop. The decorating style is as individual as the pieces that compose it, and the look as timeless as the memories those pieces evoke. Such is the essence of the considered home, say the trend forecasters at Decorex SA, who have identified this, and those that follow, as the major influences on decorating in 2016.

#### 1. All things considered

The Chinese principles of thought, restraint and intention are at the heart of the abiding theme for the Year of the Monkey, which sees a considered approach applied to the art of decorating. Objects are chosen on merit alone – be it for their sculptural loveliness, their alluring tactility or their fine craftsmanship – and no longer for their relationship to other elements in a composition. Yet, as such, they find their unique place in the greater scheme of things, the look evolving with the layering of time. Detailing is key to the considered home where superfluity and excess have no place. Every element – be it an attention-grabbing coffee table or a simple brass door handle – has value in and of itself and, plays an essential role as part of an ever-changing whole.



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## 2. Raw edge

The collective craving for organic materials continues unabated into 2016. Concrete, stone, timber and raw fibres are both reassuringly sustainable and bring to interiors a textural quality that cannot be easily simulated by manufactured products. 2015 has seen metals enter the fray, and these maintain a strong presence in the coming year too. The home that takes nature as its cue is an embracing one, as easy to live in as it is to look at. Versatile leather, unfussy linen and bleached cotton pair with luxurious mohair on the one hand and functional industrial steel on the other. Soothing neutrals tend to dominate in schemes where smooth contrasts with rough and grained surfaces are placed or mottled together. And, as it is in nature, where all is born and grows, ages and decays, so the natural home has a dynamic energy to it that is as transient as the passing of the seasons.



## 3. Sacred space

The exploding global population has put space at a premium, its efficient use now mandatory. Every square inch of the home is considered valuable real estate, and none more so than in urban dwellings where footprints are small and living is compact. Functionality of space is key with areas of the home repurposed to do double duty – maisonette levels and conversions of both loft and basement add valuable extra meterage, but even those formerly overlooked nooks beneath staircases or cavities above cupboards are exploited for the extra room they provide. Storage gets clever and creative and furnishings are prized for their dual-functionality – fluid sofa beds and fold-out tables are the heirlooms of tomorrow. Space saving, becomes the impetus for a renewed focus on the essential tenets of industrial design where form and function converge seamlessly.



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## 4. Above the line

Black is back (was it ever gone?), but this time its use is judiciously measured. No longer relegated the support role as a moody backdrop or called fleetingly to the stage as a cameo accent, the colour spectrum's broodiest hue is star of the show when used to portray compositional elements and silhouette their graphic lines. In the same way a felt-tip outline contains the wayward strokes of a pencil sketch, black serves as both anchor and frame in the interiors of 2016. The thin black line that separates solid from surroundings and forces the consideration of both positive and negative spaces is the ironmonger's talisman, and metalwork comes to the fore. Furnishings are angular and hard-edged, their straight and slender black limbs defining both substance and context alike, while classic pinstripes bring a smart edge to soft furnishings.



## 5. Pearl ardour

The subtle pinks and purples, blues and yellows that are splintered through the kaleidoscopic facets of a diamond are introduced to the new season's all-white schemes, adding iridescence where once there was austerity. Transparency is key to the look and both pastel-stained glass and Perspex leveraged for their reflective qualities. The ephemeral hues of the oyster shell glint against swathes of white shot through with silvery strands and lighting is strategic, its purpose to lift from the scheme the latent colours concealed in its snowy reaches. Pearlescent brocades and jacquard weaves replace starched linens and gossamer voiles, their heavily embroidered detailing bringing shimmering depth to monochromatic interiors. While undeniably opulent, the look still retains an air of light heartedness – the playful effect of myriad beams of minutely refracted light and infinite dancing shadows.



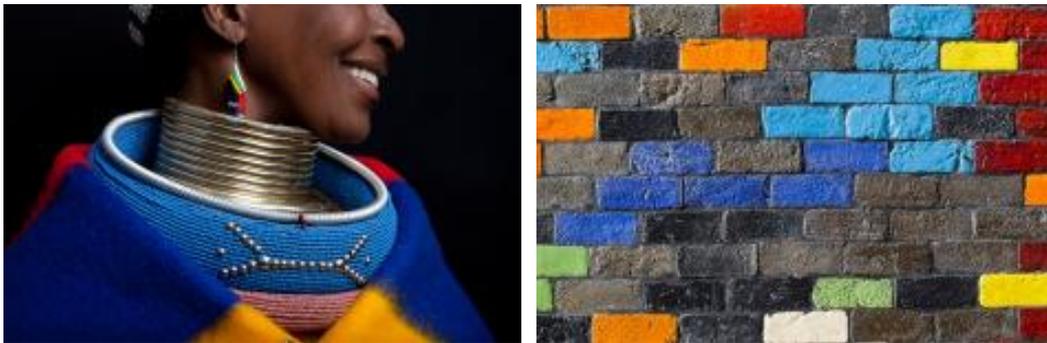
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## 6. Tribal rights

The call of the Mother Continent continues to seduce in 2016 with inspiration now taken close to home. The rich patterning and saturated colours of Ndebele wall art enter modern interiors, where the emphasis falls squarely on symmetry and repetition. Bright geometrics and monochromatic stripes zigzag over walls and then beyond, blurring the boundaries between floor and ceiling.

Accessories too are reinterpreted in the naïve style of the traditional painters, their forms distilled to basic cubes, spheres and cylinders and their bright hues jostling for attention. Thrown into stark relief by confident black brushstrokes, the palette, while unapologetically dazzling, is in fact inspired by the natural pigments employed by tribal artists – the warm ochre of the desert sands, the pink clay of the riverbed, the intense scarlet of the ox's blood and the deep amethyst of the scarab beetle – and the look is prevented from veering to claustrophobia by the addition of plenty balancing white.



## 7. Cue colour

Nature's vibrant brights again serve as inspiration for the new season's colour cards. At the juncture between lemon and lime, zesty citron has all the freshness of early summer, especially when mediated by white, while all-over yellow moves out of the kitchen in 2016, lending a retro edge to laminates, linoleum and wall tiles. Coral pink, on the other hand, is smartened with accents of teal and marsala and even combined with traditional blue and white for a modern interpretation of beach-house chic. Blues, meanwhile, are used to statement effect in large blocks of colour, each of equal intensity and dramatic in arrangement. And paint techniques are far from passé. Ombré continues to please but now is given painterly appeal with the considered use of broad brushstrokes. Shell, pumice and pebble pinks bleeding into deeper lavender and indigo is an especially popular combination, ideal for bedrooms and other contemplative spaces.



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“The new year is all about considered comfort,” says Sian Gutstadt, Portfolio Director of Decorex SA and 100% Design South Africa, adding that “d cor and design enthusiasts will be able to see all the furnishings, textiles, accessories and services that are setting trends in 2016 at Decorex Durban, which takes place from 18th to 21st March at the Durban Exhibition Centre, and officially kicks off the popular series of Decorex SA exhibitions for 2016.

## **Decorex SA details:**

### **Decorex Durban: 18 – 21 March 2016**

Time: 18 – 20 March, 10am to 8pm; 21 March, 10am to 6pm

Trade days: 18 and 19 March

Ticket prices: R75 for adults; R65 for trade, pensioners and students; R20 for kids under 12

Venue: Durban Exhibition Centre

### **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

### **Decorex Joburg: 5 – 9 August 2016**

Time: 10am to 6pm daily

Trade day: 5 August

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

Venue: Gallagher Convention Centre

For more information, e-mail [decorexsa@ThebeReed.co.za](mailto:decorexsa@ThebeReed.co.za)

Visit: [www.decorex.co.za](http://www.decorex.co.za) Facebook: Decorex SA Twitter: @decorexSA

Decorex Durban, Cape Town and Joburg form part of the Decorex SA portfolio and are owned by the Thebe Reed Exhibitions.

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