

PRESS RELEASE  
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FOR IMMEDIATE RELEASE

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## DESIGN ENTHUSIASTS IN THE HOT SEAT AT DECOREX JOBURG 2016

South Africa's premier décor, design and lifestyle exhibition, which takes place from 5 to 9 August at the Gallagher Convention Centre and includes 100% Design South Africa, has introduced a brand-new feature to its 2016 line-up. Don't miss the exciting #DecorexHotSeats campaign in partnership with Sunday Times Neighbourhood, which sees 10 handpicked Decorex Ambassadors each flaunting the chair of their choice from a curated collection of locally available and home-grown designs.

As his exclusive "hot seat", design maestro and Patron of Decorex Joburg 2016, Stephen Falcke has singled out Mobelli's Dinosaur Outdoor Chair for its extraordinary shape and colour. "It is very much where decorating is at right now," says the esteemed designer, who adds, "The hard silhouette and contrasting soft seat appeal to my interior style, which is best described as an eclectic mix of modern and traditional with a twist."

Brenda Payne of Johannesburg-based decorating firm, Slate Interiors, is similarly smitten with the Colchester Chair, crafted by the skilled artisans at Sutherlands Home Furnishing (SHF). "I prefer a more classic look, even if reinterpreted," she says. "My own interior style includes classic, clean lines, but I enjoy offsetting these with something eclectic, over-the-top, bespoke or extravagant. The design of this chair, with its deep seat and enveloping wings, simply resonates with me. I like that it has a vintage feel, but still retains a sense of modernity. And the handcrafted patina-oak stretchers with the taupe coloured fabric are a beautiful combination."

Like Payne, David Muirhead of David Muirhead & Associates describes his style as Contemporary Classic. It is no surprise that he has chosen the LOUISE XIV French period chair by Peter J Stuart. "It's a classic piece that can be used in a classic or modern interior depending on the fabric application." He adds that "I love the sense of history that is associated with this chair and the versatile timber frame. It is a timeless classic."

"My decorating style is quite masculine, with plenty of leather and wood, but also robust enough to withstand the wear and tear of three children," says Ian Fraser, or Ian F, as he's more commonly known. "I'm drawn to the timeless design of SHF's Retro Leather Chair. We all grew up with white-painted metal patio furniture and I love that these craftsmen has improved an already great design. The circular seat is a true classic."

Although a self-confessed purist at heart ("monochromatic fabrics and statement wallpapers are a must in my home"), Marc Shotland admits to enjoying contemporary interiors with a colonial edge. The Marketing Director at Home Fabrics and Fabric Library has selected Anatomy Design's Series One Chair for its "simple, retro design, oversized seat and wooden side table with metal legs", all of which lend it "a cool minimalist look". "In essence, it's really an eclectic mix of just three elements," he points out.

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# decorex<sup>16</sup> joburg

Echoing Shotland, Michael Porter, Executive Producer of The Home Channel, is drawn to the clean lines and leather finish of the Herman Bucket Chair, also designed by SHF. “There is beauty in simplicity and I love that this chair has a wholly unfussy design yet retains an interesting character,” says Porter, who collects antiques which he then offsets with modern pieces. “My style is a comfortable combination of old and new,” he explains.

Tessa Proudfoot, who is known for the sumptuous, eclectic and unique interiors created by her eponymous Johannesburg interior design firm, has earmarked Mobelli’s Xanadu Lounge Outdoor Chair as her Decorex “hot seat”. “I like the strapping details on the curved back as well as the fact that it can be used outdoors, but is chic enough to sit quite happily inside, too,” she says, adding, “The overall shape and proportions appeal to me, as does the fact that it invites complete comfort.”

The Chelsea Tub by Woodbender, which offers a range of high quality upholstered bentwood furniture, is Angela Chatfield’s chair of choice. Decorex SA and 100% Design South Africa’s General Manager of Sales claims that her personal decorating style is constantly evolving thanks to the vast array of new products and trends to which she is exposed at the annual trio of Decorex SA shows. “I love that this chair could easily fit into any décor scheme,” she says. “The leather is absolutely timeless, while the quirky ‘big button’ design lends it a trendy edge.”

Actor, MC, songwriter and front man of local rock-indie-electro band, The Graeme Watkins Project, Graeme Watkins is in awe of another Woodbender chair – the Arabella Highback. “I’m a big fan of high-back and wing-back chairs,” says the musician, who describes his interior style as both clean-lined and rustic, with a strong element of modernity and, of course, plenty of tech and gadgetry to keep him busy. “The chair’s contemporary blue colour is another aspect that appeals to me,” he adds. “I love that it is really a simple, modern take on a classic design.”

And, finally, Sian Gutstadt, Portfolio Director of Decorex SA & 100% Design South Africa has chosen the Soho chair by Woodbender saying: “I love the organic and elegant yet simple design of this chair. Two tones are always useful to tie in different colours into a living space. The simple lines of the design will remain timeless and look great in any interior.” She adds “My own interior style can be best described as naturally elegant. I love wood and raw textures. “

Always a hot-ticket item, an accent chair draws the eye and brings delight to any room. Visit Decorex Joburg and take a selfie with your favourite Hot Seat and stand a chance to win. Don’t forget to follow #DecorexHotSeats to join in all the fun.

## **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](http://www.decorex.co.za)

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

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