

PRESS RELEASE  
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FOR IMMEDIATE RELEASE

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## A NEW SERIES OF HIGH-LEVEL TRADE TALKS DEBUT AT DECOREX JOBURG

InStudio presented by Kohler, a day of design talks on interior design, lifestyle trends, commercial design, architecture and creative business, will take place at Decorex Joburg 2016.

New to this year's show and a highlight for industry professionals, InStudio presented by Kohler, is a free-flow forum for the exchange of fresh insights, trend observations and creative ideas. Informative, stimulating and inspiring, the talks take place at Decorex Joburg on Friday, 5th August, only, and are free to all registered Decorex Joburg trade visitors on a first-come first-serve basis.

InStudio forms part of the Decorex Joburg Trade Business Programme, designed specifically for industry trade professionals. The programme, which includes a trade-only morning, networking function and Business Matchmaking Programme, provides the definitive platform for professionals to raise their brand's awareness among the trade. The Programme's main purpose is to maximise return on investment for exhibitors, sponsors and partners by generating trade leads, increasing orders and promoting products and brands to a targeted trade audience.

The InStudio speaker line-up includes world-renowned interior designer Stephen Falcke; international guest speaker Robert Stevenson - lead industrial designer for the Kohler Company London Design Studio; Chris Reid, trend specialist at the International Trend Institute (ITI); Hugh Fraser of Paragon Architects; and Nadia van der Mescht, a leading business development strategist for small creative businesses.

Kohler, the leading global kitchen and bath brand, and presenting sponsor of InStudio will be making their debut at Decorex Joburg. Embracing gracious living will remain the order of the day as Kohler treat visitors to a range of world-class products.

Over and above InStudio, Kohler will be marked with the anticipated launch of The Kohler Artist Edition Derring vessel and the DTV+ Digital Showering System. Visitors to the Kohler stand can expect to be privy to the keen blend of products showcasing the bold design and technological innovation of the brand including the trendy tech savvy Moxie showerhead with wireless speaker.

While the range of spectacular Kohler products will remain the main highlight, Kohler is ecstatic to be hosting InStudio, which is designed to engage with key industry players on the trade focussed day.

More on our InStudio speakers:

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**Nadia van der Mescht – Business Development for Creative Entrepreneurs**

Nadia van der Mescht is a leading local creative business development specialist who works directly with entrepreneurs in creative fields such as interior design and photography. In 2015, she partnered with Decorex SA in developing the first Creative Business Exchange and, this year, she returns to share more about the current thought processes emerging from small local businesses. Nadia's experience covers everything from luxury fashion through to marketing and she aims to empower creatives to create truly incredible brands.

**Robert Stevenson – Lead Industrial Designer for the Kohler London Design Studio**

Graduating with honours from the National College of Art and Design in Dublin, Robert moved to Milan to complete a Master's degree in design at the Domus Academy, where he graduated with distinction. It was here that he enjoyed close mentorship from Italian design greats Aldo Cibic, Denis Santachiara and Guido Venturini. Following Domus, Robert joined Samsung Electronics and had the opportunity to work with some of the best design talent in world, including Stefano Giovannoni, James Irvine, Fritz Frenkler and Chris Bangle. He joined the Kohler team in 2013 as lead designer at the London Design Studio, where he heads up an international team of designers. His design philosophy centres on the premise that every product is the component of an experience and, as such, must connect with customers in an emotional and meaningful way. This, he believes, is achieved through a deep understanding of the customer's needs and desires and by tirelessly demanding the highest level of quality, beauty and value.

**Stephen Falcke - Interior Designer**

World-renowned interior designer Stephen Falcke studied at London's Chelsea School of Art and cut his teeth working for legendary British interior designer David Hicks before returning to South Africa. Although primarily based in Johannesburg, Stephen is noted for some of his most famous designs including the Saxon Boutique Hotel, Da Vinci Hotel and many other houses around the world.

**Chris Reid – Trend Specialist at the International Trend Institute (ITI)**

With an academic background in Literature and Brand Strategy, and a personality "generally inclined towards the nerdy", trend research was a natural career path for Chris. He has been with ITI since 2009 where, as the company's lead trend researcher, he works on insight projects for local and international clients and speaks around the country on social and branding trends. He is also regularly quoted in the media as a trend thinker and has worked with publications such as Elle Decoration on its annual trend reports. When he's not working, Chris is either buying books he may or may not have the time to read, or continuing his search for the perfect white T-shirt.

**Hugh Fraser – Paragon Architects**

Hugh Fraser graduated from Wits Architecture School in 1987. He practiced as an architect for 20 years, and also worked at the Cement and Concrete Institute and Glass South Africa. He has a passion for cities and has been to over 300 towns and cities around the world to visually capture the Built Environment. He is currently the Media Manager for Paragon Architects.

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Don't miss the exclusive opportunity to track trends and experience new ideas shaping



the worlds of interior design, architecture and creative business at InStudio presented by Kohler, only at Decorex Joburg on Friday, 5th August 2016. For the full InStudio line-up, visit [www.decorex.co.za](http://www.decorex.co.za). To find out more about Kohler, visit [www.africa.kohler.com](http://www.africa.kohler.com).

**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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**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](http://www.ThebeReed.co.za)



 Thebe Reed Exhibitions

**About Reed Exhibitions**

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.

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