

PRESS RELEASE
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FOR IMMEDIATE RELEASE

INCREDIBLE CAST TO STAR IN THE BIGGEST DESIGN SHOW OF THE YEAR

In line with this year's theme, 'Take it Home, Make it Home', Africa's largest décor, design and lifestyle exhibition – Decorex Joburg – promises to bring design-hungry visitors more inspired ideas than ever before. And with 100% Design South Africa taking place alongside Decorex Joburg for a third time, design junkies are guaranteed a titanic fix of the latest local and global decorating trends.

The all-star line-up of designers who will be showcasing their creative genius at the 2016 show, which takes place from 5 to 9 August at the Gallagher Convention Centre in Midrand, includes both established names and exciting emerging talents to watch.

Kicking off the design-orientated offering at Decorex Joburg 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. "I derive a lot of my inspiration from nature and think of my style as a melting pot of various worldwide cultures," says the design maestro, who is a former recipient of the Andrew Martin Designer of the World Award (UK), among others. According to Falcke, the trick to successful design is "to build visual layers, just as one might do with a painting".



Stephen Falcke of Stephen Falcke Interior Design

Another highlight of Decorex Joburg 2016 is the Designer Spotlight showcase, which this year will present the striking fruits of a collaboration between Claire Clarke of By DeZign Interiors and leading local textile house, Home Fabrics. Visitors can expect a 'Dolce Vita' themed scheme in which contemporary fabrics and wallpapers with a

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decidedly glamorous-gold edge are grounded by a selection of bold, masculine tones. “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,” hints Clarke, who started her Bryanston-based company in 2005 and, together with her sister Sophie Kelly, provides a full-spectrum interior-design service to the residential, commercial and hospitality sectors.



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

The vivacious prints, artifacts and designs of Africa, meanwhile, will be the focus of attention in the brand-new Designer Trend Pods installation, which sees a pair of leading Joburg decorators – Karen Richards of K Interiors and Elisha Annandale of Décor Identity – present an inspiring celebration of this unparalleled aesthetic. “African style is no longer limited to ethnic prints and wooden masks,” says Richards, whose boutique interior design agency is based in Kempton Park. Annandale, whose Randpark Ridge interior design firm offers a full turnkey service for residential, corporate and leisure clients, 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

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Also new to this year's show is the Top Man by The Tile Gallery showcase, where strong and confident masculine-style decorating will be order of the day. One hundred percent "man made", this exclusive feature sees a handful of local male celebrities each paired with a prominent designer, who will interpret the unique style of each in *the* definitive masculine space. Husband-and-wife design team, Rolf and Ivette Bockermann of Bockhaus Designs, has been paired with actor, MC, songwriter and front man of local rock-indie-electro band, The Graeme Watkins Project, Graeme Watkins. "Graeme loves both vintage elements as well as modern technology, so we've devised a scheme that we're calling 'vintage tech'," says Ivette. "We'll be breathing new life into older pieces, and combining these with industrial metal, raw wood and natural leather."



Rolf and Ivette Bockermann of Bockhaus Designs

Lesego Shika of The Design Café will be partnering with popular radio DJ and self-styled "vlogger" (video blogger), Ian Fraser – or Ian F, as he is more typically known. Shika, whose Joburg agency focuses on both interior and landscape design, says she will be bringing a "less is more" approach to an "eclectic space" fashioned specifically to Ian's decorating tastes. "While Ian's favourite piece of furniture – his Eames chair – will set the mood for the stand, this will certainly not be your conventional all-leather, heavy brown set-up," she explains. "There will be accents of Ian's chosen colours – blue, orange and red – and, because he is a true gadget junkie, we'll include functional furnishings that play up his tech toys."



Lesego Shika of The Design Café

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Also for the new Top Man by The Tile Gallery stand, designer Musa Luthuli of Mus-Lin Interiors and Renovations has been tasked with creating the ultimate “man cave” for DJ, producer, remixer and self-confessed music junkie, Mark Stent. “While I am a firm proponent of the modern classic-meets-avant-garde decorating approach, ultimately, I believe that we all have a very unique personal style of expression when it comes to both home decor and fashion,” says the Sandton-based designer. “I hope to offer visitors to the expo an opportunity to find that expression. I want to show them that it’s okay to be different!”



Musa Luthuli of Mus-Lin Interiors and Renovations

Another designer in Top Man by The Tile Gallery showcase, Zimkita Sidumo, who, together with fellow interior stylist Siyabesho Thutha, helms Blaque Pearl Lifestyle will interpret Brendan Potter’s style - currently ranked third in the country in the sport of FMX. “Because Siyabesho and I both have financial backgrounds, we are always very prudent when working with clients’ budgets,” says Sidumo. “We want to encourage visitors to Decorex Joburg to recycle, repurpose or reupholster instead of simply buying something new. Ultimately, we want to prove to them that the idea that interior design services are the privilege of a select few is a complete misconception.”



Zimkita Sidumo of Blaque Pearl Lifestyle

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Adding to the star-studded design cast at Decorex Joburg, Colette Angelucci of Colette Living will launch her new series of handmade metal chairs on her stand for The African Institute of the Interior Design Professions (IID), a Decorex first for this Sandton-based designer. "I follow Coco Chanel's philosophy that 'luxury is not luxury if it is not comfortable'," says Angelucci, who adds: "My hope is for every single Decorex visitor to experience the joy of design." In fact, a very lucky exhibition attendee will stand the chance to win one of Angelucci's coveted chairs at this year's show.



Colette Angelucci of Colette Living

Yet another lauded designer who will flaunt his stripes at Decorex Joburg is Jonathan Avnon, of Joseph Avnon Interiors, who will be collaborating with *South African Home Owner* magazine on his stand this year. "Our theme is 'Woodland Wonder' and the installation will showcase a living room setup that incorporates nature inspired fabrics and furnishings in an autumn-winter palette," explains Avnon, who adds, "The stand will feature beautiful fabrics, wallpaper and accessories that all perfectly embody *SA Home Owner's* slogan, 'Welcome Home'."



Jonathan Avnon, of Joseph Avnon Interiors

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“Johannesburg and its surrounds have a remarkable pool of design talent and we are privileged to showcase some of the leading lights at Decorex Joburg 2016,” says Sian Gutstadt, Portfolio Director of Decorex SA “The show’s design offering is, of course, immensely enhanced by its co-located exhibition, 100% Design South Africa, which offers a carefully curated mix of top-drawer products from leading designers, all of which keep the beauty of high-end, original design the uppermost focus,” she adds.

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

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

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