

PRESS RELEASE
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FOR IMMEDIATE RELEASE

SPOTLIGHT ON DESIGNER ADRIAAN LOCHNER AT DECOREX CAPE TOWN

“I’m really not one for labels but, if I had to put my head on a block, I’d call it ‘transitional-eclectic’ – a style that is at once elegant and timeless but that also incorporates and merges different cultural influences.”

This is how interior designer Adriaan Lochner describes the look he has in mind for his Designer Spotlight showcase, a highlight at Decorex Cape Town 2016. The well-established Salt River based designer, who has been awarded the prestigious platform at this year’s show, will collaborate with leading local textile house, Home Fabrics, on his special installation for South Africa’s premier décor, design and lifestyle exhibition, which takes place from 29 April to 2 May at the CTICC.

“We’re delighted to work again with Adriaan, who has been a longstanding client of Home Fabrics,” says Marc Shotland, Group PR and Marketing Executive at Home Fabrics. “We’ve sponsored the Designer Spotlight stand for the past two years now and didn’t hesitate to ask Adriaan to collaborate with us this year – the wonderful work he does with both our local and imported collections speaks for itself.”

“The challenge for me is to work within a limited budget, proving to visitors that it is possible to creatively combine large swathes of inexpensive fabric with small quantities of high-end ranges to affordably create the required look and mood,” explains Lochner, who started his business some 20 years ago and primarily undertakes private residential projects.

“I specialise in all spheres of design, from architecture to bespoke furnishings, and my service offering is defined by a discernible attention to detail and very strict quality-control measures,” says the designer who began his career as an art lecturer. “I see myself as a ‘facilitator’ of other people’s aspirations and believe in always reflecting my clients’ personalities, together with their aesthetic preferences. I plan my interiors step-by-step, aiming for integrity and meaning at all times. I will never indiscriminately fill a room with disparate objects simply for the sake of doing so,” he adds.

Lochner, who is no stranger to Decorex, works with a team of local artisans to ensure his interiors are custom designed to a client’s requirements. In fact, in 2014, he scooped the award for Best Décor Stand at Decorex Cape Town for an installation that was entirely fitted with furnishings and accessories designed by artisans and craftspeople drawn from the Mother City. “It represented an elegant take on a thoroughly South African theme, although one that was not without a quirky twist,” he recalls, adding, “Local design and décor have progressed significantly over the years. We have a slew of great designers, craftspeople, manufacturers, artists and artisans who are completely on a par with the rest of the world.”

2014 wasn’t the first year the designer was honoured by the Decorex judges. In 2013 and 2011, Lochner’s stands picked up Excellence awards and in 2012 he won the Best Small Stand trophy. “The association with Decorex has been a positive experience for my business,” he says. “Not only has the exposure given me the chance to show the public what I can do, but it has also provided an opportunity to showcase the incredible talents of our local artisans and craftsmen.”

While admittedly not a slavish follower of trends (“longevity is more important to me”), Lochner predicts the following will be big in interiors in 2016:

- **Jungle mania:** “Exotic botanicals will continue to be a strong seasonal look, but translated into psychedelic colours and clashing patterns for statement effect.”

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- **Folk infusion:** “A vibrant look that is all about bohemian colour and tribal pattern.”
- **Culinary calm:** Natural materials will reign supreme in the kitchen, where understated palettes will feature varying shades of grey and taupe, black and white, with metallic accents.”
- **Rattan returns:** “Expect to see it across furniture, lighting and accessory design with a range of interesting three-dimensional shapes, from fantastical curves to modular angular forms.”
- **Sophisticated upcycling:** “Handmade products, furnishings and art are going to monopolise this year’s show-stopping centre-pieces.”

www.adriaanlochnerlifestyle.com

Decorex Cape Town details:

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

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

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