

PRESS RELEASE  
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## TWO BRAND-NEW HIGHLIGHTS TO LOOK OUT FOR AT DECOREX CAPE TOWN

For those who crave a vibrant shopping experience with a difference, Decorex Cape Town is *the* place to be. The second installment of the country's three-part exhibition-showcase of South Africa's foremost décor and design talent, which takes place from 29 April to 2 May 2016 at the CTICC, introduces two brand-new features that will add an exciting artisanal spin to South Africa's largest décor, design and lifestyle exhibition.

The first of these, **Picture Africa at the 100% Textile pavilion**, is a celebration of the relationship between two powerful mediums, photography and textiles, and the impact both have on design in Africa. "This showcase for contemporary design with a unique African perspective will give visitors an evocative taste of what's to come at 100% Design South Africa, which runs alongside Decorex Joburg 2016," says Sian Gutstadt, Portfolio Director of Decorex SA. "The exhibition, organised by the curators of 100% Design South Africa, will be premiered at Decorex Cape Town before heading to the main 100% Design South Africa show in Joburg in August," she explains.

"Visitors should expect a kaleidoscopic amalgamation of the joyous textiles of our colourful continent and the vibrant street and studio photography that encapsulates the spirit and energy of contemporary African life," says Travis Hyde, Project Manager of 100% Design South Africa, who is overseeing the installation.



*Marianne Fassler Resort 16 Collection Photo by Paul Samuels*

According to Hyde, the medium of photography, so often used to portray the negative sides of life in Africa, is increasingly being adopted to depict both an emerging confidence and a burgeoning design community to positively encapsulate a uniquely African discourse. "It is a seismic shift where image makers from all over the continent are no longer referring to outside influences but creating a dynamic visual language from within Africa," he explains.

Likewise the textile industry is going through major shifts. "New technologies and digital printing have allowed the use of photography and pattern-making to appear on a multitude of designs and products in fresh and directional ways," continues Hyde, who adds that traditional and handcrafted textile techniques are also being appreciated with a new eye and re-styled to address contemporary life.

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While great designs from the continent's top designers and new fabric designs specially commissioned for the show will be at the heart of Picture Africa at the 100% Textile pavilion, a similarly artisanal vein will run through another Decorex first, the **Maker's Corner**, which forms part of the popular **Craft + Create market**.



A perennial crowd-puller, the Craft + Create Market, which, this year, moves to the main foyer area of the CTICC, offers a colourful collection of uniquely exclusive, handmade lifestyle products that showcase the talents and innovative designs of Cape Town's smaller independent creatives. Live music and craft beer will add to the infectious energy of the market, as will the innovative new Maker's Corner.

Hosted by the SA Maker Collective, the same people who ushered in the 3D desktop printer and affordable drone technology, the Maker's Corner will be an interactive space where visitors are encouraged to roll up their sleeves and give free rein to their creative inclinations. Expect the very latest in DIY technology and techniques to customise your home and workplace, from high-tech smart-home technology to low-tech textile and lighting production.

Things to look forward to at the Maker's Corner include an introduction to 3D printing and scanning for your home, the chance to make your own smart electronics to control the house, robots and drones and laser cutting. Demos and workshops on everything from make-it-yourself lighting, furniture and pottery to leather craft, casting, welding and ironmongery will also take place.

With the intention of encouraging one to "upgrade from consumer to maker", the fun, hands-on experience offered at this Decorex highlight will be one you won't want to miss.

### **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

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