

Judges selected for Decorex Cape Town

The stand design judges for Decorex Cape Town have been selected, they are Alayne Reesberg, CEO of World Design Capital 2014, Heath Nash, a product designer best known for turning waste materials into covetable designs, plus interior designers Salome Gunter and Bobby Breen.



Presenting the product

Sian Steyn, GM of the Decorex SA portfolio, says exhibition décor comes with unique challenges and opportunities and that the judges would be looking for the stands that made the most of presenting a product or a brand at the exhibition. She says it is important for companies to realise the value of taking part in an exhibition and the face-to-face interaction that comes with it.

"Successful exhibitors understand the current trends within not only décor and design, but also within our different cultures, the current economy and global influences. They also interact with visitors with an emotional connection and display themselves and their products as more than just an experience."

More than aesthetics

A winning stand would be one that focused on more than just aesthetics. "The finest detail and the smallest stand can have a significant impact. I have every confidence in our panel of judges that they will recognise the most talented exhibitors," she concludes.

Judging will take place on Thursday 25 April and the exhibitor awards will be later the same day at the Auditorium 2 at the CTICC. A cocktail party at the KWV Gourmet Market will follow the awards.

Decorex Cape Town takes place at the CTICC from 25-28 April 2014 and more than 300 of South Africa's leading décor and design brands will be on display. For more information, go to www.decorex.co.za.

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