

# 2014 Design & Trend Forecast moves to Decorex Cape Town

The 2014 Design & Trend Forecast series of talks that are running at Decorex opened in March in Durban. It is now scheduled for Decorex Cape Town on 25 April.

Sponsored by leading quartz surfaces manufacturer Caesarstone, the talks feature South African trends forecaster and analyst Dion Chang, leading global design studio FranklinTill and a report back from the world's biggest kitchen fair.



Dion Chang

## Trend update

Chang, a former magazine journalist and fashion editor, who now heads up one of the country's top trend consultancies, Flux Trends, works with corporates to provide insight into the ever-changing relationship between brands, consumers and the communication channels that bind them.

Sian Steyn, GM of Decorex SA, said, "We have invited Chang to present the Design & Trend Forecast and we are confident that visitors will jump at the opportunity for a trend update which ties into the Decorex SA offering. It is always a pleasure to work with a brand like Caesarstone and we are delighted to have them on board as the headline sponsor."

Chang said the Design & Trend Forecast would include a look at the cultural and lifestyle trends for the year ahead. "The content will be of interest to the man and woman in the street, as well as to interior and other professionals. Our presentation on the 2014 zeitgeist and major trends looks at all aspects of our lives, including food, popular culture as well as shifts in consumer tastes." Anyone involved in the marketing of products to consumers would be particularly interested in finding out where the shifting tastes were going.

He added that there would be a strong African focused section to his 45-minute presentation, "everyone is looking to Africa as the last frontier - the interest in this untapped market has simply exploded.

## Interior design trends

The second half will be presented by FranklinTill Design Studio - reporting on five emerging interior design trends and showcasing how these can be used using Caesarstone colours.

The third part of the trend talk will be a report back from Eurocucina one of the biggest kitchen design fairs in the world that takes place every two years, showcasing the hottest, freshest, ultimate kitchen design solutions and attracts designers from around the world, presented by Lisa Aspeling.

The price of entry to the Cape Town Decorex SA exhibition is included in the Design and Trend Forecast ticket price of R350 per person (including VAT). The talks will come to Johannesburg on 7 August 2014. For more information, go to [www.decorx.co.za](http://www.decorx.co.za).