

Decorex attracts 50 000 visitors

This year's Decorex Jhb attracted a record number of exhibitors and was 25% bigger than last year. Many of the 500 exhibitors launched new products ranging from homewares, décor accessories, furniture and fittings, floor and wall coverings, lighting, kitchen and bathroom fitting

Over 50 000 visitors flocked to Gallagher Estate, Midrand, to experience the season's new styles and colours, new finishes, kitchen appliances and other innovations on the home décor market.

Decorex Jhb director Melanie Robinson says: "We are satisfied that this year's show was of a world-class standard. Our function is not only to showcase new products, but to display them within a wider context of décor, interior design and architecture.

"We believe that Decorex Jhb as a brand inspires and educates people on how to pull these products together to create the environment they aspire to. The most significant outcomes have been that Decorex Jhb has brought about some cohesion in the décor and design industry.

"Because Decorex SA has the resources, we can have a positive influence on the décor and design industry. Of course, exhibitions are highly effective marketing tools when used correctly; they are a way of integrating the whole experience and getting face-time with customers in a relaxed atmosphere. Post-show analyses always demonstrate that most exhibitors experience significant return on investment."

The Decorex Jhb Best Stand Awards recognize exhibitors with distinctive experience-driven brand spaces. The judges were Alan Fennell, editor of Designing Ways, Lizzie Staughton, Top Billing producer, Stephan Hoppen, international style consultant, Anne Roselt from Plascon, Angela Brooks from Food & Home Entertaining, Brian Slavin from Slavin Kitchens and Stefan Antoni of Stefan Antoni Olmesdahl Truen Architects.

Best Small Stand - Garden and Home

Best Overall Stand - Hansgrohe and Duravit

Best Fine Finishes - The Africa Range

Best Kitchen and Bathroom Stand - SMEG

Best Decorative Accessories Stand - Tanja Beyers, inspired by the new Plascon Palette for 2006

"One of our most successful initiatives has been Talk Show, an interactive conference featuring discussion debates and visual presentations on décor, design and architecture," says Robinson.

Main sponsor Plascon unveiled its Colour Palette, displaying the latest trend colours for 2006. SAGID interior designer Tanya Beyers designed a concept stand at the entrance to Gallagher Estate, showing how the four different colour themes could be used in an interior. Using a background of pristine white with subtle wallpapers and simple, classic furniture, Beyers designed a bathroom, boudoir, kitchen and living area.

One of Decorex Jhb's most important initiatives was One of a Kind, an exhibition running alongside Decorex showcasing the work of South Africa's best crafters. Supported by the Department of Trade and Industry, the Tourism Enterprise Programme and The Johannesburg Tourism Company, One of a Kind provided more than 200 crafters with a platform to show their work.

The Sanlam Young SA Thinking Ahead design awards gave young designers from all over the country an opportunity to compete for top honours. Martin Boshoff of Johannesburg University emerged as the overall winner for his design for a multi-functional, portable and highly versatile desk.

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