

Art is a vital part of society - and décor



Decorex SA has selected three South African artists to exhibit at its regional shows in Durban, Cape Town and Johannesburg, beginning in March. Decorex launches the annual Decorex/ Kizo Art Awareness Program, in association with Kizo Art Consultants to promote South African arts and draw attention to the value and importance of original art.



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Tay Dall

The program involves the selection of one artist per show, based on their ability to generate interest from the public and media. The three artists selected for 2006 are: Tay Dall (Decorex Durban), Anthony Wakaba Mutheki (Decorex Cape Town) and Richard Scott (Decorex Johannesburg).

Melanie Robinson, director of Decorex SA, says: "There is a major shift away from mass produced items to things with meaning that we can emotionally connect with. This new initiative will bring home the pleasure of owning original art. Decorex boosted the local interior industry through the years - we hope to do the same for South African arts."

Craig Mark of Kizo says: "South Africa has a wide pool of exceptionally talented artists. Many of these artists however struggle with no opportunity to exhibit their work on the international and local stages.

"It is expensive and not easy to access the international art market, making the long term sustainability and health of the South African art industry reliant on buoyant local demand.

"Many of the 100 000 visitors to Decorex are in the process of decorating their homes or are in the décor business. This highlights the integral role that Decorex will play in providing a strong, high-profile platform for the promotion of the South African arts industry."

An exhibition by abstract artist Tay Dall will be the first to be shown at Decorex KZN, held at the ICC in Durban from 18 to 21 March 2006.

Other Decorex highlights supporting South African design include the Sanlam student design competition On the Lighter Side (with VISI), the industry forum Talk Show and special installations by members of SAGID, the SA Guild of Interior Designers.

The new Decorex Limited product range, featuring home grown products by The Design Team, supports the local textile design industry.

Decorex Cape will be held at the CTICC from 27 April to 1 May and Decorex Jhb from 9 - 13 August at Gallagher Estate. For more information visit www.decorex.co.za or www.kizo.co.za.

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