



PRESS RELEASE

Date: 30 July 2018

FOR IMMEDIATE RELEASE

DECOREX JOBURG CONTINUES TO DOMINATE THE EXHIBITION SPACE 25 YEARS ON

What started as a dedicated décor exhibition 25 years ago has evolved into Africa's largest décor, design and lifestyle exhibition, featuring the latest trends and attracting thousands of visitors through its doors annually. Decorex Joburg, presented by Plascon, has managed to remain ahead of the curve, growing and adapting to reflect the industry while always retaining the quality and sophistication that sets the exhibition apart.

Sian Cullingworth, Portfolio Director of Design, Lifestyle and Retail Exhibitions at Reed Exhibitions, took a moment to reflect on how Decorex Joburg has managed to dominate the décor exhibition space year-on-year for two-and-a-half decades.

"It's all about innovation and reinvention," said Cullingworth. "In 1994, we were specifically a décor and design exhibition, we've now evolved to include new categories as they've emerged... 'Plan and Build', 'Outdoors', 'DIY' 'Craft' and our biggest growing sector kitchens and bathrooms... we work hard to give the visitors what they want. There's also lot of global influence now which has impacted the local market and we've managed to incorporate this while not overshadowing the incredible local talent."

Decorex Joburg started out with 144 exhibitors in one hall and has expanded into a further six halls, featuring more than 800 exhibitors. Among the initial exhibitors were headline sponsors, Plascon; The African Institute for Interior Design Professions (IID); Belgotex Floors; Nouwens and international award-winning designer, Stephen Falcke, now patron of Decorex Joburg – all of whom will feature in 2018. These globally-renowned organisations have grown alongside Decorex Joburg, sharing the exhibition's vision of growing the industry.

Commenting on elements that have impacted the exhibition space in 25 years, Cullingworth noted 'technology' as the biggest influencer: "When we launched in 1994, it was approaching the turn of the millennium. The internet was becoming more widespread, people weren't using libraries and looking at books, they were experiencing design online. This enhanced pace increased the pace of the industry. Technology also changed how fabric and wallpaper prints were created. 3D printers, which were launched in South Africa about four years ago, have completely revolutionised the creation of design."

Decorex Joburg has also collocated with two top exhibitions, enhancing the consumer and trade experience. Five years ago, the country's leading product design showcase – 100% Design South Africa – collocated with Decorex Joburg with the International Sourcing Fair joining this illustrious set in 2018.

Looking to the importance of exhibition space in the current times, Cullingworth said they remained one of the most powerful marketing tools.

"With television you can now skip through adverts, and digital is now a constant element in our life no longer a clever way to market, so the marketing strategy has had to transform. With exhibitions, we are marketing to the specific buyer, a captive audience. There is the chance to sell to the big-ticket items – such as home renovation supplies and services – directly to the buyer. Visitors to

the show get to experience products in situ, they are experiencing the latest designs, it's not just a case of browsing through a catalogue. They get to have one-on-one interaction with products and people. This interaction is invaluable."

She said that visitors to the milestone edition of Decorex Joburg, would get the chance to see, first-hand, why this is such a popular event. For the 25th Decorex Joburg, taking place at the Gallagher Convention Centre from 8 to 12 August, there will be a full programme of innovative features, including:

- o Rhythm Restaurant + Bar by Seatworks
- o ISCA Bathroom Trends Project
- o The Franke Kitchen Trend Project
- o Win a Kitchen Competition by Curves and Bevels
- o She Shed Project
- o Design and Textile Elements
- o Lighting Elements - brought to you by K. Light
- o Natural Elements - brought to you by Neolith
- o The Tasting Room Wine Bar furnished by Yard Seventeen
- o #withlovefromdecorex Feature brought to you by @home
- o EGO Garden of the Future, brought to you by Smith Power Equipment
- o Plascon Concept Stand and Mono Colour Café
- o SA Craft Collective
- o The Coffee Cup by Illy
- o @home Trend Home presented by Decorex
- o Terrazzo Diner + Bar
- o Thru the Chair Project

Visitors to Decorex Joburg will have access to all the exhibition features as well as the collocated exhibitions - the International Sourcing Fair and 100% Design South Africa. Decorex Joburg has further enhanced the visitor experience with the introduction of Necta, a mobile app that consolidates all event information including exhibitor details, specials and competitions. Download the Necta app now, available on all Android or iOS devices, to discover all the products and services on offer at the exhibition.

DECOREX JOBURG

8 – 12 August 2018

10am - 6pm daily

Gallagher Convention Centre

Public holiday: Thursday 9 August

Trade-focused days: 8 and 10 August

Ticket Prices: Adults – R 120
 Student/Pensioners – R 100
 Kids U12 – R20
 Trade – R 100
 Exhibitor – R 100

For more information, email decorexinfo@reedexpoafrika.co.za

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Blog: <http://www.reedexpoafrika.co.za/decorexblog/>

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High resolution images are available on request.
(Image credit: Decorex SA)



Sian Cullingworth, Portfolio Director of Design, Lifestyle and Retail Exhibitions at Reed Exhibitions.



Plascon - 1999.



Plascon - 2018.



Design Collections - 1994.



@home Trend Home presented by Decorex - 2018.

Press release

About Reed Exhibitions

Reed Exhibitions is the world's leading event's organiser, with over 500 events in 30 countries. In 2015 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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Media Contact (not for publication):

Olivia Jones Communications
on behalf of Decorex SA

Telephone: [0836531720](tel:0836531720)

Email: oj@oliviajones.co.za