

# Decorex delights Joburg again

This year's five-day Decorex Joburg included a cocktail evening at which the top stands at the show were honoured and Thebe Exhibitions and Projects MD, Carol Weaving announced a strategic partnership between Thebe and international exhibition organiser, Reed Exhibitions.



UK-based Reed owns some of the world's leading exhibitions such as Maison et Objet and The World Travel Market and Weaving hinted that this may lead to some interesting developments at [Decorex Joburg](#) next year and beyond.

This year saw 54,891 people attend the popular décor, design and lifestyle event and many agreed that this year had been the best Decorex Joburg ever. "We have seen a consistent improvement in the quality of décor and design products available in South Africa and we're delighted that many of them select this as the platform at which to showcase and launch their products," said Sian Steyn, Decorex SA Portfolio GM.

## Top stands

Taking top honours in the stand design awards with the Best Overall Stand, was Johannesburg based interior designer Tessa Proudfoot, for her blue and white salon created to launch her new fabric collection with St Leger and Viney.

Other winners were interior decorator Andrew Mackenzie for Best Small Stand, Caesarstone for Best in the Kitchen and Bathroom section, Forest Flooring for best in the Fine Finishes hall and Concreate and Eva Last for the Best Green Product. The Best Décor award went to Conde Nast House and Garden.

The KSA Award for the Finest Kitchen Exhibitors went to Easylife Kitchens, Franke Kitchens and Careline Kitchens. The Best Exhibitor Marketing award went to St Leger and Viney and the Best Newcomer Award went to Value Fencing. The Best Global Pavilion Award went to Portugal and the Most Interactive Stand award went to Sunday Times newspaper.

In the Craft Collective pavilion, the best stand award went to Gauteng Province and Most Innovative Product award was won by Ashley Heather jewellery design.

The Plascon award for the Best Use of Colour at Decorex Joburg 2013 went to Engadini Landscaping.

## Other highlights

- An installation by Decorex SA patron Stephen Falcke showcasing a sophisticated African interior setting
- The annual unveiling of the 2014 Plascon colour forecast for next year at the Plascon Colour pavilion.
- The Volvo #MADEFORYOU Designer Pods in which four designers were invited to interpret the style and class of a Volvo vehicle on their stands
- The M-Net Cares Room to Grow with Mr Price Home consisted of four children's room settings where all the furniture will be donated to the Orlando Children's Home.
- The KWV Brandy Cellar, Graham Beck wine bar by Wetherlys and the Concreate Tea Room were all stylish and convenient eateries situated within the halls of Decorex Joburg.
- The Samsung Inspire Theatre entertained and inspired visitors with demonstrations from chefs, cocktail experts and lifestyle gurus.
- An entrance installation tracking the 20 years that Decorex Joburg has been "growing design".
- Decorex Joburg also saw the release of its annual resource book, 'It's all in the detail', which will be updated, regionalised and available at Decorex Durban and Cape Town next year. It is available in digital edition on the Decorex website.

For more information, go to [www.decorer.co.za](http://www.decorer.co.za).

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