

Decorex Durban floors visitors

At Decorex Durban, Belgotex Floorcoverings will bring a Trend House to life, where the city's top decorators and designers will each create a room encompassing the company's slogan 'A World of Choice'. Each room will display a different floorcovering that works with the design of the room on show. The Trend House includes a kitchen, dining room, lounge, bedroom, home office and patio.



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Sian Steyn, GM of Decorex SA, says the introduction of the Trend House is indicative of a growing interest in flooring options on the part of the consumer. Innovation in carpeting, vinyl, laminates and other new flooring technology means that it is more important than ever to communicate the options to the consumer in an interactive fashion.

Helen de Villiers, marketing manager at Belgotex adds that vinyl is definitely the hottest flooring trend now - for both its decorative finish and its improved user-friendliness. "We've seen big improvements in the quality of vinyl. The company only uses virgin PVC vinyl and consumers love its affordability, easy installation and water-resistance. Longer and wider planks are de rigueur and you can choose just about any wood-look or decorative pattern either in luxury vinyl tiles or cushioned vinyl rolls."

Designers

The company will fit out the home office and convert it into a mobile showroom, complete with its ranges and samples in the Trend House. It will also offer visitors access to a touchscreen room planner that allows them to select ranges for various rooms and then print out a computerised cost estimate for their intended areas. The other five designers are:

- Vinesh Maharaj, of Kitchen Spectrum in Durban, will design the kitchen
- Di Hirschowitz, of Brushwood Basics, will design the patio space
- David Malcomess, of Oyster Furniture, will be creating the dining room
- Paige Waplington, from Redesign, will be designing the lounge
- Bianca Shaw, of Slinx, will create the bedroom

Kitchen kool

Maharaj says choosing the appropriate flooring is one of the most important decisions you make for your home. "In your kitchen, you need to find a floor finish that is resistant, hygienic, comfortable, durable and safe. Many people are drawn to fashionable floor finishes because they look good, but when they get wet, they can be unbelievably dangerous.

"An increasing number of homeowners are demanding durable finishes in their kitchens and are spending more time at home and more money on their homes than ever before - the products and finishes they choose must last."

He said the current range of vinyl floorings offers durability, safety and comfort for kitchen spaces. Luxury vinyl is a growing trend with vinyl finishes mimicking tile and hardwood finishes in their design, but offering more comfort and durability.

Patio green

The patio will feature artificial grass from Belgotex as the flooring solution reinforcing the décor movement towards all things natural and organic in feel.

"There is a growing movement back to a raw look in design and a natural way of doing things," says Hirschowitz. Her furniture designs in the patio will all be in light blonde woods - also a big trend in furniture design at the moment.

"DuraTurf artificial grass is definitely changing the face of outdoor areas and gardening - the evergreen, perfectly manicured lawn that looks the part, without the weeding, mowing or watering hassles! And we're seeing more and funkier uses with DIY Turf and the bright and colourful ColorGrass in kid's playrooms, patios and trendy homes looking to make a statement," adds de Villiers.

Hirschowitz points out the future of design is going to go in two directions: Light, white, modern and high gloss as well as raw and stripped down - and flooring would follow suit.

Old style dining

Malcomess is going to be making all the furniture out of reclaimed and found timber. The dining table will be made using timber from pallets and the chairs will be modelled on Cape Dutch 'tolletjie stoele', using fruit tree wood from his garden.

"I want to open up the conversation about using found timber. There is so much unused timber available and so many beautiful things that can be made using it," he says.

He will also be going for a timber effect on the floor of the dining room, using the company's vinyl with a wooden pattern. "Everyone wants a more authentic look and experience when it comes to their interiors and wood definitely gives you that effect."

Botanical bedroom

Shaw will create the bedroom following the latest trends of a classical, yet minimalistic, theme. "A calming mixture of botanicals, texture, linens and velvets will make the master bedroom both a practical space but also pleasing to the eye," she says.

In terms of flooring, she said that current products available meant that flooring solutions were not only elegant but also extremely durable. There is an abundance of colours, materials and cuts when it comes to carpeting and consumers now could find any product to suit their lifestyle.

"Coupled with the 'How to' element that translates the flooring trend into everyday living, we're hoping each room will show

visitors how to achieve these looks using our flooring," concludes de Villiers.

Decorex will be held at the Durban Exhibition Centre from 20-23 March 2014. For more information, go to www.decorx.co.za.

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