

Exposing inspiring trends in the home improvement industry

Issued by [Homemakers Fair](#)

24 Aug 2006

The eleventh Homemakers Expo to be presented in Cape Town opened its doors yesterday and this year this show promises to inspire homeowners. If you are into homes, be it as an owner or developer, this show is the Western Cape's biggest annual showcase for exposing the latest trends for in and around the house.

The Cape Homemakers Expo forms part of Homemakers Media Holdings, a national group which annually presents seven similar home lifestyle shows in Johannesburg, Cape Town, Pretoria, Durban, Bloemfontein, Port Elizabeth and Vaal Triangle. This is South Africa's biggest home enhancement exhibition group and since inception 13 years ago has proven to be the country's premier home lifestyle event. Annually more than 200 000 people visit these shows.

Describing the success of the company, Cape Managing Director John Leyden explains: "South Africans are passionate about their homes; we address this passion. Our business is one that functions within the home improvement industry - an industry with an astounding annual turnover in excess of R38 billion. One of the most exciting aspects of our company is that we provide a platform for small entrepreneurs as well as the larger national companies to communicate to consumers. Exhibitions have become increasingly popular in South Africa and is currently a R1.6 billion industry according to the Exhibition Association of Southern Africa (EXSA)."

The show is aimed at the homeowner and exhibits range from the very basic home improvement products to extraordinary and novel décor ideas for the home, inside and out.

One of the great benefits of this show is that it brings a vast amount of leading home improvement exhibitors under one roof, giving visitors the opportunity to shop around, compare prices and discuss their specific needs and problems with knowledgeable exhibitors. Another bonus is that visitors get to see the latest trends and ideas for the home and even new ways of reviving old favourites. Whether you are in the market to buy or just looking for new ideas this show has the solution.

Exciting activities at this year's show

Ceramics Exhibition

This exhibition in the **Foyer** of the CTICC includes ceramics by well-known artists such as Jacques Theron, Light for Africa, Karen Knipscheer, Mervyn Gers, Noeleen Read and Samantha Morgan. Should visitors be interested in purchasing one of these, they can enquire at the Cape Homemakers Expo Information Desk in the Gallery.

SA Red Cross AMS 'Give them Wings'

Five unique wire sculptures, specially created for auction by the SA Red Cross Air Mercy Service (AMS) by Streetwires, will be one of the many highlights at this year's Cape Homemakers Expo. Forming part of the **SA Red Cross AMS 'Give them Wings'** fund-raising initiative, these exquisite bead and wire artworks will be on display in the **Jasminium** Conservatory for the duration of the Expo. Bidding on these magnificent pieces will close on Tuesday, 29 August 2006 and interested parties can visit www.ams.org.za in order to place their bids.

The Future of Design

The Future of Design is an exciting new project to introduce you to original South African and international designs. Look

for the displays **throughout the CTICC** and see the latest exciting designs by companies such as Cane Time, Colette Fransolet, Crema, Egg Design, Gabriel Hugo, Haldane Martin, Heath Nash, Mila, Mooi, Murg and Tsai Design Studio.

Lights by Linea Lighting Design Competition

The **Lights by Linea** design competition, now in its third year, showcases the design talent of students in the Western Cape. Visitors can bid on their favourite designs and stand the chance of becoming the proud owner of a unique piece of functional art and support a designer-in-the-making. The displays will be in the **Gallery** of the CTICC.

Bond Choice (bench)Art Project

The newly launched **Bond Choice (bench)Art Project**, aimed at the South African artistic and creative community, is another highlight at this year's Cape Homemakers Expo. Well-known artists, designers and companies including Elizabeth Janse van Rensburg, Frik Myburgh, Gideon Engelbrecht, Johann Rissik, Kobus Dippenaar, Koos de Wet, Laurie Franklin Mosaics, Liv Design, Mandela Park Mosaics, Newly Defined, Pieter van der Westhuizen, Red Hot Glass, Roelie van Heerden, Silas Loubser, Strijdom van der Merwe, Surface Design students (CPUT), Theo Kleynhans, Tsai Design Studio, Vivien Kohler and what if the world ... , were invited to decorate a prefabricated bench to their heart's content. The benches are **on display throughout the CTICC** and the public can bid on one or more of their choice. Bidding forms are available from the Expo Information desk in the Gallery as well as details of the highest bids to date. All funds raised will be donated to the Red Cross Children's Hospital.

Mervyn Gers

Ceramicist **Mervyn Gers** is wowing art lovers with his newly launched range of pots, sculptures and crockery. See his first solo exhibition in the **Gallery of the CTICC** during the Cape Homemakers Expo.

Audiovision Sound Emporium

The **Audiovision Sound Emporium**, now in its second year, offers you the latest in technology and innovation in home entertainment, sound distribution and digital imaging products. The Sound Emporium is situated in the **Strelitzia Restaurant** and features selected, top-of-the-range brands such as Boston, LG, NAD, Panasonic, Rotel, Samsung, Sanyo, Sony, Harman-Kardon, Klipsch and Yamaha.

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