

## 'Simplicity in Design'-themed kitchens to display at Decorex SA 2017

Decorex SA 2017, showcasing in KwaZulu-Natal, Western Cape and Gauteng, will feature four expertly-designed kitchen stands in the Franke Kitchen Trends-sponsored feature, themed 'Simplicity in Design' for 2017.



Endorsed by the Kitchen Specialists' Association of South Africa (KSA), the feature will see four local kitchen designers in each of the three provinces provided with a blank canvas upon which they can create a kitchen space representing the 2017 theme 'Simplicity in Design'. Apart from displaying the design to the public visiting Decorex, the winning creator will walk away with R10,000 worth of Franke products.

Designers are given several months ahead of Decorex SA to conceptualise and then create the design using the company's range of kitchen products. Each kitchen designer has been given the freedom to create whatever design they choose, fulfilling the 'Simplicity in Design' theme.

Judges assess criteria such as the overall appeal, utilisation of space, kitchen flow, user-friendliness and quality of materials used. In addition to the prize, the winning kitchen company will receive ongoing support from Franke after the event.

### South Africans keen on kitchen design, as cooking interest rises

Franke South Africa's national sales manager, Clinton Soutter, said, "Following the rise of reality television cooking programmes, the current trend has placed more awareness of the kitchen as a social space within the home, where people experiment with different ingredients, using new products and appliances.

"The essence of what we want to achieve at Decorex SA is to highlight the talent of South Africa designers. By sponsoring the Franke Kitchen Trend Project, we are providing small-to-medium businesses with an invaluable platform to display these talents and capture an audience they might not previously have had access to. Business growth following exposure at Decorex SA has been incredible for these designers, with many of them booked for months because of the exhibition showcase.

"Secondly, this top-quality décor exhibition gives us direct contact with consumers, allowing them to fully experience the



product. I firmly believe that people should be able to feel and discuss the products first-hand, learning about the functionality of each item before selection.

“We are seeing a shift in consumer understanding and interaction when it came to choosing appliances and fittings, largely through the Decorex medium. Where consumers used to see merely a drawing of the kitchen design and layout, they are now more involved in selecting every individual item, ensuring the kitchen perfectly fits the vision they have and moulds to their unique lifestyle. The consumer is much more educated, which is really wonderful to see,” concludes Soutter.

**Previous winner reaps benefits**

Setting new trends and anticipating consumer interests was Kraftmade Kitchens, one of the 2016 kitchen design award winners of Franke’s ‘The Heart of the Home’ Kitchen Trend Project. The introduction of an innovative, two-sided, common content drawer system, which allows unrestricted access from the opposite sides of a centre island, was just one of the aspects that impressed judges this year.

“It’s so important to have planned and consecutive workflow from your preparation space through to serving, everything must have its place and be easily accessed,” explained Rory O’Donovan, CEO of Kraftmade Kitchens. “Decorex SA provided us with the ideal opportunity to engage with the public and get these messages across and, with assistance from Franke and Caesarstone, the response has been incredible.”

**Decorex offers ideal platform for kitchen industry**

Decorex SA is exclusively endorsed by KSA, a kitchen industry and consumer association that regulates the trade, ensuring the highest standards are maintained, while providing the consumer with assistance. The regulatory association has been connected with Decorex SA since its inception, initially through promotion and then in a more formal manner, stemming from the advantages that come from this mutually beneficial relationship.

Commenting on the Decorex SA platform for kitchens, Stephanie Forbes, national manager of the KSA, said, “With the kitchen being one of the most vital rooms in the home, it is important that consumers can see what is available in the marketplace, while understanding the importance of dealing with accountable companies that offer recourse.”

“The shows provide the kitchen industry with the ideal platform to engage with everyone from manufacturers and those in the trade industry to interior designers, architects and developers, all looking for the perfect design and décor solutions,” concludes Forbes.



## Show details

Africa's premier décor, design and lifestyle exhibition – co-sponsored by Plascon and Caesarstone – will highlight the latest design trends, interior inspirations and cutting-edge appliances and finishes to create your #livingdream.

Decorex Durban: Durban Exhibition Centre 18 – 21 March 2017

Time: 18-20 March: 10am – 8pm | 21 March: 10am – 6pm

Ticket prices: Adults: R85, Pensioners: R75, Children under 12: R20

Decorex Cape Town: Cape Town International Conference Centre 27 – 30 April 2017

Time: 10am – 6pm daily

Ticket prices: Adults: R95, Pensioners: R85, Children under 12: R20

Decorex Johannesburg: Gallagher Convention Centre 9 – 13 August 2017

Time: 10am – 6pm daily

Ticket prices: Adults: R120, Pensioners: R100, Children under 12: R20

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

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