

POST SHOW REPORT 2024

01 - 04 AUGUST 2024

DECOREX[®]
J O B U R G

Sandton
Convention
Centre

100%**DESIGN[®]**
A F R I C A

PROUD PARTNERS

We extend our deepest gratitude to Gauteng Tourism Authority for their support and partnership. We eagerly anticipate continuing this collaborative journey as we strive to redefine design and innovation in upcoming events.

A Special Thanks To Our Key Partners

Samsung: As a long-time ally of Decorex, Samsung's dedication to blending design with cutting-edge technology continues to inspire us. Their dynamic displays and the captivating sessions at the Samsung Bespoke Cooking Theatre were among the event's major highlights, providing delightful and memorable experiences for our visitors.

Plascon: Known for their unwavering commitment to excellence and creativity, Plascon has been a pillar of our exhibitions. Their innovative Designer Pods attracted significant attention, highlighting their leadership and ingenuity in design and innovation.

Lexus: Delivering an unparalleled experience, Lexus ensured our VIP guests travelled in utmost comfort and style with their exclusive chauffeur service. The Lexus Designer Pods stood out as a testament to their avant-garde design innovations, perfectly aligning with our mission to inspire and push the boundaries of creativity.

Thank you for being an integral part of the Decorex Africa family. Your participation and support are the driving forces behind our success, and we look forward to many more years of collaboration and innovation.



OVERVIEW

Decorex Joburg 2024 continued the exceptional display of design ingenuity and decor excellence following the success of Decorex Cape Town. Our exhibitors and sponsors raised the bar, setting a new standard for the design industry.

The Joburg event showcased interior designers pushing their creative limits. The show featured numerous new local and international products and furniture pieces, with industry leaders offering their insights on the Future Talks stage.

Highlights included impressive stand designs, immersive sensory experiences, and innovative constructions, captivating our visitors throughout the event. Exhibitors engaged in valuable business interactions and generated significant leads, making the event a hub of inspiration and commerce.

We extend our sincere gratitude to our sponsors, exhibitors, suppliers, trade members, media, and VIP guests for contributing to the remarkable success of this year's show. The event attracted high-quality trade guests and visitors, totalling just under 29,000 people over the four show days, with many returning multiple times.



KEY ACHIEVEMENTS

ATTENDANCE

Nearly 29,000 distinguished visitors, including VIPs, trade professionals and media representatives, graced the event. Exceptional engagement levels from trade and media participants.

EXHIBITOR ENGAGEMENT

More than 350 brands showcased their cutting-edge products and innovations. Exhibitors reported high-quality interactions and significant lead generation, reflecting positive engagement.

MEDIA COVERAGE

A remarkable turnout of media representatives from print, online, and broadcast platforms. Extensive media coverage, including comprehensive interviews with organizers and exhibitors, enhancing event visibility.

SOCIAL MEDIA IMPACT

Outstanding interaction on social media platforms, with significant engagement from influencers and the public. Increased reach and impressions, leading to enhanced brand exposure for sponsors and exhibitors.



KEY ACHIEVEMENTS

BUSINESS MATCHMAKING

The event successfully facilitated numerous high-value meetings through the Business Matchmaking program. 689 meetings took place, fostering valuable business connections, with over 1 821 meetings scheduled.

HOSTED BUYERS PROGRAM

Hosted 15 esteemed buyers from 11 countries, including Botswana, Cameroon, Dar es Salaam, Egypt, Ghana, Mauritius, Namibia, Nigeria, Rwanda, Uganda, and Zambia, fostering international business opportunities.

INNOVATIVE PROGRAMS AND FEATURES

Future Talks provided a platform for insightful discussions with industry experts and thought leaders, attracting substantial attendance.

Samsung Bespoke Cooking Theatre, Eiger Experience, Colour Experience Theatre sessions drew large crowds with engaging, interactive demonstrations.



AUDIENCE OVERVIEW

TARGET AUDIENCE:

TRADE

- Interior Designers | Decorators
- Architects
- Retailers and Manufacturers
- Hospitality | Retail Buyers
- Property Developers
- Industry Professionals
- Students and Educators in Design and Architecture

CONSUMERS

- Homeowners
- Design Enthusiasts

MEDIA|VIP

- Media and Influencers
- Invited VIP guests



TRADE STATS

34% Trade

MAIN TRADE SECTORS

Interior Designers | Decorators: 31%

Architects: 21%

Furniture Manufacturers: 11%

Retailers: 9%

Building Contractors | Specifiers: 4%

PURCHASING AUTHORITY

Make purchasing decisions: 44%

Influence purchasing decisions: 33%

PRIMARY INTENTION

Primarily sourcing products for future projects: 46%

Intend to make purchases and source products: 28%

VISITING OBJECTIVE

Sourcing new products and trends: 39%

Networking with industry professionals: 19%

Sourcing suppliers for projects: 8%

Exploring new design techniques and technologies: 7%

Seeking inspiration for upcoming projects: 6%

14% OF
REGISTERED
TRADE HAVE
AN ANNUAL
TURNOVER
OF OVER
R100 MILLION

TRADE COMMENTS

“Decorex 2024 surpassed expectations with its elegant and innovative design showcased across all the different floor levels.

The event's highlight was Tristan's award-winning presentation, featuring his impressive Dubai projects and their local applications. I had an insanely special culinary journey that ran parallel to all the beauty on show at Decorex, from champagne to Gregory Czarnecki's live cooking, Dale Herbst's delicious creations, and Studio-H's nostalgic rice crispy treats. Special thanks to the organizing team for making this a standout event on the design calendar!”

- Wallace Honiball, Landscape Architect

“The event was insightful; I got the chance to see firsthand the different products that several service providers have to offer. The event also gave me an opportunity to interact with several service providers, thereby, expanding my reach in the Construction sphere.”

- Trade Visitor Survey Feedback

“This year's 100% Design was an exceptional showcase of new and innovative SA design. Stand out collections were the camping kits by Jo Paine, outdoor lifestyle product that has exceptional design as its starting point is rare, Jo has nailed a collection that has local inspiration with massive global appeal, its launch at the show is significant. The fashion element was such a wonderful new layer, so excellent in its execution. So many new products with a fresh perspective made me incredibly proud of our industry.”

- Tracy Lynch, Executive Creative Director of Clout SA

“It was great. Registration and entry to the show was seamless. Professional stands, world class exhibition.”

- Trade Visitor Survey Feedback

“Well organised event. The perfect opportunity to network with other South African brands. All things design in one place, for design lovers.”

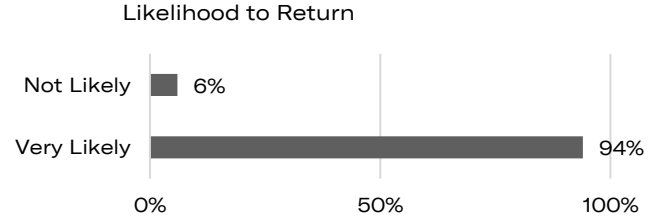
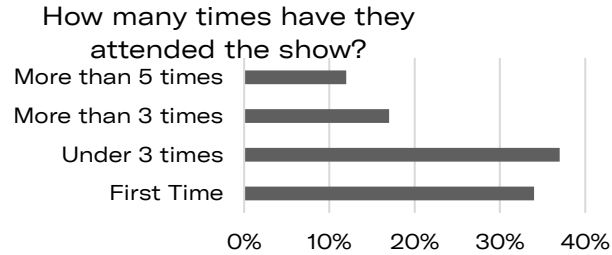
- Trade Visitor Survey Feedback

CONSUMER STATS

66% Consumer



Over 35%
of visitors
spent 4-6 hours
at the event



“A beautiful experience at @decorex africa inspired by @nisa_wlckxinteriors amazing space and pieces that bring life to every room.” @anderson.lindiwe

“You guys really cooked 🍳🔥... The Future Talks were a nice touch, and everyone in the #100PercentDesignAfrica Hall stood on business 🤝... Totally loved the experience. Thank you so much” @mulalo_teddy



MARKETING OVERVIEW

Our comprehensive marketing strategy included a multi-channel approach to maximize reach and engagement.

We used targeted digital advertising, email marketing campaigns, and partnerships with key industry influencers and media outlets to build excitement and anticipation.

We also introduced a new WhatsApp line for direct communication with attendees, streamlined our ticketing process by going fully digital, and launched a brand-new Decorex app to enhance the event experience, providing attendees with real-time updates, schedules, and interactive features.

In addition, we ran a high-frequency radio campaign on 947, 702 and Jacaranda, and achieved incredible outdoor coverage through street posters, mobile trailers, and Street Pole Adverts a month leading up to the event. We also secured key media placements with leading premier print magazines.



MEDIA & PR OVERVIEW

GREAT STRIDES IN BROADCAST PR

In addition to paid radio campaigns, there were 16 earned broadcast interviews and coverage on radio stations and TV channels such as eNCA, Channel Africa, SAfm, 702, and the Home Channel.

MEDIA GUESTS

There were 169 media guests in attendance including editors of the country's leading decor and design titles, who were media partners and participants at the show – including Mhlali Ndamase, Noxolo Mahonono, Rego & Dise, Marianne Fassler, Dion Chang, Trevor Stuurman, Craig Jacobs, Dear Ribane and others.



SOCIAL OVERVIEW

SOCIAL MEDIA

There was a tremendous spike in activity on Decorex Africa's social media channels during the event. From 1 to 4 August, Facebook and Instagram combined, gained 1 405 followers, reached 406 571 accounts, saw 23 400 profile visits, and managed 5 136 content interactions.

Since the campaign start date in January 2024, the social media channels have seen a total reach of 3 958 383 and have funnelled 115 991 link clicks to decorex.co.za and Howler.

100% Design Africa forms part of Decorex Joburg and it too saw incredible activity on its own dedicated channels. From 1 to 4 August, 100% Design Africa's Facebook and Instagram combined gained 272 followers, reached 7 018 accounts, saw 1 970 profile visits, and managed 321 content interactions.



620
posts

81.8 k
followers

305
following

Decorex Africa

Africa's leading decor and design platform
JHB 01 – 04 August, Sandton Convention Centre

linktr.ee/decorex africa

Professional dashboard

New tools are now available.

Edit profile

Share profile

Contact



Future Talks



Proud Partn...



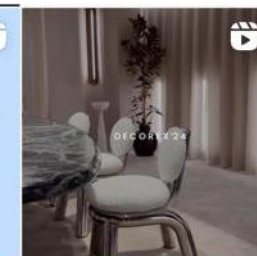
Decorex JHB



Decorex CT



30 YEARS



OVER R55 MILLION MARKETING & PR AVE VALUE TO DATE

The regional media exposure value for Decorex Joburg was R55 165 136.00 million, of which R23 million was generated in the first week of August.

Between mid-June 2024 – beginning August 2024, Decorex Joburg generated 649 pieces of coverage:

- 44 x print articles
- 238 online articles (websites and newsletters)
- 20 broadcast interviews and exposure
- 347 social media posts

702.

TUNE IN

BREAKFAST

WITH

BONGANI

BINGWA

WEEKDAYS 6AM - 9AM

702.co.za




Don't miss Decorex Joburg – where you'll get ideas and inspiration on home and decor trends, meet the industry experts, and get invaluable guidance. It takes place at Sandton Convention Centre from August 1 to 4, with doors opening at 10am, closing at 6pm from Thursday to Saturday, 5pm on Sunday. Tickets from R140 online, R160 at the door. Details: decorx.co.za or Instagram @decorx africa.



DESIGN DELIGHTS

At Decorex Joburg, discover local talent, be astounded by beautiful design, shop till you drop – and there's food too ...
By Andrea Nagel

WHY GO?

OK, there's MaisonObjet in Paris (September 5 to 10) and Salone del Mobile in Milan (April 8 to 13 2023), but why travel to Europe – on our home turf – to see and buy great design when we have it all on home shores, created by local talent and exhibited under one roof at one of the oldest design fairs in the country, Decorex?

The Cape Town edition took place in early June and the Joburg edition is coming up in the first weeks of August. Spanning over four levels at the Sandton Convention Centre, there is so much to see that you could spend the whole weekend taking it all – discovering local talent, being astounded by beautiful design, shopping till you drop and finding great deals for your home.

IT'S NOT JUST DESIGN, THERE'S FOOD TOO

At the Samsung Bespoke Cooking Theatre, styled by @home, get involved in cooking, tasting and learning from demos by Chef Zana Alvarado from Mestia & Zana Alvarado Collection, Carvin Pieterse from That Food Guy, So-Yen Thornhill from Chef Fong, and Priscilla Trethart, Chef Fani, Chef Zandelen and @home guest Chef Greg. Pause for a fete of nibbles at the Hubby Bar and then find That Food Guy Café with a fresh, modern take on some of our country's heritage food items – jaffles stuffed with curried mince, butter chicken, salads, roti milk, corn, and jelly and coconut.

There's also the 100% Restaurant by Wildberg featuring food, Love You Kitchen, the Craft Burger & Beer Cafe and pop-up bars on every level.



Joe Paine launches the Ridge Forester outdoor range.

THE BEST PART

My favourite part of the fair is 100% Design Africa, which showcases the most innovative, exciting and high-quality South African design. This year, Tristan du Plessis has been named Designer of the Year, having worked on the 2023 Restaurant and Bar Awards Best Club-Night Venue, Colette Miami, and local restaurant FYN.

Cape Town-based design studio Studio Lloyd, furniture brand RND, interior design studio Wythson Interiors and Crema Design will showcase the latest interior design and decor trends in a set of Designer Rooms.

MENTIONABLES

Joe Paine, a Johannesburg-based product and furniture design label, will unveil its new outdoor range called Ridge Foresters. Expect picnic, camping and overlanding furniture, and products that break established sensibilities around function and aesthetics.



Seek out interior design by Tristan du Plessis. Photo: SUPRAID



The Gobi range from Crema Design.

TALK, TALK, TALK
As usual, Future Talk offers a series of presentations on design topics like sustainability and circularity, the expansive realms of the digital universe.
Joburg speakers include Du Plessis, founder of Moss design studio Cassandra Twala, Koen Goosenewald and Jane Hamman of the creative branding and design agency Jara + Koon, interior designer Tina Selskott, Sarah Smith, editor-in-chief of NISI magazine, Lebo Kellane –



Artwork by Jara + Koon.

artist, curator and gallery director, and others.

Decorex Joburg takes place from August 1 to 4 at the Sandton Convention Centre. For more information, see decorx.co.za

Business by
wanted

WATCHES & JEWELLERY FASHION & GROOMING VOICES **ART & DESIGN** CARS, BOATS & PLANES TECH & GADGETS TRAVEL FOOD & DRINK MOST WANTED

ART & DESIGN

DESIGNING TOMORROW

AFRICA'S LEGACY IN TECHNOLOGY, CONSCIOUSNESS, AND MATERIAL EXPLORATION HELPS IT TO FIND SOLUTIONS TO GLOBAL CHALLENGES

06 August 2024

Words: Bielle Bellingham




Merchants on Long stand at 100% Design Africa

LATEST ARTICLES

 Playful design that uplifts
ART & DESIGN

 Designing tomorrow
ART & DESIGN

 Women's art to the front
ART & DESIGN

 The power and history of collective in art
ART & DESIGN

01 ART /

OBJECTS

Kalashnikov Gallery launches its "Objects" concept at 100% Design Africa this month, alongside the more traditional booth the gallery will have there as well. The concept is about showcasing and selling collectable, one-of-a-kind works that bridge the gap between design and art and the intersection between craft and art, with a focus on contemporary ceramics. Among the featured artists are Anisregret Affolderbach, Boemo Dale, Justin Beetz, Lezanne Viviers, and Yolanda Macwana.



02 COMEDY /

LOYISO GOLA: A WORK IN PROGRESS

Loyiso Gola, South Africa's most recent Netflix star, is known for his sharp wit and incisive social commentary, and he brings fresh material in this exclusive work-in-progress show.

DATES: 5-11 August
VENUE: Theatre on the Square, Sandton
TICKETS: R250
theatreonthesquare.co.za

STAR BILLING

The most talked-about theatre, design, art, music, and comedy this month

Text: Isabella Poul

04 DESIGN

DECOREX JOBURG

Decorex Joburg, running alongside 100% Design Africa, showcases contemporary design in Africa. This year, it's billed as an unparalleled experience where creativity meets utility, innovation fuels growth, and visionaries connect to reshape industries. 100% Design Africa is the continent's premier international-design showcase, uniting the interior-design industry's key players and presenting a curated mix of contemporary designs. The show spans an array of domains, from furniture and product design to technology and art. For the price of one ticket, visitors get entrance to both shows, plus live talks and demonstrations.

DATES: 1-4 August
VENUE: Sandton Convention Centre
TICKETS: R150 online, R160 at the door
decorex.co.za



03 MUSIC

MOZART, MAMBO & MERLOT

Richard Cook leads the Phoenix Orchestra with the Chari du Plessis Trio in *Mozart, Mambo & Merlot*. Music from *The Magic Flute*, *Eine Kleine Nachtmusik*, *Rondo alla Toccata*, *Symphony no. 40* and *Mozart's Requiem* is rearranged for orchestra in Du Plessis's signature crossover style.

DATE: 25 August
VENUE: Linder Auditorium, Joburg
TICKETS: R220
quicket.co.za



05 THEATRE

AMAXELEGU

This new play by Qondiswa James is a journey into the complexity of present-day relationships. *Amaxelegu* follows the short-lived relationship of a non-monogamous young couple – and the woman on the periphery who cleans up after them – as they navigate the transactions of class and gender, moving between private and domestic spaces.

DATES: 7-25 August
VENUE: The Market Theatre, Newtown, Joburg
TICKETS: R120-R200
webtickets.co.za

THE UGLY NOO NOO

Andrew Buckland's *The Ugly Noo Noo*, acclaimed as a masterpiece of comic physical theatre in 1988, returns to Joburg this month.

DATES: 15 August - 1 September
VENUE: The Market Theatre, Newtown, Joburg
TICKETS: R120-R200
webtickets.co.za



DECOREX[®]
JOBURG

100%DESIGN[®]
AFRICA



Visit Decorex, Joburg's hottest decor and design showcase

Decorex is the perfect gathering for design and decor lovers to rub shoulders with other like-minded enthusiasts and professionals in the industry. Browse the displays and experience daily live talks, demonstrations, cooking and appliance demos, hands-on creative spaces, a conceptual installation featuring the latest and highest quality construction elements, and so much more.

Cost: From R30pp for kids to R160pp for adults, book via [Howler](#)

When: Thursday, 1 August to Sunday, 4 August from 9am to 6pm daily

Where: Sandton Convention Centre, 161 Maude Street, Sandown, Sandton

[Read more about the event here](#)



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Queerversations Art & Photography ▼

JUNE 19, 2024 BY CULTURE CLUB - MAGAZINE

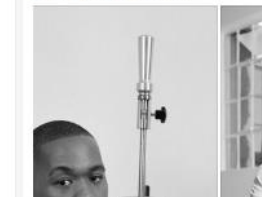
100% Design Africa: Celebrating Excellence in Joburg's Design Scene



CULTURE CLUB - MAGAZINE

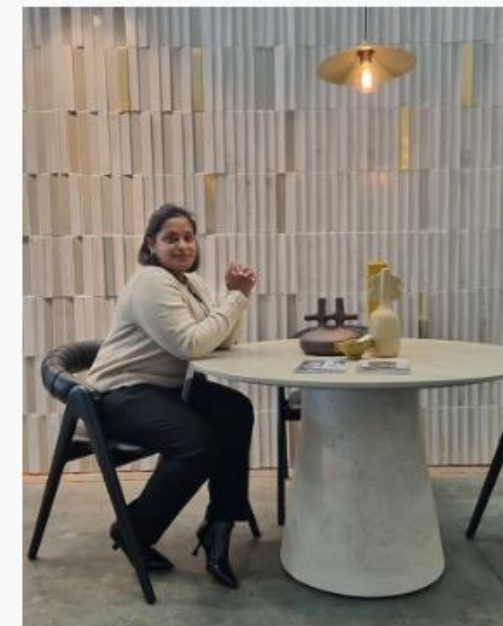


Culture Club - Magazine
3 hours ago
The Beauty of Fashion-Artist Collaborations: The Makamo
Full story: <https://buff.ly/3yAYz5l>



DESIGN / JULY 30, 2024

CELEBRATING WOMEN IN SOUTH AFRICAN DESIGN: DECOREX JOBURG & 100% DESIGN AFRICA HIGHLIGHTS



WORDS Gina Dionisio

The women of South Africa's design industry stand as beacons of creativity and vision, constantly redefining the landscape with their innovative ideas.

This Women's Month, [Decorex Joburg](#) and [100% Design Africa](#) celebrate the incredible contributions of women in design. "Our country's rich cultural diversity should be reflected in its design industry, and championing women ensures this is accurately and fully represented," comments Bielle Bellingham, [Decorex Africa](#) Executive Creative Director. "Often, women design with a focus on community and social impact, leading to projects that benefit society as a whole. By supporting their work, we foster a more inclusive and forward-thinking industry."

The participants in these two shows, including engineers, architects, interior decorators, ceramicists, furniture designers, and textile artists, showcase remarkable expertise across diverse fields, emphasising the need to recognise their exceptional contributions.

Lexus 'Making Luxury Personal' Spaces

For the Lexus 'Making Luxury Personal' spaces, respected South African designers Anna Correia, Kgomotso Malope of MoTSD DeSIGNED and Shani Wild of Mink Interiors will create feature spaces informed by the latest Lexus car models, demonstrating how to capture the personality of luxury cars in interior design.

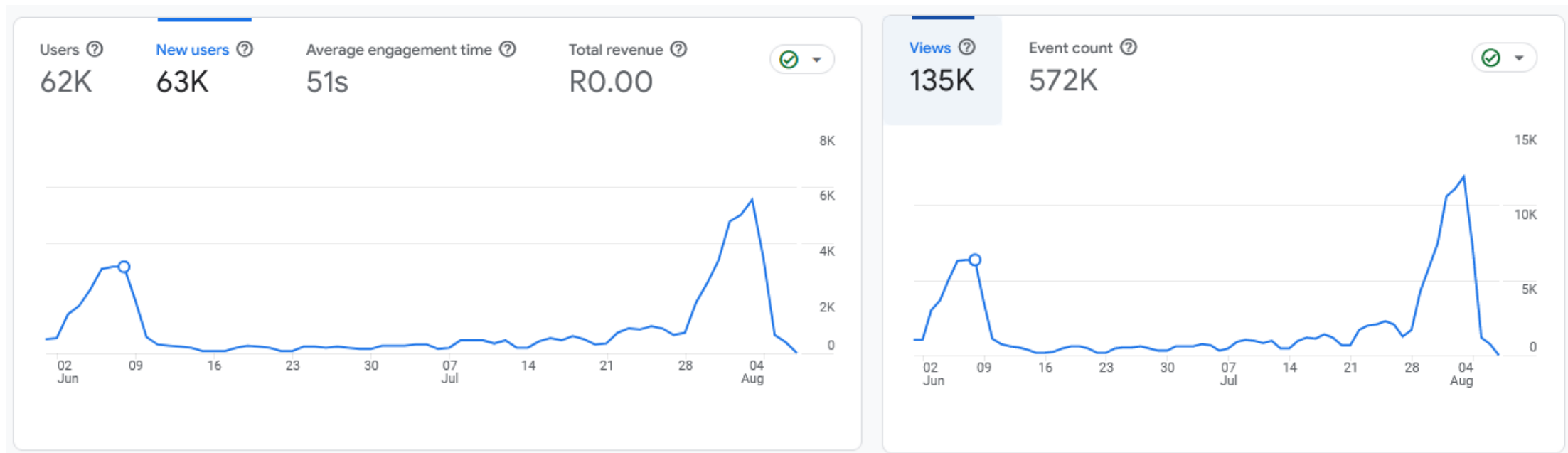


LATEST ISSUE



DIGITAL STATS

decorex.co.za Website Stats



FACEBOOK:

REACH, PAGE VISITS, CONTENT INTERACTION AND LINK CLICKS

All Posts Stories Reels Videos Live

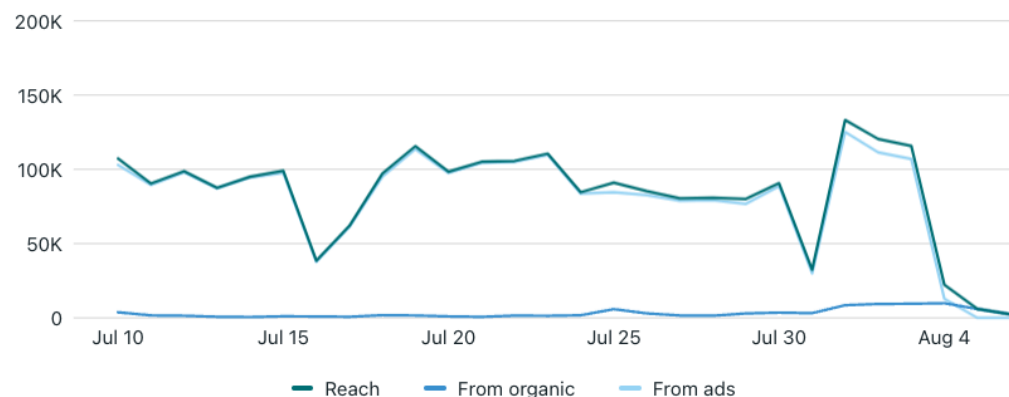
Reach ⓘ
1M ↑ 48.4%

3-second views ⓘ
3K ↑ 175.2%

1-minute views ⓘ
175 ↑ 414.7%

Content interactions ⓘ
2.9K ↑ 74.6%

Minutes viewed ⓘ
19h 41m ↑ 255.3%



Reach breakdown ⓘ

Jul 10 – Aug 6

Total
1,016,520 ↑ 48.4%

From organic
56,024 ↑ 185.8%

From ads
963,620 ↑ 45.1%

Discovery

Post reach	1,006,560
Post engagement	52,797
New Page likes	389
New Page Followers	546

Interactions

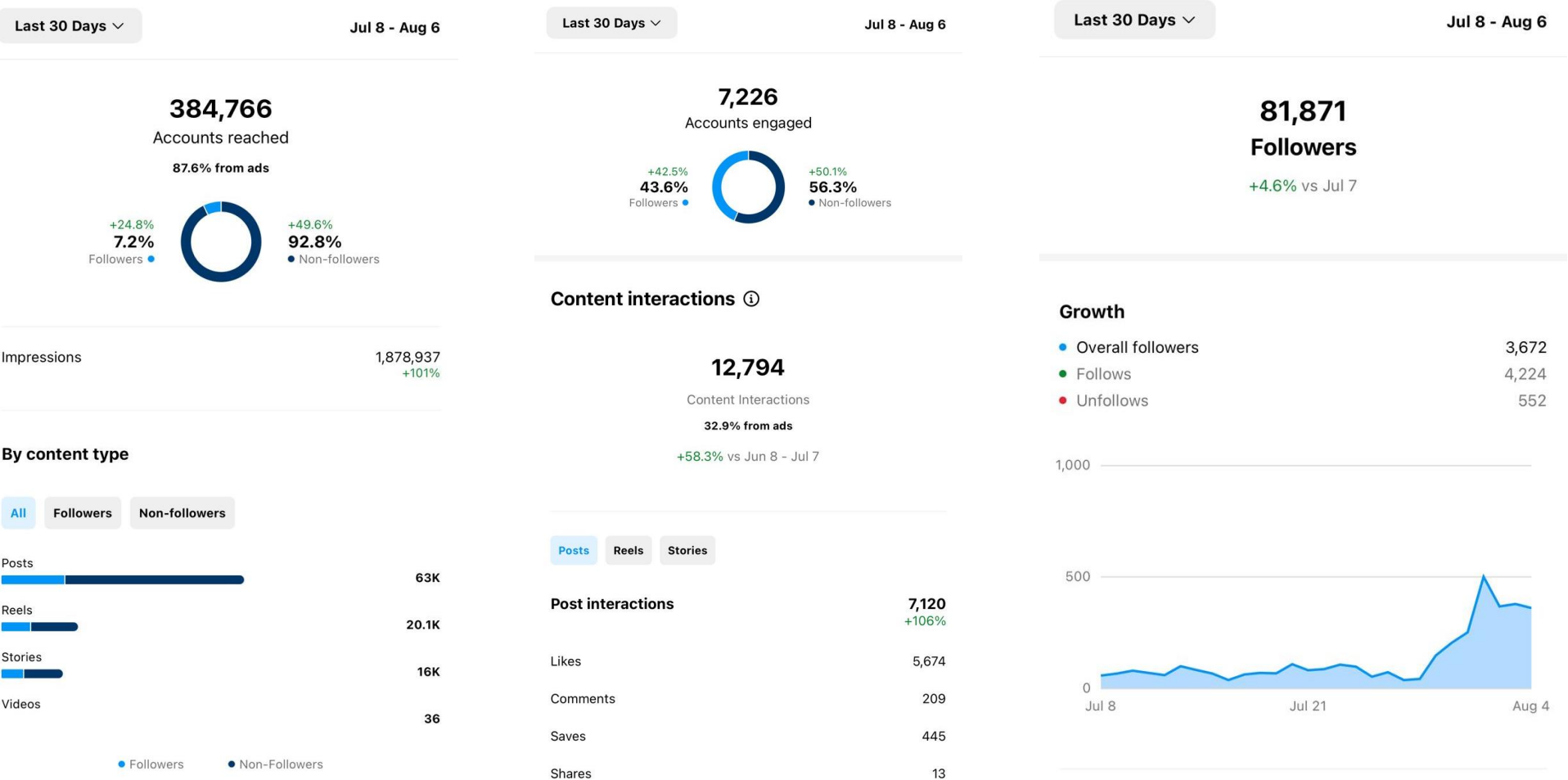
Reactions	2,441
Comments	200
Shares	237
Photo views	4,506
Link clicks	24,157

Other

Hide all posts	0
Unfollows	0

INSTAGRAM:

REACH, PROFILE VISITS, CONTENT INTERACTION AND LINK CLICKS



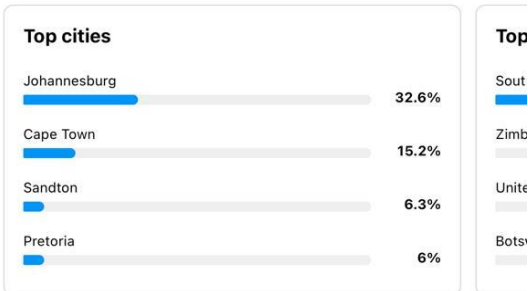
INSTAGRAM:

REACH, PROFILE VISITS, CONTENT INTERACTION AND LINK CLICKS

By top content

[See all](#)

Reached audience ⓘ



Profile activity ⓘ

vs Jun 8 - Jul 7

37,431

+174%

Profile visits

33,637

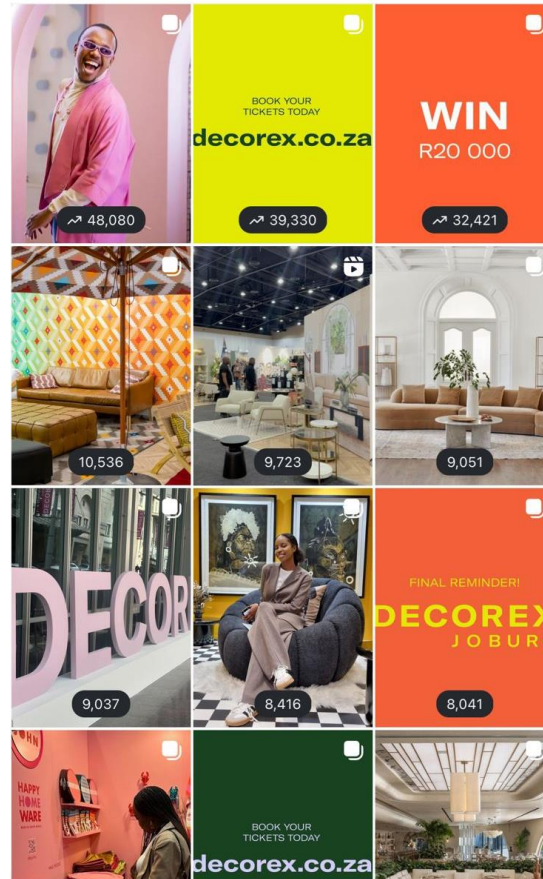
+166%

External link taps

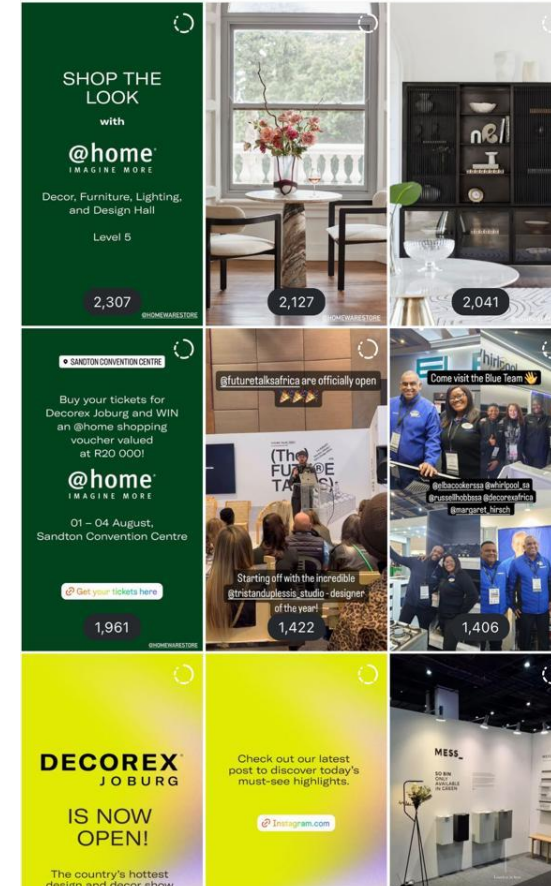
3,794

+276%

Accounts reached



Reach



DECOREX APP

1292 downloads

TOP 3 OPERATING SYSTEM VIEWS

iOS: 9 552

Android: 10 213

Other: 1

TOP 3 DEVICE VIEWS

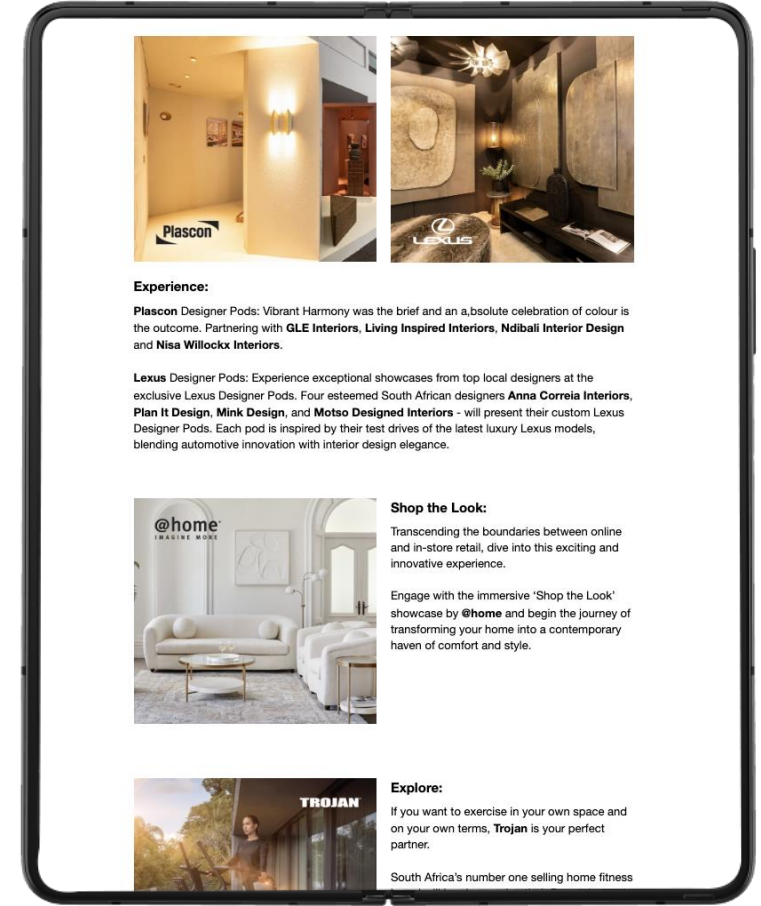
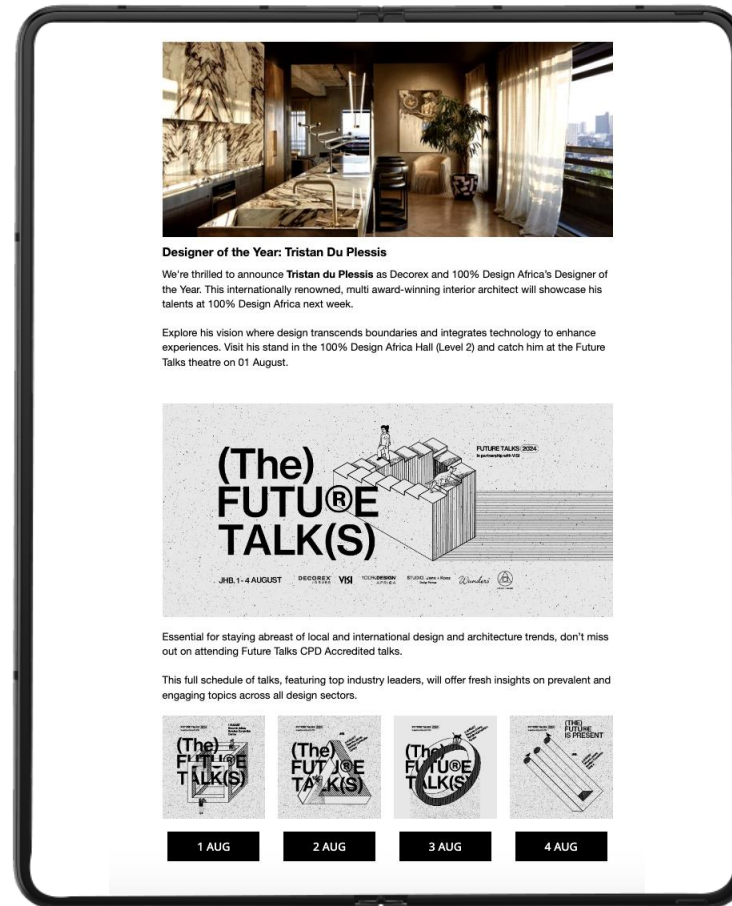
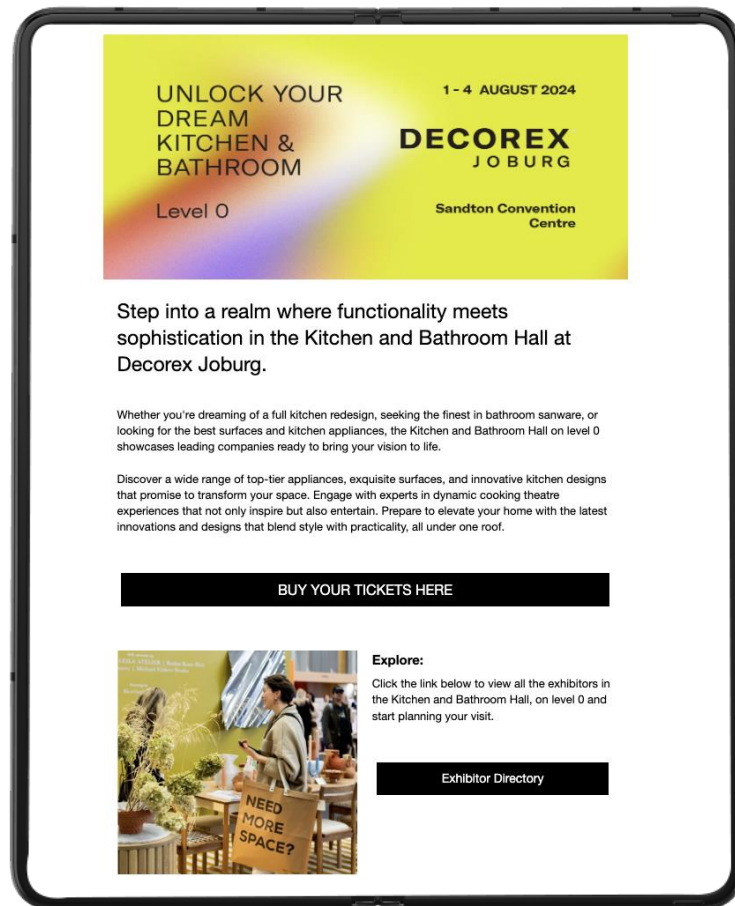
Apple: 12 883

Samsung: 6 571

HUAWEI: 954



DIGITAL EXAMPLES



EXHIBITOR COMMENTS

“Thank you for the follow up. We really enjoyed the show. This year’s event was well organised, and the quality of the visitors were phenomenal. We interacted with our trade clients on every day, although Sunday was very busy with private consumers.”

-Dalain Roets, Karongwe Furniture

“We wanted to extend my heartfelt gratitude for the opportunity to participate in Decorex Joburg and 100% Design Africa. It was indeed an honour to showcase our work and be part of such a successful event.

The organisation was excellent, and the networking opportunities were invaluable. Connecting with visitors, fellow exhibitors, and trade professionals was a highlight.

Thank you once again for this amazing opportunity and all your support. We look forward to future events and continuing to be part of this vibrant design community.”

- Dear Ribane

“We had a brilliant show and can’t wait for the next.”

- Lyle Paul, @home

“We found it even more organised than ever - from loading to set up was efficient and there were facilitators walking around to help and answer questions when needed.

The Trade days were good, and we met many people. Public days were fun, and I felt like everyone understood the layout and purpose of each floor far better than last year and they seemed to know exactly how to get around. All in all, a fantastic experience and well executed. We thoroughly enjoy this event and the quality and standard of the exhibitors on display.”

- Josh, Tandem Design

“We were more than happy!!! I honestly have nothing to complain about!

Always well organized and successful!”

-Herman Robbertze, Phonton Group

“It was an exciting week, and we had beautiful engagements with trade and visitors alike.

Thank you for all your efforts in making this stunning show run so smoothly!”

-Nico Hendricksz, kino

DESIGNING FOR IMPACT ACHIEVEMENT

In line with this year's show theme, Designing for Impact, we were pleased to announce the thinkers and doers who have been recognised in our first-ever Impact Celebration, owing to their knowledge of the industry and their role in shaping it.

Principal Architect, Marc Sherratt Sustainability Architects

Khumo Morojele, Creative Director

Aidan Peters, Designer Klein Muis

Tracy Lynch, Executive Creative Director Clout/SA and Nando's design curator

Sumayya Vally, Principal Counterspace

Tshepo Mokholo, Urban Strategist / Public Interest Designer



FEATURES

DESIGNER OF THE YEAR TRISTAN DU PLESSIS

The founder of the eponymous Cape Town and Johannesburg based interior architecture firm was selected as Decorex's Designer of the Year for 2024.

100% HOSPITALITY BY BELGOTEX

An immersive experience curated by Belgotex and Hesse Kleinloog, creating a premium attraction for all attendees.

THE LEXUS EXPERIENCE & DESIGNER PODS

Interactive Lexus displays and designer pods showcasing cutting-edge automotive and design innovations.

PLASCON VIBRANT HARMONY CELEBRATION WITH COLOUR

An inspiring showcase of designer pods, celebrating the vibrant harmony of colours, highlighting Plascon's latest colour trends and innovations.

REGENERATE

Exhibitions and talks focused on sustainable and forward-thinking design practices, emphasising the importance of designing for a better future.

DEAR RIBANE

"Solid DNA Exhibition" was a curated showcase of the multidisciplinary artistry, embodying a fusion of art landscapes.

SHOP THE LOOK BY @HOME

Visitors were able to dive into the immersive experience of "Shop the Look," an exhibition curated by @home.

DECOREX SMART HOUSE BY PRIVATE PROPERTY

A stunning house feature presented by Private Property, featuring Fenster, Plantation Shutters, and HDL Home

VIP LOUNGE BY MAXHOSA AFRICA

An exclusive lounge designed by Maxhosa Africa, providing a stylish and comfortable space for networking and meetings.

HOME GYM BY TROJAN GYM

This innovative feature area showcased the latest in gym equipment from Trojan, set within a beautifully styled home gym environment designed by Plethora Designs.

INFINITY COLLAB

A collaborative project showcasing the limitless possibilities of design through innovative and boundary-pushing works.

OUTDOOR LANDSCAPE RETREAT BY TUSCON STONE

A showcase of the latest trends in outdoor flooring, including eco-friendly materials, intricate designs, and durable solutions that blend aesthetics with functionality.

SAMSUNG BESPOKE HOME

Samsung Bespoke Home Activation, where cutting-edge technology meets personalized design.

THEATRES

FUTURE TALKS STUDIO BY VISI

A dedicated space for insightful talks and discussions on the future of design, presented by VISI.

SAMSUNG BESPOKE COOKING THEATRE

Interactive cooking sessions by popular chefs, showcasing the latest kitchen technologies and trends.

THE EIGER EXPERIENCE FEATURING MILESTONE KITCHENS

Offered visitors a hands-on opportunity to see, feel, and purchase the latest Eiger products at unbeatable show specials.

THE COLOUR EXPERIENCE THEATRE BY FIRED EARTH

Whether you were a DIY enthusiast or a professional designer, the Colour Experience Theatre was the perfect place to discover how Fired Earth's innovative coatings could bring your vision to life.

TRADE CONNECT HUB

This specialized area provided a pivotal space for professionals to convene, fostering invaluable opportunities for networking and collaboration.

RESTAURANT AREAS

CRAFT BEER & BURGER BAR

100% RESTAURANT BY WOLKBERG FEATURING FOOD, I LOVE YOU KITCHEN

THAT FOOD GUY CAFÉ

THE BUBBLY BAR FEATURING ZORORA SOFAS

POP-UP BARS

THANK YOU

Proud partners



SAMSUNG

Looking Ahead to Decorex Joburg 2025

As we set our sights on Decorex Joburg 2025, we warmly invite all potential partners and sponsors to join us in crafting another exceptional experience.

Whether you're pioneering smart home technologies, elevating hospitality standards, bringing lifestyle concepts and innovative design to life, or celebrating the rich tapestry of African artistry, we are excited to explore opportunities for collaboration.

By partnering with us, you can be part of an event that promises to be even more captivating, diverse, and impactful.

Let's work together to foster mutual growth and achieve greater success in 2025 and beyond.