

POST SHOW REPORT 2024

06 - 09 JUNE 2024

DECOREX[®]
CAPE TOWN

CTICC

PROUD PARTNERS

A heartfelt thank you to the City of Cape Town for their unwavering support and for helping us bring our event to life. Your partnership has been instrumental in our success, and we look forward to continuing this journey together as we push the boundaries of design and innovation in future events.

Massive thank you to Samsung, a long-time supporter of Decorex. Samsung's commitment to the intersection of design and technology is truly inspiring and serves as a beacon for our future plans. Their interactive displays and the engaging sessions in the Samsung Bespoke Cooking Theatre were major highlights, entertaining and delighting visitors, and creating memorable experiences. Plascon's dedication to excellence and creativity has been a cornerstone of our exhibitions, and we are grateful for their continued collaboration and support. The inspiring Plascon designer pods showcase drew significant attention, showcasing their leadership in design and innovation.

Lexus provided a truly elevated experience with their VIP chauffeur service, ensuring our VIP guests travelled in comfort and style. The Lexus Designer Pods were a standout feature, showcasing cutting-edge design innovations. Lexus's commitment to pushing the boundaries of design resonates with our mission to inspire and innovate.

Thank you for being an integral part of the Decorex Africa family



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



SAMSUNG

OVERVIEW

What an incredible display of design ingenuity and decor excellence at Decorex Cape Town 2024. Our exhibitors and sponsors set the bar high for not only the Joburg show to follow in August, but also the entire design industry.

The stellar showcase saw interior designers pushing their talents in fresh directions to the delight of attendees. There were many new local and international products and furniture pieces that were launched at the show, with industry leaders sharing their thoughts on the Future Talks stage.

From knock-out stand designs, sensory tunnels, and live 3D printing, to an exploration of circular design, and a house being constructed before your eyes, the show was a whirlwind of inspiration and stimulation, with exhibitors conducting valuable business and gaining important leads throughout the event.

We'd like to sincerely thank our sponsors, exhibitors, suppliers, members of the trade, media and VIP guests for making this year's Decorex Cape Town such a resounding success. We had a 24% increase in trade guests compared to 2023, and this year, 21 446 unique guests visited Decorex over the four show days, many of whom came back more than once.



KEY ACHIEVEMENTS

ATTENDANCE

- 21,466 unique visitors, including VIPs, trade guests, and members of the media, attended the event.
- Significant increase in trade and media attendance from 2023.

EXHIBITOR ENGAGEMENT

- Over 260 brands showcased their latest products and innovations.
- High levels of engagement and positive feedback from exhibitors about the quality of interactions and leads generated.

MEDIA COVERAGE

- Record number of media representatives from traditional print, online, and broadcast media attended the event.
- Extensive media coverage of over R60 million, including interviews with show organisers and exhibitors, leading to increased visibility.

SOCIAL MEDIA IMPACT

- Substantial engagement on social media platforms, with high levels of interaction from influencers and the general public.
- Increased reach and impressions, resulting in greater brand exposure for sponsors and exhibitors.



KEY ACHIEVEMENTS

INNOVATIVE PROGRAMS AND FEATURES

- Future Talks hosted a well-attended talks program, featuring industry experts and thought leaders.
- Interactive cooking sessions in the Samsung Bespoke Cooking Theatre drew large crowds.

POSITIVE FEEDBACK

- High levels of satisfaction reported by visitors, exhibitors, and sponsors.
- Positive testimonials highlighting the event's organisation, content, and overall experience.

SUSTAINABILITY FOCUS

- Emphasis on sustainable design practices and eco-friendly products throughout the event.

ECONOMIC IMPACT

- Boost to the local economy through increased tourism and business opportunities.



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

39% Trade

MAIN TRADE SECTORS

Interior Designers | Decorators: 25%

Architects: 23%

Furniture Manufacturers: 10%

Retailers: 7%

Building Contractors | Specifiers: 4%

PURCHASING AUTHORITY

Make purchasing decisions: 49%

Influence purchasing decisions: 37%

PRIMARY INTENTION

Primarily sourcing products for future projects: 48%

Intend to make purchases and source products: 25%

VISITING OBJECTIVE

Sourcing new products and trends: 41%

Networking with industry professionals: 18%

Sourcing suppliers for projects: 9%

Exploring new design techniques and technologies: 7%

Seeking inspiration for upcoming projects: 7%

15% OF
REGISTERED
TRADE HAVE
AN ANNUAL
TURNOVER
OF OVER
R100 MILLION

TRADE COMMENTS

"I think Decorex CT was great, the stands were well curated, the mix of suppliers was good, I always love the 100% Design part of the show.

The talks were super, so well done to you all, you can pat yourself on the back."
- Robin Sprong

"Decorex 2024 totally upped the ante from previous years. I particularly loved the Future Talks, directed by Bielle Bellingham and MC'd by Bathandwa Ngwendu, the focus on sustainability and the purpose of design by Department Of Trend, and the homeware collection by Maxhosa.

A high standard has been set for next year!"
- Justine Stafford, Co-founder and Content Director of Jeannieous

"Thank you! As always, I had a brilliant time."
- Warda Albertyn – Decordent Living

"Thank you for a great show, loved being able to catch a talk at The Future Talks!"
- Luanne Frank

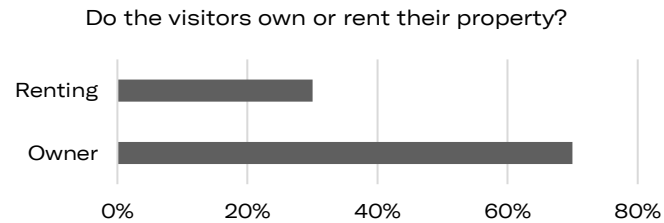
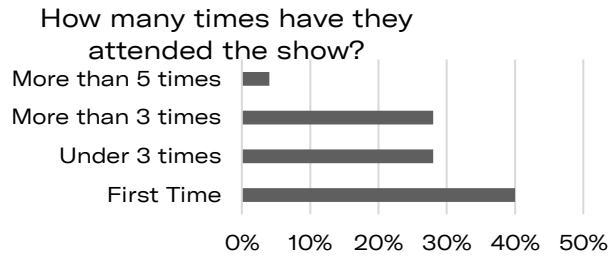
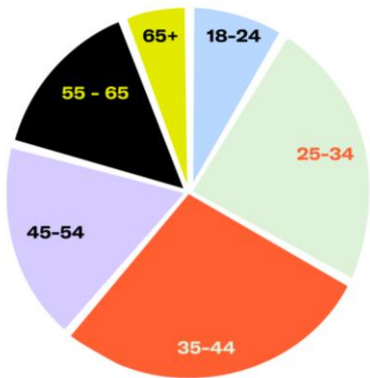
"I loved how Decorex was design-focused, particularly in enhancing the human experience."
-Mpilo Ngcukana, winner of Impact Celebration

"The community was alive, and there were so many textures added to what a DECOREX experience could be."
- Bathandwa Ngwendu, Future Talks MC

CONSUMER STATS

61% Consumer

AGE GROUP



“Decorex never disappoints... a show in a league of its own.”
@sonjawalls148

“#DecorexCapeTown Talented designers galore for the 2024 show, bringing awesomeness beauty and sophisticated craftsmanship and style to the collection.
@najuma9122



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 KFM and Cape Talk, and achieved incredible outdoor coverage through street posters, mobile trailers, and flagpole banners 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 on Cape Talk and KFM, there were 16 earned broadcast interviews and coverage on stations such as Smile, Channel Africa, Cape Talk, SAfm, 702, VOC, CCfm, Cape Town TV, and Espresso, with some channels granting more than one interview.

MEDIA GUESTS

Decorex Cape Town welcomed TV celebrity guests such as Jo-Ann Strauss and Jeannie D, along with television crews from SABC's Espresso and Cape Town TV.

There were 198 media guests in attendance including editors of the country's leading decor and design titles, who were media partners and participants at the show - Steve Smith from VISI, Charl Edwards from House and Leisure, and Catherine Mo from House and Garden.



OVER R60 MILLION MARKETING & PR AVE VALUE TO DATE

A total AVE of R60 034 092 which is a significant increase on the 2023 AVE. This is set to increase as the post-show coverage lands. The AVE for the beginning of the month, 01-09 June 2024, was R31 540 578.

Between February 2024 - June 2024, Decorex Cape Town generated 1,035 pieces of coverage:

- 30 x print articles
- 194 online articles (websites and newsletters)
- 22 broadcast interviews and exposure
- 789 social media posts

ART & DESIGN

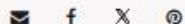
DECOR & DESIGN NEWS

DECOREX AFRICA ANNOUNCES OPEN CALL FOR IMPACTFUL DESIGN

SA DESIGNERS ARE INVITED TO CREATE SUSTAINABLE AND BEAUTIFUL DESIGNS THAT TRANSCEND UTILITY AND CHANGE BEHAVIOUR

19 March 2024

Words: Wanted Reporter



Mizemo's elegant Bin There mobile waste containers

Image: Addi Phiso / Joana Lindstrom

LATEST ARTICLES



Okwui Enwezor's provocative approach in keeping with ...

ART & DESIGN



Tumelo Mosaka's top 10 Cape Town Art Fair picks

ART & DESIGN



Joburg's lost luxury and neglected history, found and ...

ART & DESIGN



Trophy homes back in vogue

ART & DESIGN



Bespoke new art venue in Jozi shows museum-quality work

ART & DESIGN

Decorex Africa has announced an open call to SA designers to further entrench sustainability through design. Under the 2024 theme "Designing for Impact", they challenge local talent to create recycling bins that are functional and visually attractive.

Home > DIY / Hardware > Decorex's Future Talks returns with vision and vibrance

DIY / Hardware

Events

General Hardware

FMCG

General Merchandise

Retail Management

Decorex's Future Talks returns with vision and vibrance

April 30, 2024

Share on Facebook

Tweet on Twitter



DESIGN / MAY 15, 2024

DECOREX 2024: DESIGNING FOR IMPACT AND A SUSTAINABLE FUTURE



MaXhosa's exclusive homeware collection takes pride of place at Decorex Cape Town

Compiled by Phumi Ramalepe

news24

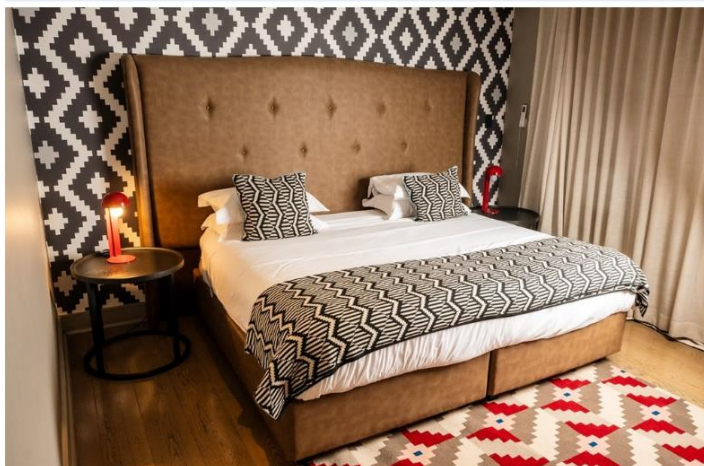
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EXHIBITIONS GENERAL Jun 4, 2024

SHARE

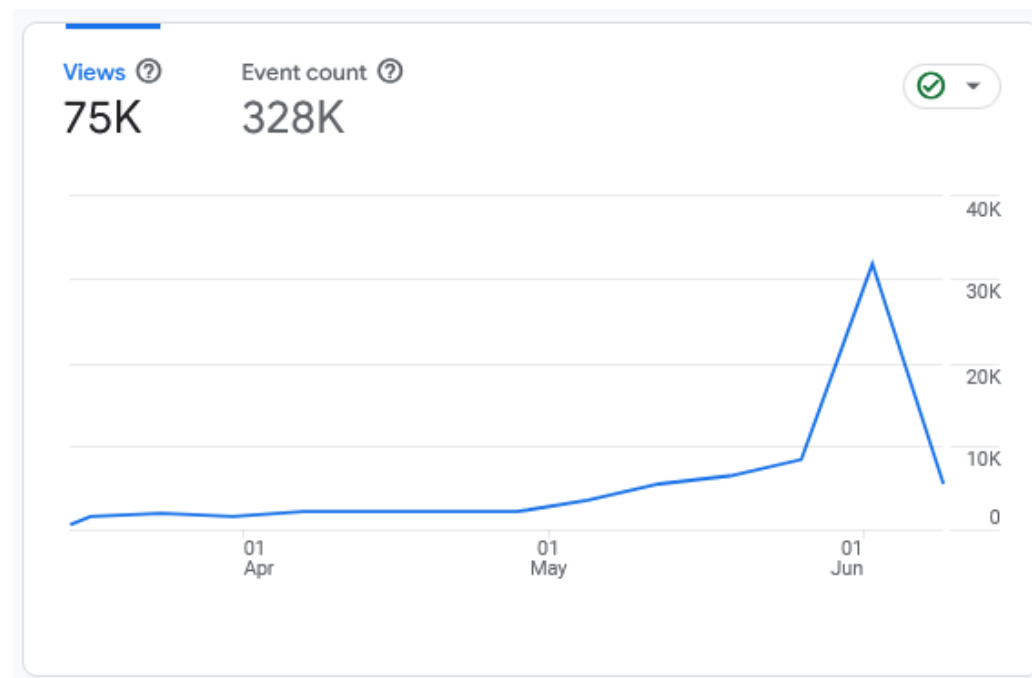
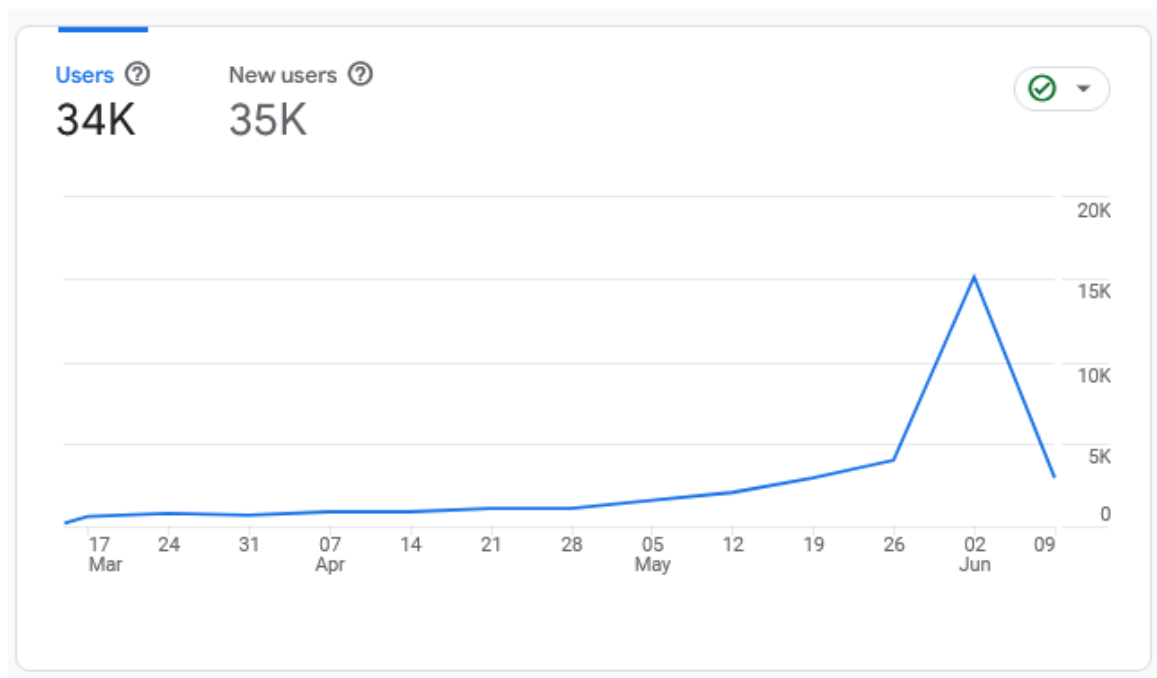
New legend in the making – famed designer label MAXHOSA AFRICA showcases latest ranges

Legendary South African fashion and lifestyle brand MAXHOSA AFRICA will be at Decorex Cape Town this year, off the back of showing at Paris Fashion Week in March 2024. Known for their incredible use of pattern and bold colour palettes, MAXHOSA AFRICA'S designs translate the beauty, culture, language and aspiration of African people into products that are at the forefront of African luxury as well as heritage fashion, lifestyle and textile design.

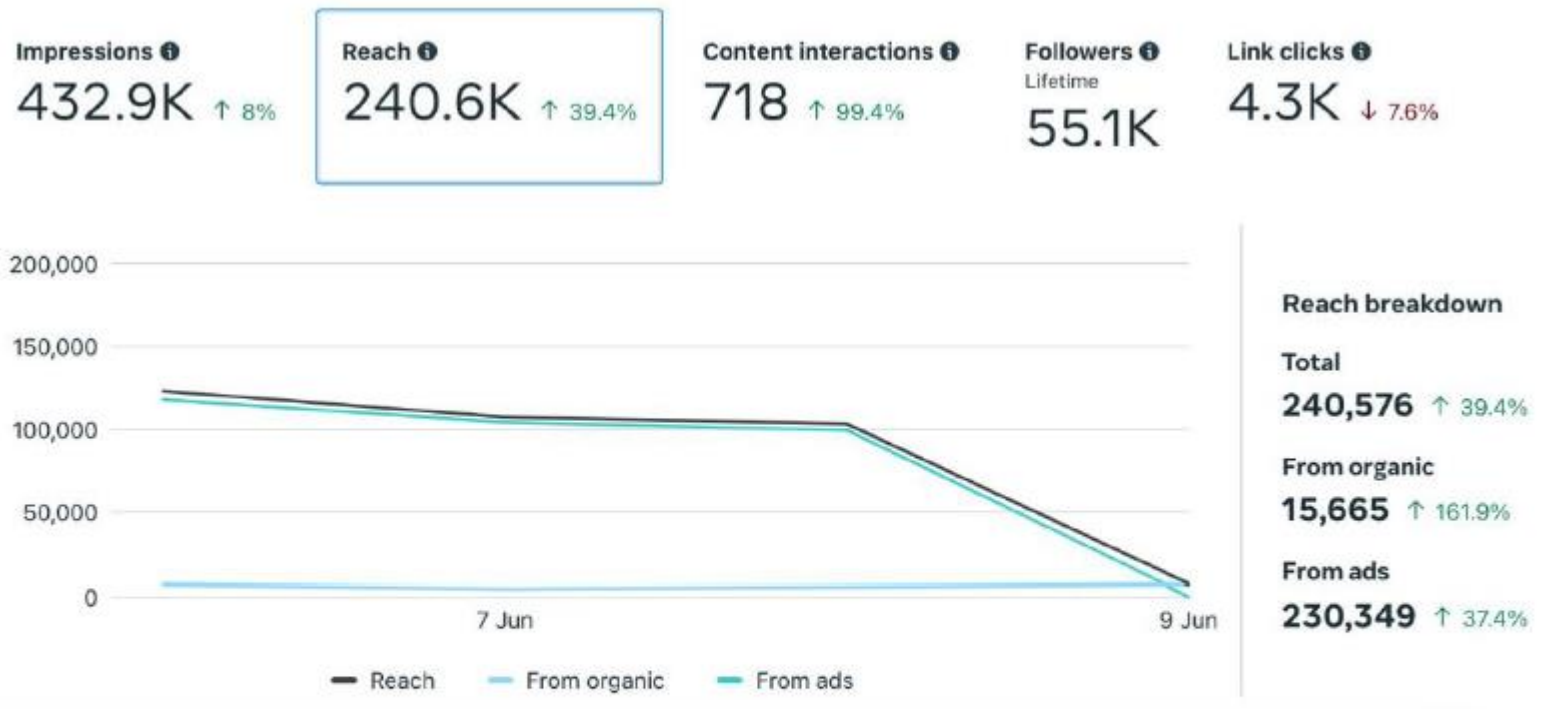


DIGITAL STATS

decorex.co.za Website Stats

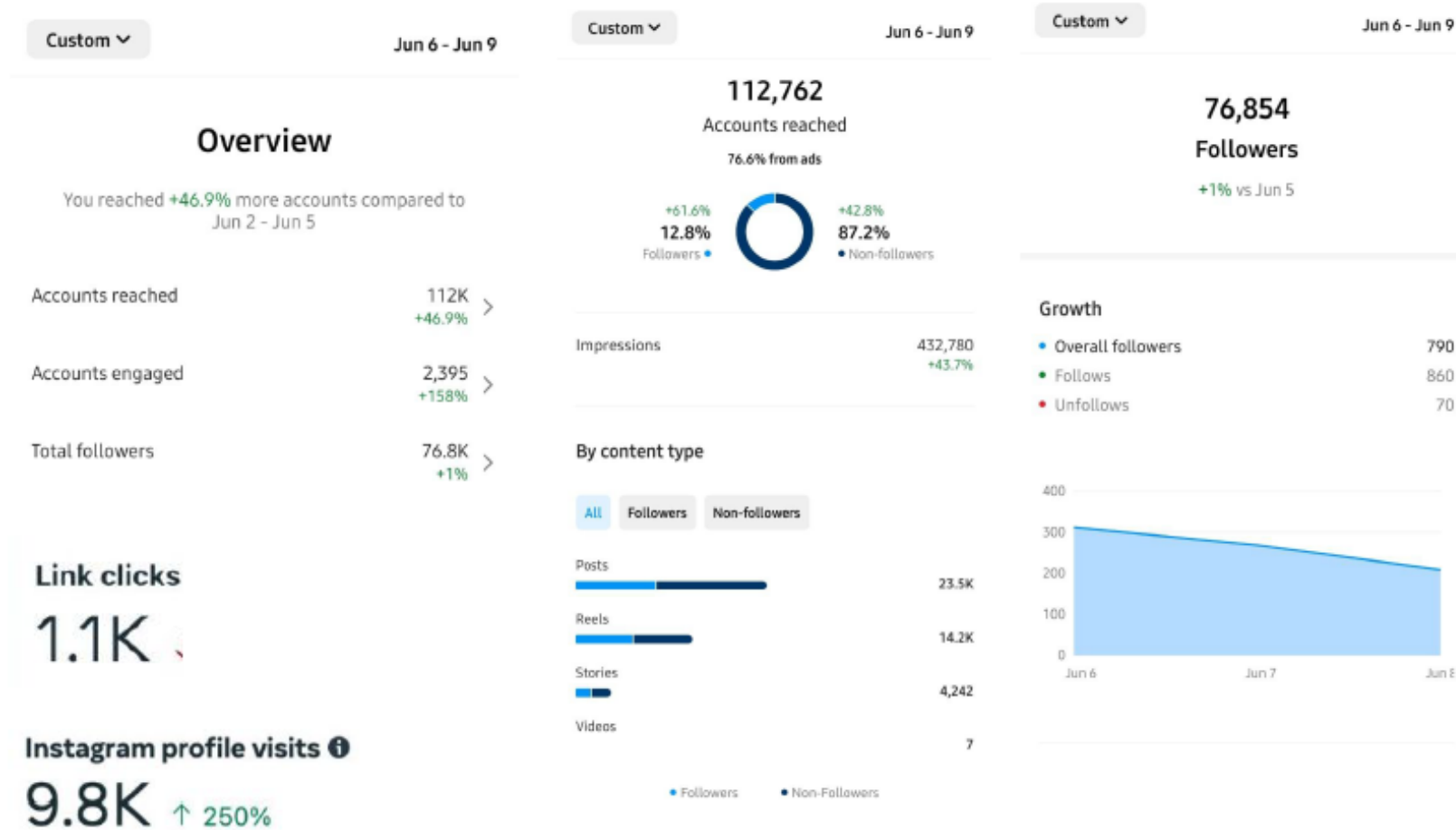


FACEBOOK: REACH, PAGE VISITS, CONTENT INTERACTION AND LINK CLICKS

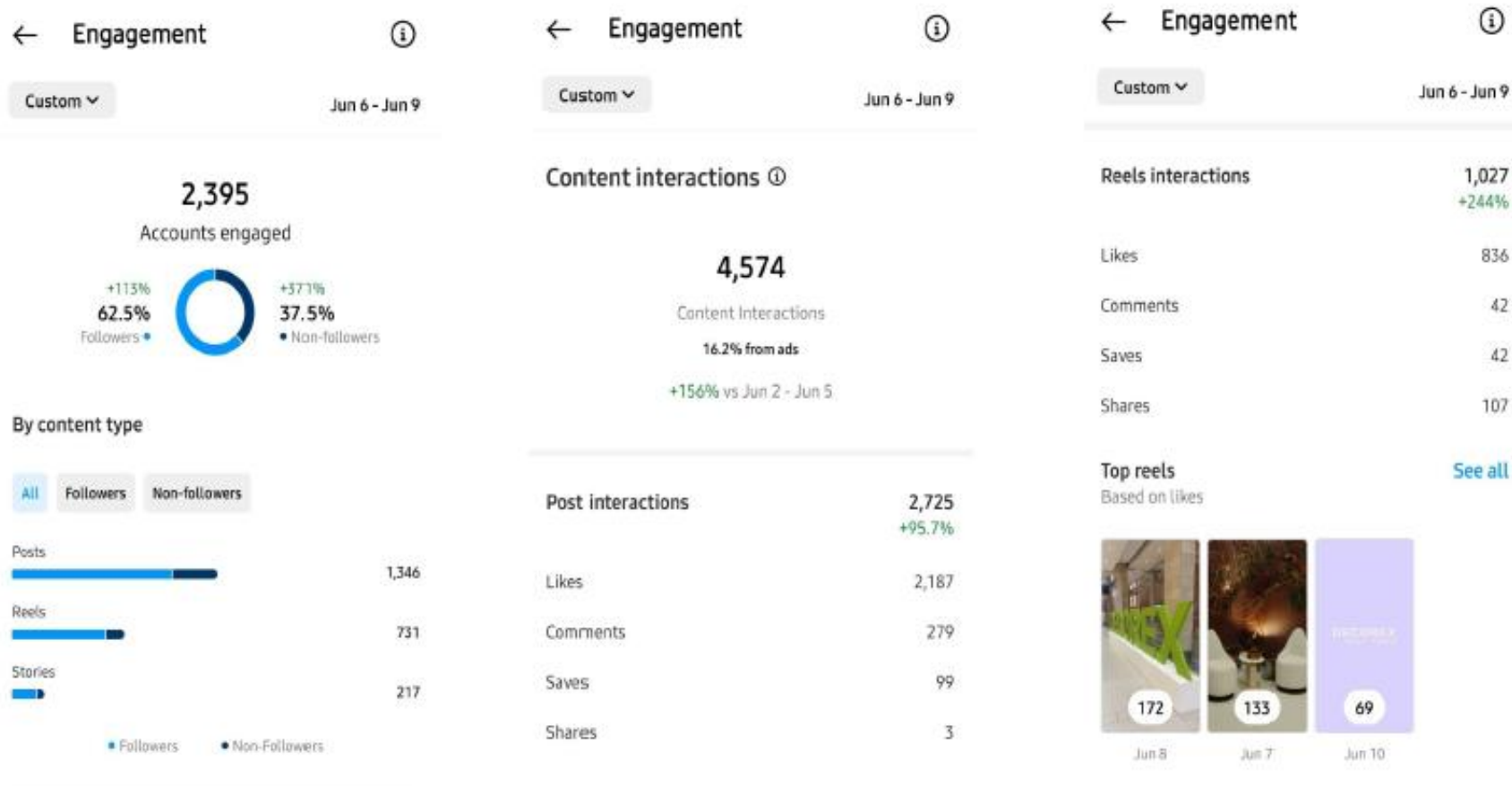


Facebook visits ⓘ
3.4K ↑ 113%

INSTAGRAM: REACH, PROFILE VISITS, CONTENT INTERACTION AND LINK CLICKS



INSTAGRAM: REACH, PROFILE VISITS, CONTENT INTERACTION AND LINK CLICKS CONT...



DECOREX APP

1216 downloads

TOP 3 OPERATING SYSTEM VIEWS

iOS: 14 165

Android: 10 213

Other: 1

TOP 3 DEVICE VIEWS

Apple: 14 165

Samsung: 7 544

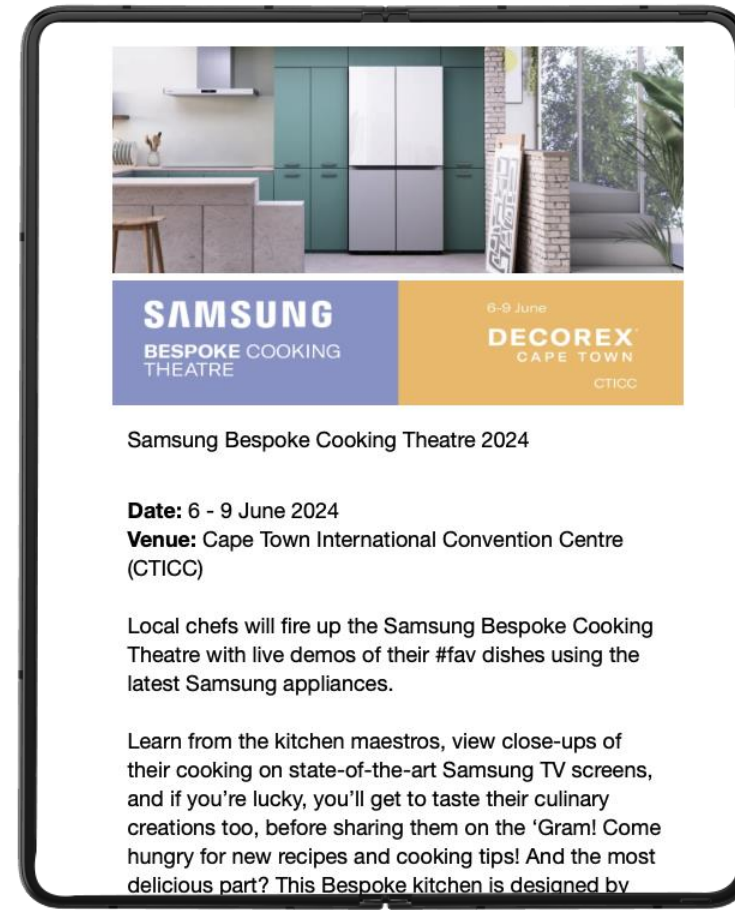
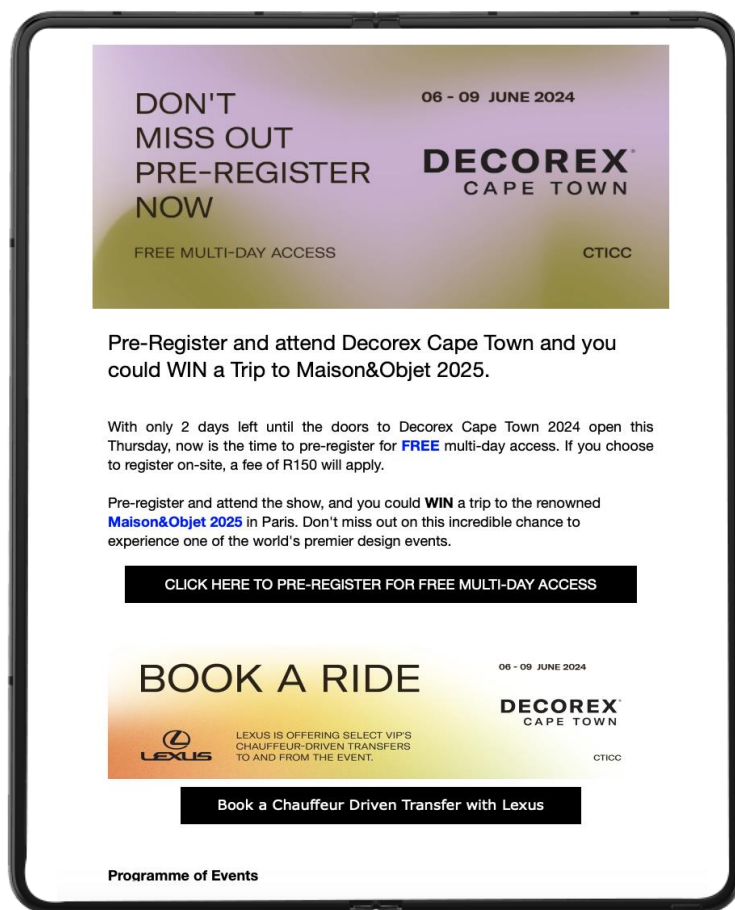
HUAWEI: 1 108

Xiaomi: 711

HONOR: 330



DIGITAL EXAMPLES



EXHIBITOR COMMENTS

“As a media partner, Decorex CT 2024 was an unqualified success. Our association with Future Talks is the perfect brand alignment for us, amplifying VISI’s support of progressive local design and to see how well-attended the program was really emphasised that. I have only received hugely positive feedback from both industry and consumers on how good Decorex was this year.”

-Steve Smith, Editor of VISI

“It was a great show – it felt good to be part of the optimism.”

-Andrea Kleinloog, HK Studio

“Thanks so much for the opportunity to be part of Decorex CT. I am in awe of what you do and thanks so much for all the hard work that you put into propelling SA design.”

-Hannerie Visser, Studio H

“Decorex Cape Town was such a lovely, eye-opening experience. As crazy as it was, I wish I could do it all again. The staff was incredibly helpful in anything that we needed. The Future talks were also incredibly empowering. We need more of those conversations”

-Nolwandle Lembede, Maxhosa Lifestyle

“Very happy with the show. Lots of trade and high-quality leads. Well done to you guys.”

- Dominic Pedreiro, IKON Aluminium

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.

- Mpilo Ngcukana, Thulani Fesi, Khanyo Ngcukana, and Shaun Williams, the founders of 16 on Lerotholi
- Leanne Porter, Managing Director of New Hope SA
- Benjamin Kollenberg, Director and Architect at Urban Think Tank (UTT)
- Heath Nash of Circular Squared
- Firdous Hendricks, for her transformative work with LALELA



FEATURES

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.

EMOJI CHALLENGE DESIGN FEATURE

A fun and engaging design feature that challenges visitors to create and interpret designs based on popular emojis.

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.

DESIGNING FOR TOMORROW: REGENERATE

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

KIM WILLIAMS DESIGNER SPOTLIGHT

A special spotlight on renowned designer Kim Williams, featuring her latest works and contributions to the design industry.

SAMSUNG BESPOKE COOKING THEATRE

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

DECOREX HOUSE BY PRIVATE PROPERTY

A stunning house feature presented by Private Property, featuring Fenster, Plantation Shutters, HDL Home, Mixx Cement, Vetsak, Studio Masson, Kino, and 50ty/50ty.

VIP LOUNGE BY MAXHOSA AFRICA

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

FUTURE TALKS STUDIO BY VISI

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

RECYCLING BIN COMPETITION

A creative competition encouraging sustainable practices by challenging participants to design innovative recycling bins.

INFINITY COLLAB

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

CONCLUSION

As we look forward to future editions of Decorex Cape Town, we invite all interested parties to explore partnership and sponsorship opportunities with us.

Whether you are a technology company with innovative smart home solution, a hospitality brand seeking to enhance visitor experiences, a design and lifestyle brand looking to showcase dynamic elements, or a local artisan wanting to celebrate African design aesthetics, we are eager to collaborate.

Together, we can create an even more engaging, diverse, and extraordinary event going forward, driving mutual growth and success.