

**UNLOCK  
THE  
POWER  
OF DESIGN**



**POST  
SHOW  
REPORT**



**DECOREX**  
CAPE TOWN

CTICC  
22 - 25 June  
2023



# PROUD PARTNERS

**DECOREX**  
CAPE TOWN



**SAMSUNG**



100%**DESIGN**<sup>®</sup>  
AFRICA

presented by



PRIVATE **Wealth**



# OVERVIEW

Coming off the back of a phenomenal show in Cape Town, the Decorex Africa team would like to thank all our visitors, exhibitors and suppliers for being part of this landmark event, which was presented together with our show partners Lexus, Plascon, Samsung and the City of Cape Town. We are thrilled to share that over 200 brands engaged with 25 440 visitors, VIPs, trade guests, and members of the media. The event is being lauded as a complete success!

This is not the only aspect of the show where we broke new ground. We also received a record number of media from the traditional print and online media as well as high profile, macro and micro influencers. We saw a marked increase in interest from the broadcast media too, with a significant number of interviews with our show organisers and select exhibitors taking place.

Highlights of the show include packed aisles and bustling stands – a special shout-out to our exhibitors for the quality of stand displays! We hosted an extremely well-received and well-attended talks programme in the Future of Design studio, interactive cooking sessions by popular chefs in the Samsung Bespoke Cooking Theatre, book signings by celebrity chef Jan Hendrik Van Der Westhuizen and a guest appearance by Dallmayr ambassador, Mrs South Africa Palesa Matjekane.



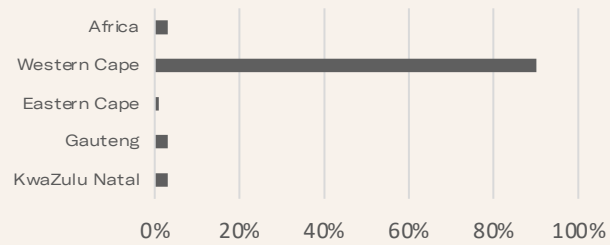
# TRADE STATS

36% Trade

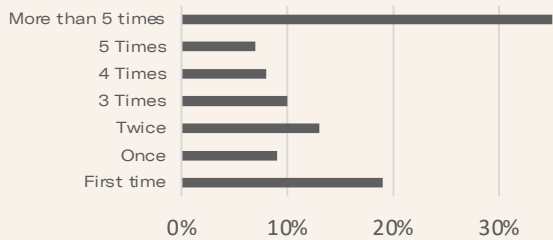
## Key Trade Objectives

- Source new products, services & solutions
- Find new suppliers
- Network amongst industry players
- Seek new potential business partners

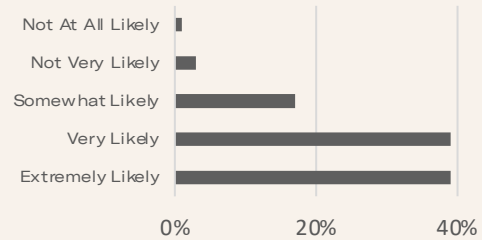
Attendance by Region



How many times have they attended the show?



How likely are they to attend in 2024



# TRADE COMMENTS

It was a HUGE improvement from the previous year/s and we were so thrilled to see familiar stands with NEW and fresh products. Also, the design, presentation and quality of the interior stands were next level!! Well done.

I feel that it's so informative as to what is happening around us - new trends, local businesses, and materials. Absolutely amazing to see manufacturers, suppliers and other local traders showcasing. Huge benefit to other businesses and traders in different industries, paving the way for collabs and partnerships.

I found innovative new products and design, and came away feeling inspired. The layout of stands seemed more spacious and not as overwhelming and crowded as I have sometimes found in the past. I liked the grouping of similar products. I was able to get to all the stands and get the info I needed from the stand holders, and came away with much info and not overwhelmed! Well done.

The event was excellently organized, providing something for everyone and accommodating a diverse range of visitors with varying interests.

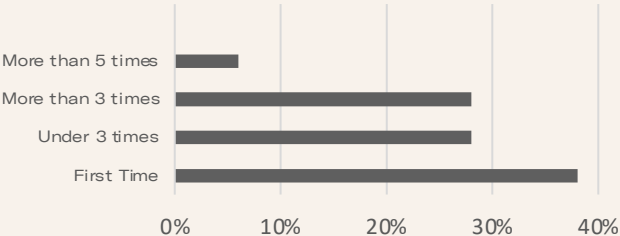
I hadn't been for a few years, I was very impressed with the level of stand design, the selection of exhibitors etc. Much more interesting, professional and worth visiting.

Getting in touch with new, unique suppliers and their products or services. The industry is full of options, so this show provided interesting local options that not only help grow the industry, but also expand on your own supplier list etc.

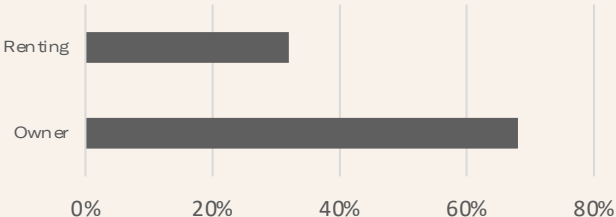
# CONSUMER STATS

64% Consumer

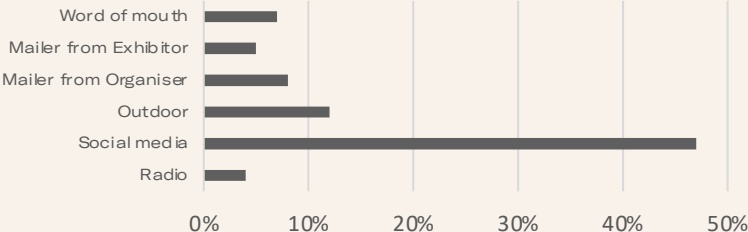
How many times have they attended the show?



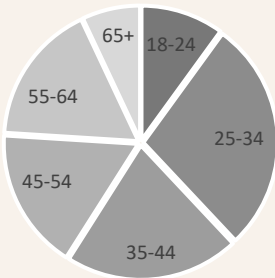
Do the visitors own or rent their property?



How did they hear about the show?



Age Group



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



# VISITOR COMMENTS

As an Interior Design student, I was inspired... everyone was so welcoming and spoke about their fantastic items that they make, sell, or install. It was a truly inspiring and unforgettable experience. Definitely an experience I will carry with me forever as I journey further down the Interior Design road.

Just stand amazed at the creativity of the exhibitors together with the quality of items on hand. Super proud to be South African when I see the talent you showcased.

It was a nice inclusive space for creatives and the talks about the Future of Design during this time of decline (climate, economy, spatial justice etc.) were so enlightening.

Most items these days are bought online, therefore having the ability to see, touch and discuss aspects in person is always exciting to me. Promoting the range of SA design talents and business is key too.

It's an amazing platform and opportunity for young designers.

Everything was very well organized - from buying tickets, to parking, to safety and navigation around the Expo.

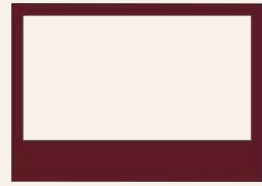
The creativity and quality of products was amazing!

# MARKETING & PR OVERVIEW



**PRINT &  
ONLINE**

**R300K**



**OUTDOOR**

**R1,1M**



**DIGITAL &  
INFLUENCERS**

**R600K**



**PR**

**R33M**



**RADIO**

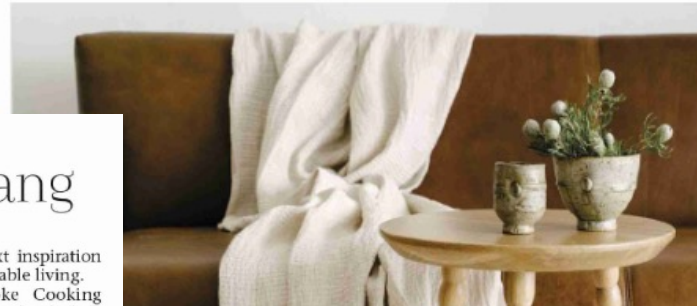
**R750K**



# COVERAGE – PR VALUE TO DATE: R 33 MILLION

Print, broadcast and online coverage:

## #SUPPORTLOCAL The Decor Memo



DECOR

## Decorex Cape Town returns with a bang

WEEKEND ARGUS REPORTER

DECOREX Cape Town is returning with a bang, providing the city with the opportunity to explore the newest design concepts and advancements.

Hosted by the City of Cape Town, and sponsored by Lexus, Plascon and Samsung, the show will have over 200 premium brands, ensuring an all-encompassing experience that showcases curated exhibitions, cutting-edge designs and product launches.

Decorex Cape Town also features two state-of-the-art theatres, offering visitors even more interactivity and engagement. The showcase takes place from June 22-25 at the Cape Town International Convention Centre (CTICC).

Each year the Decorex Africa team singles out an interior design firm whose work is worthy of acclaim. For 2023, "Changing Spaces" will be bringing its design vision to life in the Designer Spotlight at the show.

For the first time, popular online retailer Superbalist.com is bringing its virtual store to life with a physical presence at the show, featuring an apartment showcasing one room in four different looks.



SUPERBALIST.COM is set to bring its virtual store to life. | Supplied

A dedicated QR code for each room will direct shoppers to a curated basket of everything showcased in the room so that they can shop their favourite items or the whole room with one click.

This unique exhibit blurs the lines between e-commerce and brick-and-

mortar, offering in-context inspiration for functional and pleasurable living.

The Samsung Bespoke Cooking Theatre will come alive as local chefs showcase their favourite dishes through live demonstrations.

Immerse yourself in the culinary world as kitchen maestros share their expertise and provide valuable cooking tips. Satisfy your hunger for new recipes and cooking techniques, and if you're lucky, taste the culinary creations before sharing them on social media.

For 2023, the much-awaited annual Kitchen Design Project will be realised by trade professionals under the banner of the Kitchen Specialists Association (KSA) of South Africa – everything and the kitchen sink.

A group exhibition mounted by the Craft + Design Institute (CDI) will showcase export-ready contemporary craft. Dubbed NEXT2023, the exhibition is curated by the CDI's Market Development Programme manager Fran Stewart.

The 24 participants include the likes of Thabo Makhetha, A Love Supreme, Champel, Head On Design, Minima, Unique Driftwood Creations, Modern Gesture, Woza Moya, Knot Again and Lulasclan.

*e And I*

...the biggest and most inspiring showcase of Africa Design Joburg and the inaugural Joburg Decor and Design Week or Africa and Design Joburg will run simultaneously at the Sandton Convention Centre featuring open showrooms and studios that complement the collected show and live demonstrations in a vibrant display of creativity and talent.



## ALL THE DECOR & DESIGN

This year for the first time, the Decor & Design Weeks will bring together SA's leading decor and design exhibitions – Decorex Cape Town, Decorex Joburg, 100% Design Africa and Design Joburg – as part of its comprehensive city-wide programme of events, while SA and Africa's top designers, retailers and creatives will join forces for an expanded programme that will spread throughout each city's design districts for a city-wide celebration of creativity, inspiration and insight. Each Decor and Design Week – one in Cape Town and one in Johannesburg – will encapsulate a multifaceted programme of design events, exhibitions, showrooms, open studios and talks. Cape Decor & Design Week (19<sup>th</sup> to 25<sup>th</sup> June) and Decorex Cape Town and 100% Design Africa (22<sup>nd</sup> to 25<sup>th</sup> June) will take place at the Cape Town International Convention Centre. Joburg Decor & Design Week (31<sup>st</sup> July to 6<sup>th</sup> August) and Decorex Joburg, Design Joburg and 100% Design Africa (3<sup>rd</sup> to 6<sup>th</sup> August) will take place at the Sandton Convention Centre. For more information, visit [www.decorex.co.za](http://www.decorex.co.za), [www.100percentdesign.co.za](http://www.100percentdesign.co.za) and [designjoburg.com](http://designjoburg.com).

SHOWCASE

## Day one of Decorex wows

SIVIWE MELAPI  
siviwe.melapi@intl.co.za

CREATIVE minds and hands from all over South Africa came prepared for the showcasing of the latest interior design and decor trends at the Cape Town International Convention Centre (CTICC) yesterday.

The event, scheduled for four days, will feature more than 200 innovation brands.

The saying "a home is where a heart will always be" surely lived up to its meaning as Cape Town residents were seen in numbers at the launch of Decorex Cape Town 2023, mostly looking into buying either necessities or accessories for their homes.

The show will run until Sunday, and features more than 200 premium brands, curated exhibitions and out-of-the-box designs and new products.

It is hosted and sponsored by the City of Cape Town. Tickets cost at R120 a person, or R100 for pensioners.

Mayco member for economic growth James Vos said the event was a major expo that brought attention to local creators, providing them with a platform to connect with major clients worldwide.

"At last year's show, one of the



DECOREX features more than 200 premium brands, curated exhibitions, out-of-the-box designs, and new products. | ARMAND HOUGH African News Agency (ANA)

entrepreneurs who exhibited at the SAFI stand went on to score a contract with one of Cape Town's biggest furniture brands, while another was approached by a tertiary institution to become a technical trainer. This is why the City supports events such as Decorex, alongside programmes that up-skill our entrepreneurs," he said.

At one of the stalls, which stood out and offered something different, a Digital Decor company based in Durban showcased its "new" and "fun" way to tell the time in words and with pictures preferred by the buyer.

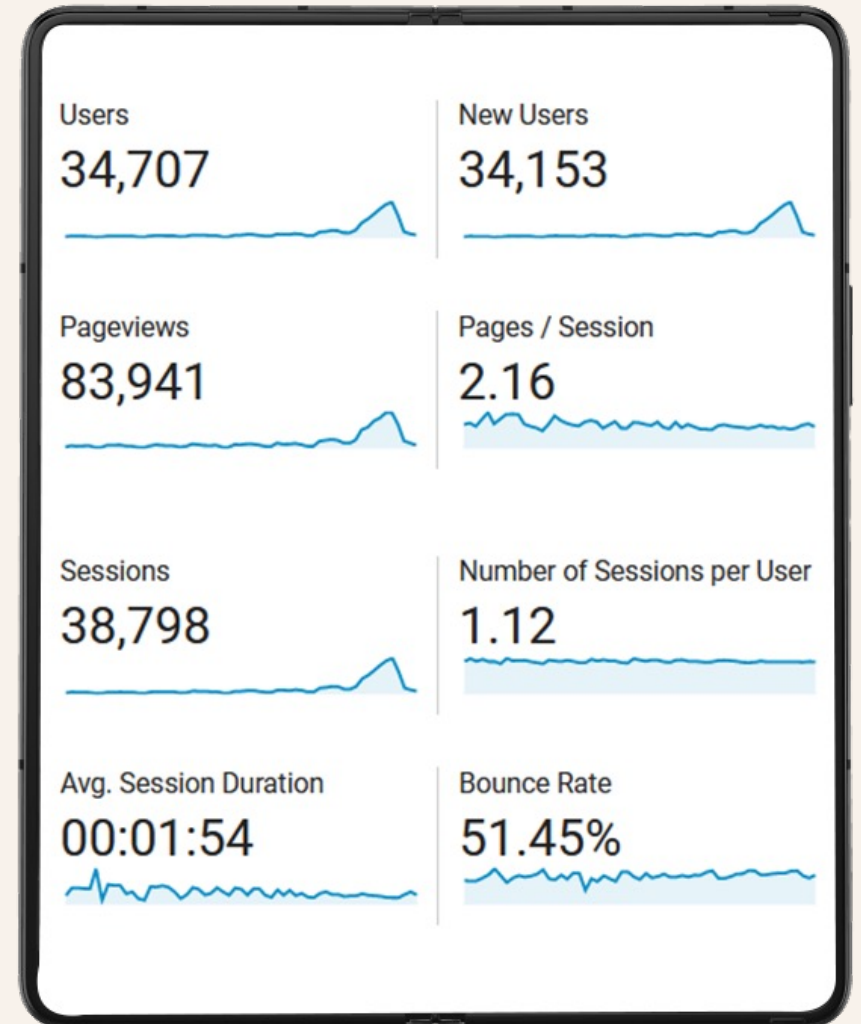
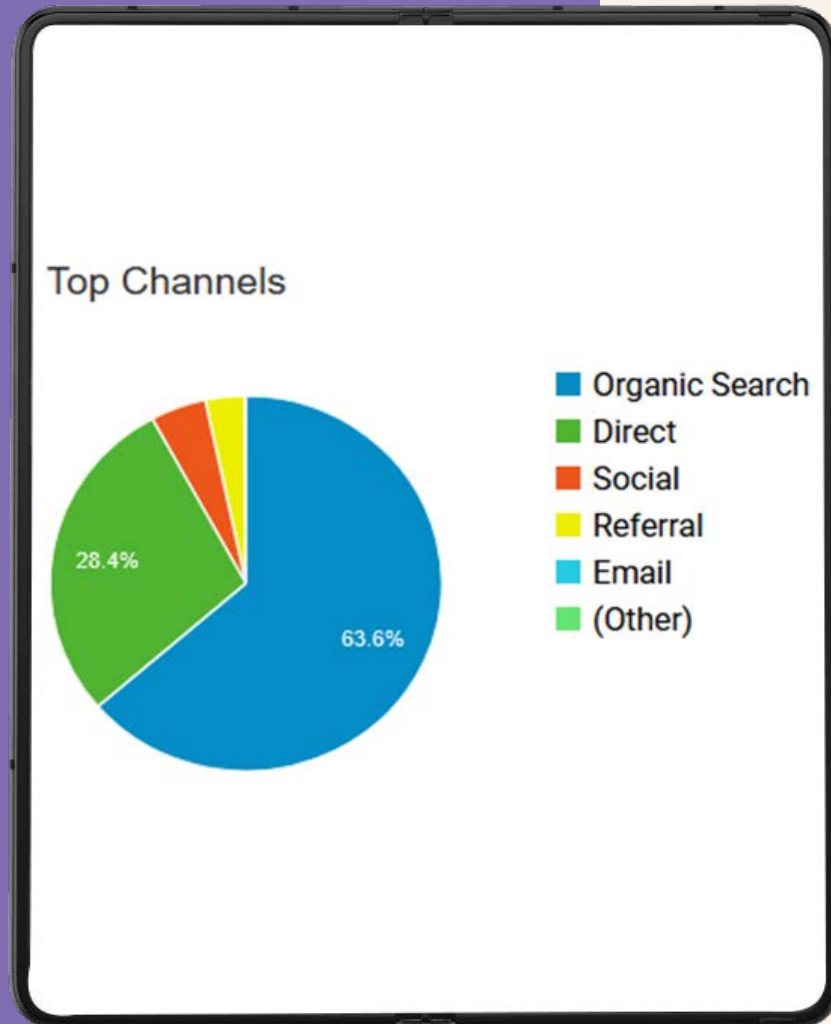
It offers custom sports clocks, religious, marvel, mirror, Formula One, large format and, for the little individuals, there are cartoon characters.

Another company offers outdoor wood-fired hot tubs. Using the old-age principle, one simply needs to put a wood fire in the heating coil or submerge a snorkel stove and the warm water will circulate into the tub without the need for electricity.

Sam Giertz from Hermanus said: "Everything I have seen is amazing, from the designs to the materials and hand work even. South Africa has come a long way and the work that is being showcased here speaks for itself."

# DIGITAL STATS

## Website Stats



DECOREX CAPE TOWN + design CAPE TOWN + 100%DESIGN AFRICA



### Discover the best in home decor and design at Decorex Cape Town

Following a triumphant relaunch in 2022, Decorex Cape Town is returning with a bang, providing the Mother City with the opportunity to explore the newest design concepts and advancements. Hosted by the City of Cape Town, and sponsored by Lexus, Plascon and Samsung, the show boasts over 200 premium brands, ensuring an all-encompassing experience that showcases curated exhibitions, cutting-edge designs and product launches. And that's not all - Decorex Cape Town also features two state-of-the-art theatres, offering visitors even more interactivity and engagement!

Taking place from 22 to 25 June 2023 at the Cape Town International Convention Centre (CTICC), the show offers a multitude of compelling reasons why you don't want to miss it!

[CLICK TO BOOK YOUR TICKETS](#)

[CLICK TO EXPLORE OUR EXHIBITOR DIRECTORY](#)

DECOREX CAPE TOWN

## PLAN YOUR VISIT

22 - 25 June  
CTICC

What's on, where to eat and drink, and more... Decorex Cape Town will showcase the best of contemporary home decor and design.

Experience the best in home decor and design at Decorex Cape Town. The event features a range of exciting and innovative products, services and solutions. The event features a range of exciting and innovative products, services and solutions. The event features a range of exciting and innovative products, services and solutions.

### ONE

Buy your ticket

### TWO

View the dynamic speaker schedules

DECOREX CAPE TOWN

## DELECTABLE FOOD TRENDS SERVED UP AT DECOREX CAPE TOWN

From street food to sustainable kitchen appliances, Decorex Cape Town will showcase the best of contemporary home decor and design.

### SAMSUNG BESPOKE COOKING THEATRE

Lovishid, Plascon, FRANKS, M

Local chefs will be up the Samsung Bespoke Cooking Theatre with the best of their talents. The event features a range of exciting and innovative products, services and solutions.

### WELLNESS & BIOMIMICRY

BLOOM

DECOREX CAPE TOWN + design CAPE TOWN + 100%DESIGN AFRICA

## SAMSUNG BESPOKE COOKING THEATRE

Lovishid, Plascon, FRANKS, M

### Samsung Bespoke Cooking Theatre 2023

Local chefs will be up the Samsung Bespoke Cooking Theatre with the best of their talents. The event features a range of exciting and innovative products, services and solutions.

Learn from the kitchen masters, view displays of their cooking on site at the Theatre, and finally, you'll get to taste the culinary creations they've been sharing their knowledge. Come along for the fun, inspiration and networking. This is a chance to see the future of home decor and design.

Thursday 22 June 2023

10:45 - 11:30 | 12:00 - 12:45 | 13:30 - 14:15

DECOREX CAPE TOWN + design CAPE TOWN + 100%DESIGN AFRICA

## FUTURE TALKS

22.06 - 25.06

In the interest of promoting knowledge sharing and intellectual growth, Future Talks is a thought-provoking program that aims to provide a platform for experts, thought leaders, and enthusiasts from various fields to share their insights, ideas, and observations with the Decorex audience. Future Talks is a series of discussions and presentations that explore the wider social, technological, and cultural context in which we operate.

Staged at the Future of Design exhibition area, the programme runs from the 22 - 25 June, from 11:00 - 16:00.

The objective of the program is to create a set of networking opportunities and a space for active, thoughtful conversations, and to foster a culture of innovation and growth. The program will also offer the audience the chance to interact with the speakers and to engage in a meaningful dialogue.

The program will feature a series of presentations and discussions, moderated by a panel of experts. The program will also offer the audience the chance to interact with the speakers and to engage in a meaningful dialogue.

Dates: 22 - 25 June 2023

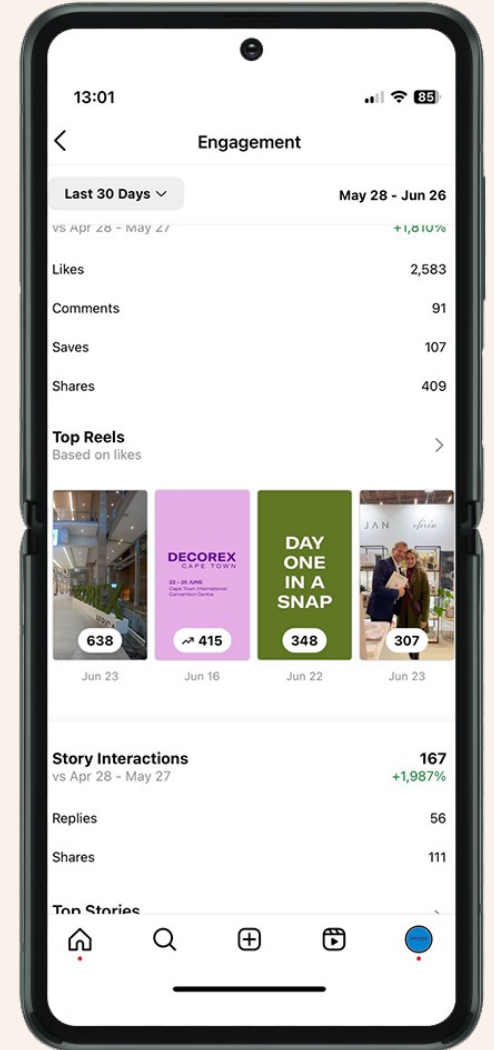
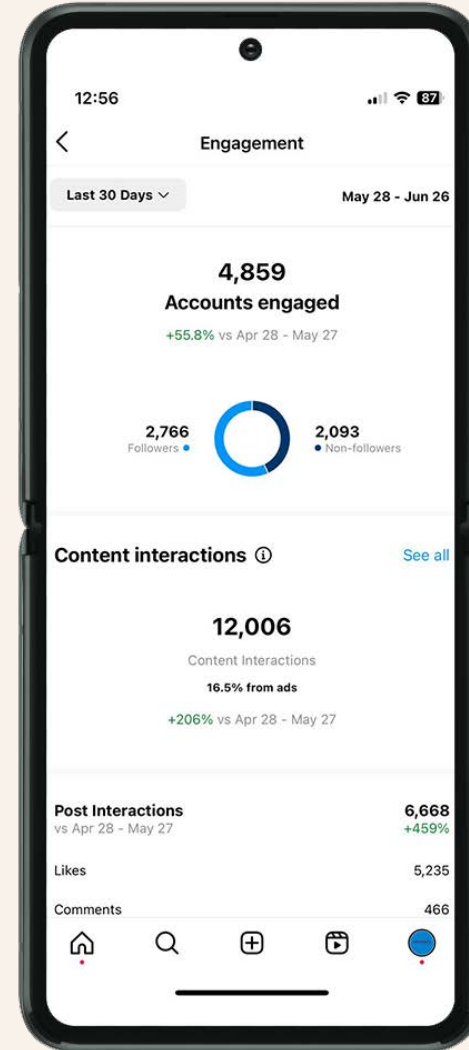
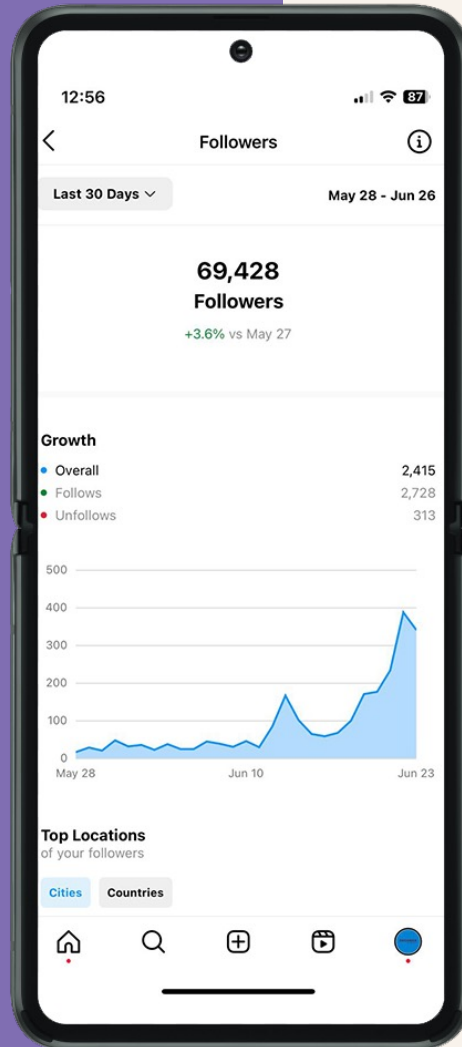
Location: Future Talks Theatre at Decorex Cape Town, CTICC

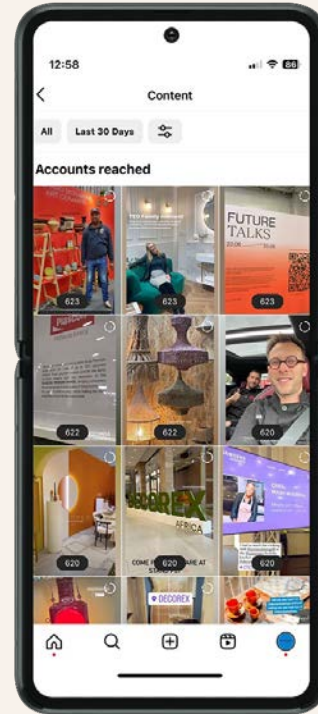
Entry is free to anyone with a Decorex Cape Town ticket. Ticket purchase is subject to change.

WELLNESS & BIOMIMICRY

# SOCIAL MEDIA STATS

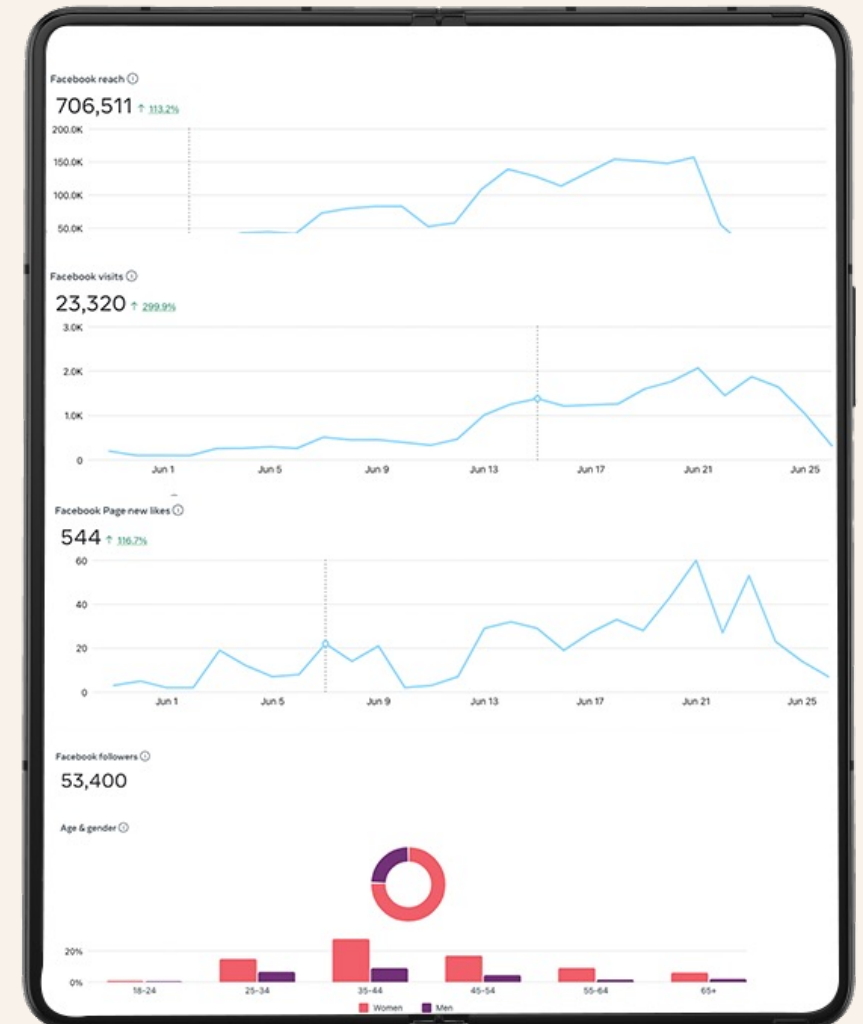
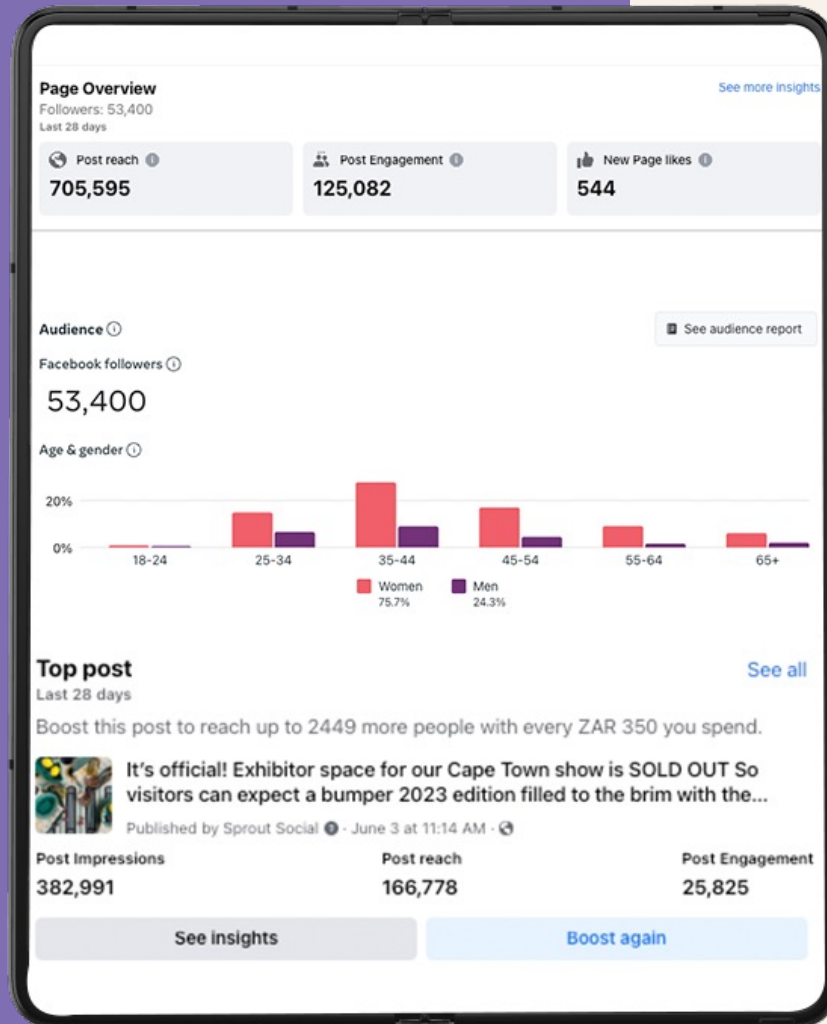
## Instagram 30 Day Stats





# SOCIAL MEDIA STATS

## Facebook 30 Days Stats





**Decorex Africa**

Published by Kelsey Lyn Gouldie · 4d · 🌐

...

**We're talking about the future - and you're invited!**

'We believe that design is one of the most powerful tools we have to shape the future,' says Sandra Barrow, Decorex Africa's Portfolio Director - which is why we've mounted the Future of Design talks, a series of thought-provoking discussions dealing with the some of the most pressing issues we're facing.

Future of Design will create networking opportunities and a toolkit for action, as well as explore the wider social, e... [See more](#)



**Decorex Africa**

Published by Kelsey Lyn Gouldie · 4d · 🌐

...

Meet the cooking stars!

See South Africa's celebrated chefs - [GlamFoodie](#), [foodsams\\_capeTown](#), [Gather Curated](#), and more - take to the stage at the [Samsung Bespoke Cooking Theatre](#).

There's a HOT lineup of chefs giving live demos. It's just like your [#fave](#) cooking show - but better, because it's in real life! Here's the schedule: [https://www.decorex.co.za/\\_SamsungBespokeCookingTheatre](https://www.decorex.co.za/_SamsungBespokeCookingTheatre)... [See more](#)



**Decorex Africa**

Published by Kelsey Lyn Gouldie · 20h · 🌐

...

Catch up with the creative capital's best by checking out these magic moments from Decorex Cape Town! A massive thank you to all our inspiring exhibitors and enthusiastic visitors for making this such a landmark event! [City of Cape Town 100% Design-Africa Design Joburg](#)... [See more](#)



**Decorex Africa is at Cape Town International Convention Centre (CTICC)**

Published by Kelsey Lyn Gouldie · 3d · 🌐

...

**WE'RE OPEN!!!!**

Don't miss the incredible outpouring of decor and design inspiration as the country's top brands and creatives showcase their latest products and collections, talk about the future of design, demonstrate their cooking skills, and so much more. Our exhibitors have outdone themselves! We're blown away and we know you will be too!

If you don't have a ticket yet, here's the link that'll make buying it so much easier than waiting in line at the door: <https://tix.co>... [See more](#)



**Decorex Africa is with Superbalist.com and 6 others**

Published by Grant Swartz · 3d · 🌐

...

Hurry, hurry, for today is the last day of the show - the climax of four days of mindblowing design and decor.

Come and experience the fusion of creativity and imagination.

We're on until 17h00 so don't be left with [#fomo](#)! ... [See more](#)



# EXHIBITOR STATS

Over 200 exhibitors

Over 12 000sqm gross space

## FEATURE AREA'S

- The Hatch, Featuring The Sustainable Chair Prototypes
- Atelier By Cosentino, Featuring Haldane Martin + Muvek Studio
- Appliance Showcase By Tafelberg + Siemens + Bosch
- Samsung Bespoke Cooking, Theatre Featuring Modular-made In Collaboration With Lavish'd + Alcreate + Franke
- Outdoor Showcase, Featuring World Of Decorative Concrete + Bloc Outdoor + Everdure By Heston Blumenthal
- Samsung Wind Free
- Bloom Café Collab With Bower Flowers + Houtlander
- Old Pier Café Visitor, Exhibitor And Vip
- Lounge Featuring Alcreate
- Future Talks Presented By Sanlam Private Wealth, Featuring Visi, Wunders And Robin Sprong
- Future Of Design Exhibition Presented By Sanlam Private Wealth
- Lexus Concept Space
- Surface Bar By Studio Masson, Featuring Stephen Pikus + Dark Horse
- Happinest, Featuring Samsung Freestyle
- Bubbly Bar Built By Happinest, Featuring Belgotex + Distinctive Spaces + Sofa Company +
- Light+living + Cyber Cellar
- Emerging Designer Presented By City Of Cape Town - Bupa Studios
- Designer Showcase By Changing Spaces
- Plascon X Superbalist.com Apartment
- Lighting Showcase By Lighting Warehouse
- Plascon Concept Space
- Shop The Look By Mr Price Home Featuring Robin Sprong + Modular-made
- USURPA X Samsung
- Samsung Bespoke Gallery



# EXHIBITOR COMMENTS

Thank you so much for everything that you do to support the design industry. I am in awe of your endless energy, enthusiasm, creativity and support. It means more than you will ever know.

Thanks for the opportunities you gave me and my little team at this year's Decorex – I am forever indebted.

**Hannerie Visser – Studio-h**

On behalf of the team and myself, I'd like to extend a very big thank you for the past week. Great event, amazing hospitality, and sound execution overall.

Looking forward to the next one 😊.

**Fanele Ndaba - Tradeway**

I had more clients visiting my stand than any other exhibition I've participated in South Africa before; the exhibition was well organised, the talks were of a high standard and very interesting too. I look forward to participating in what is sure to be an even more successful event in the future.

**Craig Tabor-Raeseide, Crema Design, Proprietor**

It was incredible from a lead and networking perspective. Sales mostly from people on Thursday & Friday. Amazing big companies interested in our range and our work. So was very worthwhile. I need to be strategic about Joburg and need advice. Thanks for all the support always. Lots of potential interior work yesterday and today so all round I was impressed.

**Kim Williams – Kim Williams Interiors**

Decorex 2023 was one of our best shows since the pandemic, the attendance was phenomenal and we could definitely feel that people loved the show. I think that the talks were a winning aspect, way they were presented inside the show really worked well. Thanks for working with us and thanks for all the exposure.

**Robin Sprong**

# CONCLUSION

Wow, what a show! A huge heartfelt thank you for being part of Decorex Cape Town 2023. We are so grateful that you experienced this journey with us - without you this incredibly successful show would not have been possible.

As you know we open the doors to **Decorex Joburg** in 5 weeks - we have a few stands still available so if you have not yet booked, please [click here](#) to apply so you don't miss this incredible opportunity!

The team is eager to start planning **Decorex Cape Town 2024** as we have been inundated with requests to book space. We suggest that you let us know if you are interested in 2024 now so that we can reserve space for you while drawing up the floor plans. [Click here](#) to reserve your space now.

Thank you again for all the support!

