

Decorex SA announces #livingdream theme for 2017

Themed 'Make your space your living dream', Decorex SA 2017 kicks off from 18-21 March at the Durban Exhibition Centre.

To create this #livingdream, Decorex SA will offer visitors a range of items and innovations to create the "ultimate refuge". Co-sponsored by Plascon and Caesarstone, the exhibition allows access to a variety of globally influenced designs and trends which have been localised to suit the South African home. Top trendsetters will also be on-hand to offer insightful tips and guidance for personalised home and office décor.



Image: Supplied by Kohler

"Our lives are constantly impacted by the fast-paced, electronic world," said Sian Cullingworth, portfolio director: Decorex SA and 100% Design South Africa. "This can negatively affect our senses if we don't have a space that allows us to step back and have a moment of quiet introspection. We're seeking refuge in silence, searching for a closeness with nature that, for many people, is an elusive reality instead of something we immerse ourselves in daily. The 2017 theme, 'Make your space your living dream' leans towards this natural ethos within the home, creating a liveable haven that seeps calmness and inspires wholesome, introspective living."

Embracing notion of 'hygge'

This anti-digital lifestyle trend which embraces a serene, sensitive, internalised narrative is reminiscent of the Danish ethos of 'hygge'. Stepping away from the constant electronic interaction of the outside world, people are embracing this notion of hygge which represents the warmth and wellbeing that can be found within our own spaces, specifically aimed at comfort and happiness. By escaping the external noise, people are experiencing a better life and greater wellbeing in a calmer space.

Cullingworth continued saying that the creation of this relaxed environment can be found throughout the Decorex SA exhibitions which seek to soothe the senses through various home-enhancing features and culinary experiences.

Craving texture

“It’s all about textile furnishing that exudes an aura of relaxation and calm,” she explained. “The overload of sleek, smooth finishes that dominate the electronics’ industry means our bodies are desperately craving the feel of a textured environment. By including wood in our décor, using soft, natural, earthy tones in our wall finishes and furniture as well as incorporating plants or plant ‘green’ prints, we feel closer to nature. There is also a strong connection between wellness and the colour green.”



Image: Supplied by Plascon

Cullingworth said that visitors to the show will be inspired through the exhibition’s innovations and trends.

“People will be able to ‘make their space their living dream’ at the Decorex SA exhibitions through our showcase of the latest trends in furniture, décor and finishes - which are setting new standards for interiors – as well as the 2017 colour currents displayed throughout the restaurants and installations at the show.”

For more information, go to www.decorex.co.za.

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