



PRESS RELEASE

Date: 13 February 2018

FOR IMMEDIATE RELEASE

## **COLOURFULLY CURATED KITCHENS TAKE CENTRE STAGE AT DECOREX SA**

Kitchens have progressed from merely a functional area in the back room to forming the heart of the home where eating and entertaining converge. This move has seen kitchens adopting more inviting designs as well as bolder, brighter colours – prompting the theme ‘An Expression of Colour’ for this year’s Franke Kitchen Studio Project, endorsed by the Kitchen Specialists’ Association (KSA).

Decorex Durban, Decorex Cape Town and Decorex Joburg – the leading décor, design and lifestyle exhibitions all sponsored by Kansai Plascon – will play host to this exciting feature. For the installation, four local designers in each of the three provinces will be given the chance to create ‘An Expression of Colour’ kitchen using the latest range from Franke SA. Each kitchen model will then be assessed by Franke and KSA, with the winning creator receiving R10 000 worth of Franke kitchen products.

Stephanie Forbes, National Manager of KSA, said the organisation had built up a great relationship with Decorex SA through this project and other features.

“Our relationship with Decorex allows for face-to-face interaction with consumers,” continued Forbes. “We use it as an educational platform to teach consumers looking into new kitchens, empowering them to ask the right questions of those in the industry.”

Franke SA’s National Sales Manager, Clinton Soutter, said Franke was pleased to once again be affiliated with the Decorex exhibitions. “We have found that the Decorex shows are the designers’ hub, offering the homeowner an array of inspiring new ideas and the latest in trends. This platform enables the consumer, interior designer and architect to engage with our brand and our customers in one place.”

### **An Expression of Colour**

Soutter expanded on this year’s creative theme, stating: “Life is about using the whole box of crayons. At Franke we choose to live life in colour, believing that it can influence our moods and our thoughts. The colours you pick for your kitchen can express the different aspects of your creativity, personality and style. Colour can also change the perceived size and shape of the room so it’s important to use a carefully selected colour palette to create just the right look.”

He said this fitted in well with the Decorex #rhythmoflife theme as they felt colour reflected the ‘heartbeat of life and expression’.

Forbes praised this year’s theme choice because of the vital role colour plays in every kitchen: “It is one way for a consumer to really express themselves in the space, however, the choices of colour can also make or break a good kitchen design. Colour is intrinsically linked to mood and the sense of space so choosing the wrong colour can make the space feel claustrophobic while the right colour can reflect light and open the space up.

She said that colour choices should express the chooser while not creating an outdated kitchen: "If chosen incorrectly, the colour may be the reason you can't sell your home when you decide to move on. Remember, colour is not only expressed on the walls or the doors of the kitchen, but through accessories and appliances as well."

### **Kitchen Trends to Watch**

Forbes said South Africa was still reflecting the 2016 and 2017 European trends so visitors could expect to see a lot of clean lines with minimal fuss.

"Materials such as matt and gloss, timber and steel are still popular, with reference to the industrial concrete look and imitation marble seen in tops," said Forbes. "Surface materials are still varying in thicknesses while handleless doors and drawers remain. Space-saving hardware is always a trend as spaces get smaller and we require better ergonomics in the kitchen."

Soutter said this year's project theme reflected the trend of enhanced colour inclusion into kitchens. There would also be more two-tone units - without upper cabinetry - fitted with brass and mixed metals. Smart Kitchens are also starting to dominate using integrated and hidden appliances, as well as personalised tile-feature walls and concealed lighting.

"At the Decorex Joburg show last year we launched our new range of sintered stone and quartz worktops, and this range will now be launched at Decorex Durban and Decorex Cape Town this year, along with our new solid surface worktops," continued Soutter. "We are also very excited to launch our new stainless-steel range of hotel and residential bathroom accessories – available in two stylish designs – as well as our modern sink mixers."

Check out these incredible kitchen trends, fittings and appliances and find the best option to suit your colourful #rhythmolife at Decorex Durban, Decorex Cape Town and Decorex Joburg – sponsored by #kansaiplascon.

### **DECOREX SA DETAILS**

#### **Decorex Durban**

21 – 25 March 2018

21 - 24 March: 10am - 8pm

25 March: 10am - 6pm

Durban Exhibition Centre

Public holiday: Wednesday 21 March

Trade-focused days: Thursday 22 and Friday 23 March

Ticket Prices: Adults – R 95

Student/Pensioners – R85

Kids U12 – R20

Trade – R85

Exhibitor – R85

#### **Decorex Cape Town**

27 April – 1 May 2018

10am – 6pm daily

Cape Town International Convention Centre

Public Holiday: Friday 27 April

Trade Day: Friday 27 April

Ticket Prices: Adults – R 110

Student/Pensioners – R100

Kids U12 – R20

Trade – R100

Exhibitor – R100

#### **Decorex Joburg**

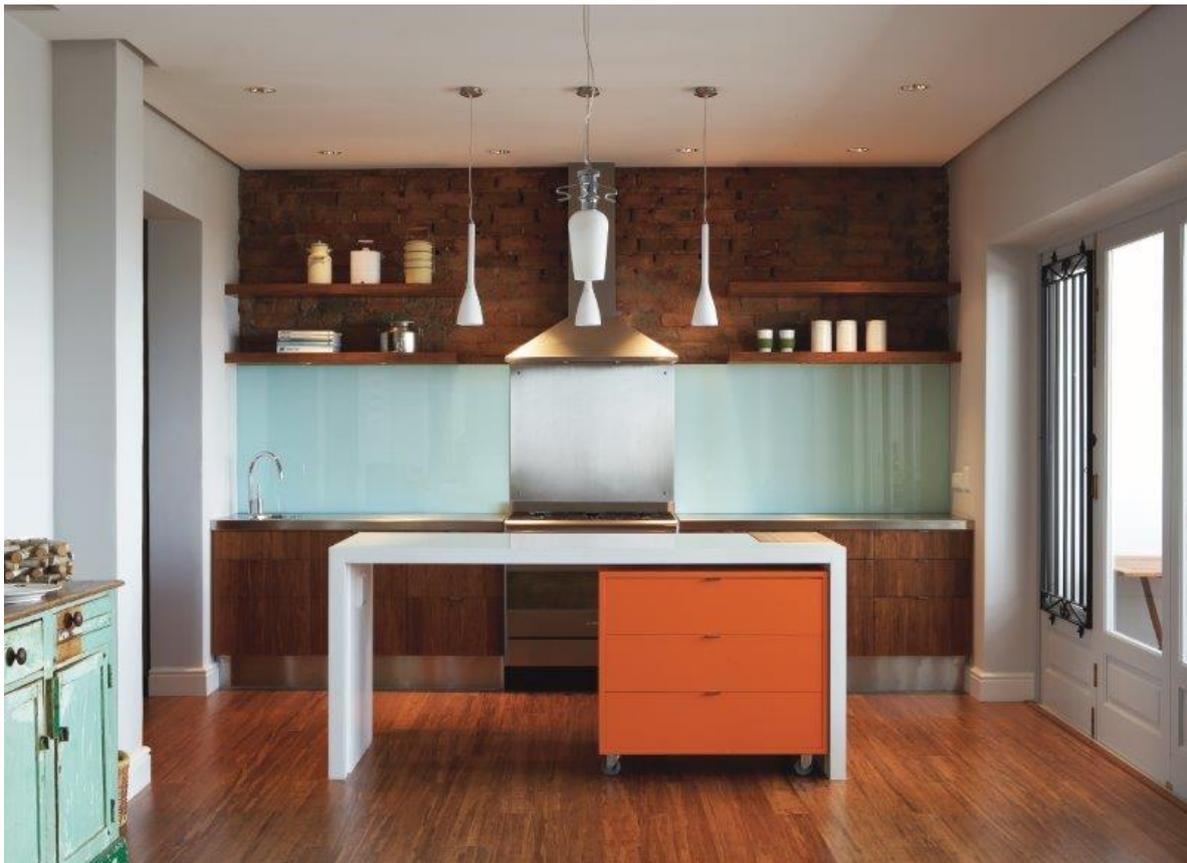
8 – 12 August 2018

10am - 6pm daily  
Gallagher Convention Centre  
Public holiday: Thursday 9 August  
Trade-focused days: 8 and 10 August  
Ticket Prices: Adults – R 120  
                  Student/Pensioners – R 100  
                  Kids U12 – R20  
                  Trade – R 100  
                  Exhibitor – R 100

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High resolution images are available upon request.  
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(Image credit: Cabinet Works) \*Image supplied by KSA\*



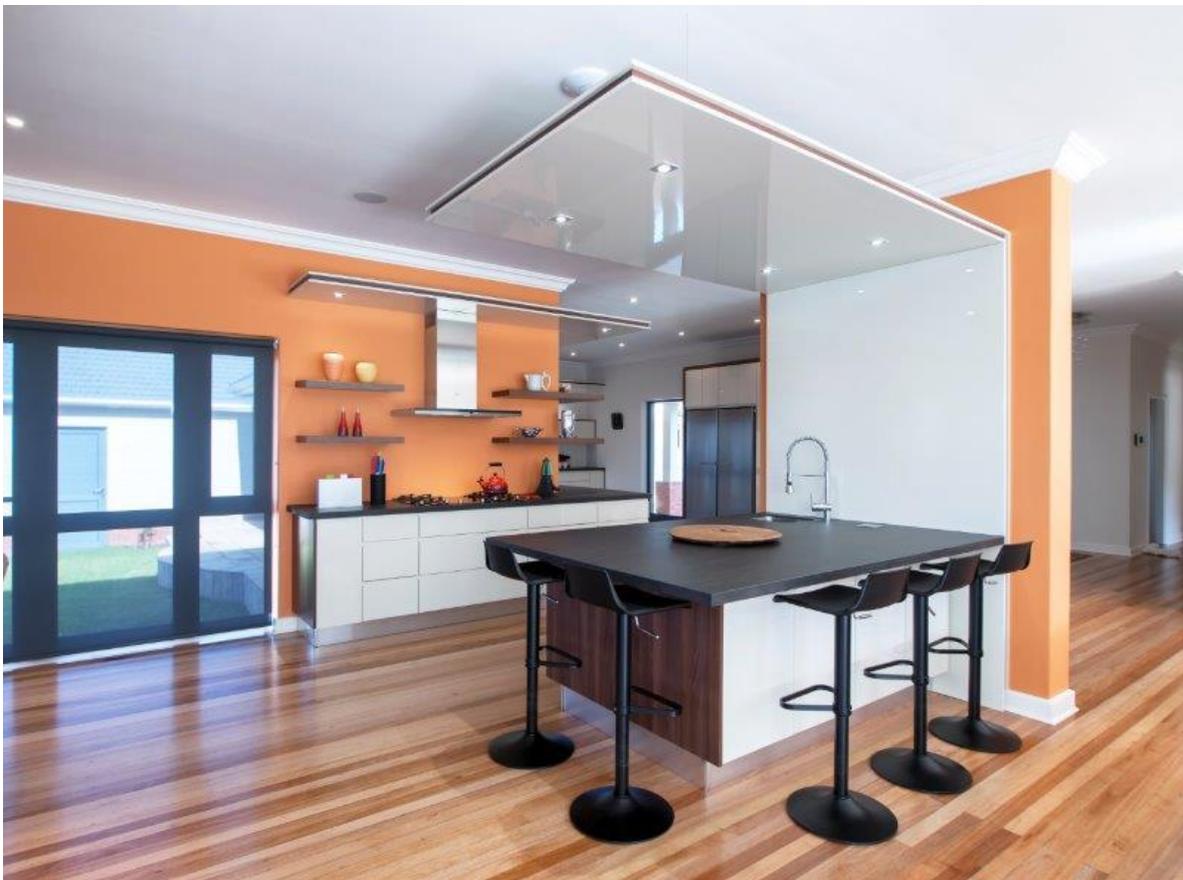
(Image credit: Martin Meyer Kitchens) \*Image supplied by KSA\*



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