

# Design heights

*Durban's Decorex celebrated its 10th year with a feast of design, decor and home living ideas*

With over 120 exhibitors and 10 feature installations, Decorex Durban 2012 was also a foodie haven. This year's five-day event, which ended on 25 March, attracted around 19 000 visitors, making it one of the most popular events to date. This year's theme was 'Real', as in 'Keeping it ...'

A notable drawcard was Plascon's concept stand. A main sponsor of Decorex, Plascon showcased its Endless Possibility Colour Forecast with the help of four of SA's top decorators and designers. Another motivational feature was the Inspire Theatre, the place to be to experience a number of talks and demonstrators by various exhibitors. Our favourite feature of the expo was Operation Man Cave, where four celebs, rugby player Ryan Kankowski, ECRadio Breakfast Stack DJ, Darren Maule, surfski paddler Barry Lewin and former pro surfer, Dane Patterson, teamed up with local designers and Wetherlys to design and build their ultimate man cave, all in aid of charity.

To round off Decorex Durban, shoppers got to take a little piece of design history home by buying something from the Decorex Designer Collection, an exclusive signature collection of products from nine of SA's most popular designers and artisans. The items are also available for purchase online. ☺

[decorex.co.za](http://decorex.co.za)



*The Property Magazine stand at Decorex Durban 2012, designed by Olàlà! Interiors according to the theme, 'The Basics', featured design elements symbolising life and growth.*

# The Olàlà! factor

*Olàlà Interiors took up our invitation to design our stand and rose to the occasion with its interpretation of our theme: 'The Basics'*

Olàlà! Interiors designed *The Property Magazine's* Decorex Durban 2012 stand in accordance with the forward-thinking spirit of the magazine. Using *The Property Magazine's* exciting brand colours Olàlà! showcased a copy of designer Arne Jacobsen's Egg Chair, originally manufactured by Fritz Hansen in the 1950s. At that time, the Egg Chair was considered to be a 'figment of one's imagination' and was priced at about \$50 000 each, as this limited edition was designed to remain exclusive. The original chair from Hansen is available and priced from R60 000 (subject to exchange rates and courier charges). It has since been copied and reproduced worldwide and can be found in many beautiful homes today.

To offset these acclaimed chairs, a white rural African Bameleki table was placed on the engineered polyurethane flooring – an engineering breakthrough in modern sustainable flooring applications offering a previously unheard of 25-year residential warranty. Then, departing from the norm, Olàlà! commissioned local artist and beading craftsman, Rastaman Charles, to bend and bead a fresh take on lighting. Starting off with a basic organic chandelier design, the Olàlà team bent a Potted Chandelier into life (the natural root bowl earths this stunning lighting creation).

Every item on the stand reflected synergies and analogies relating to *The Property Magazine*, from the trees representing the magazine's growth to the quirky green leaves reflecting our green philosophies. The strong red central column represented the magazine's pride and strength in the publishing industry and overall leadership in property.

Olàlà! Interiors' design philosophy for its residential projects is to always reflect its owners' personalities and lifestyles, while its exhibition stands reflect the brand of the commissioning clients. What differentiates Olàlà! Interiors from other design companies is its versatility. The team doesn't just stick to one style that it's comfortable with, but is creative in its interpretation of client briefs and is not afraid to play in uncharted waters. The team loves new and unfamiliar spaces, respects and always incorporates good design elements into its projects, and enjoys life and fresh challenges. ☺

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