

DESIGN WITHOUT BORDERS

Decorex Africa's Global Vision Comes Into Focus

From Cairo to Cape Town and Milan to Joburg, the continent's leading décor and design showcase returns with a powerfully connected, creatively charged programme for 2025.

With a bold mix of international design icons, visionary African creatives and sustainable innovation, Decorex Africa is set to deliver its most future-focused showcase yet. Held in Cape Town (5–8 June) and Johannesburg (24–27 July), the 2025 edition brings together global voices and local talent under one roof, sparking dialogue and redefining the role of design on the continent – and beyond.

DESIGN DIRECTIONS

This year's edition sees the debut of the International Spotlight pavilion, a

carefully curated showcase of pieces by some of the world's most iconic design houses. Expect to encounter favourites such as Ligne Roset, Créma Design, Nosso, and Sofa Company, brought to life with support from Stuart Graham Fabrics. It's a visual index of the next decade's design direction, and one that confidently bridges the distance between global inspiration and local application.

"We've spent years working with the world's leading brands," says Hayward. "Now we get to present a selection of what we believe are the most relevant and resonant pieces of international design, right here in Cape



Town. We're inviting audiences not just to view the space, but to experience it – to discover the ideas and objects they feel connected to.”

The International Spotlight is not the only significant feature drawing attention. Decorex Cape Town also turns a dedicated eye toward the continent, with a Pan-African Pavilion and the launch of Capitec handmadeAFRICA – a vibrant design market featuring over 60 independent makers and studios from Morocco to the Cape.

This multi-sensory marketplace allows visitors to browse, buy, and connect with brands like LRNCE, Bombisa, Sizwe Sama, Roxas, and Kind Kid, all of whom are exploring new ways of making, rooted in heritage but unapologetically

future-focused. It's more than a retail experience – it's an expression of the continent's creative heartbeat.

MATERIAL CHANGE

Adding further depth to the programme is Decorex Cape Town's Designers of the Year for 2025: Reform Studio. Hailing from Cairo, this award-winning duo – Hend Riad and Mariam Hazem – are the minds behind Plastex, a pioneering textile innovation crafted from discarded plastic bags. By reinterpreting traditional Egyptian weaving methods through the lens of sustainability, Reform Studio tells a powerful story of waste transformed into wonder.

Their presence at Decorex is two-fold: first, through a beautifully presented

exhibition stand that showcases how Plastex is made – from raw waste to refined product – and second, via an evolving public installation titled *We Are All Woven Together*. Built entirely from discarded show setup materials, including wrapping, boxes, and tape, the tapestry will be woven live during the show, allowing audiences to witness its growth in real time. It's a poetic act – turning trash into textile, and isolation into interconnectedness.

“Come chat to Hend and Mariam,” encourages Hayward. “They'll be there every day – eager to share their ideas and hear yours. Whether you want to talk sustainability, weaving traditions, or even just your favourite shade of yellow, they'll make time.”





Reform Studio will also host two Future Talks – one on Friday, 6 June and another on Sunday, 8 June – and will design the ribbon to be cut by Cape Town's Executive Mayor, Geordin Hill-Lewis, at the official opening.

GLOBAL GUESTS, LOCAL LEGENDS

Looking ahead to Decorex Joburg in July, another major announcement is the inclusion of Federica Sala as a featured speaker. The Milan-based curator and design advisor brings a wealth of global insight, with previous work for Centre Pompidou, Dolce & Gabbana, Cassina, and The Good Life Italia, where she serves as editorial director.

Rounding out the international lens is Charles O. Job, the Johannesburg *Designer of the Year*, a Zurich-based architect and designer originally from Lagos. His recent appearance at the Design Biennale Rotterdam 2025 cemented his reputation as one of the continent's most innovative design thinkers – a fitting addition to Decorex Africa's ever-expanding creative dialogue.

With its evolving focus on cross-border collaboration, deep cultural storytelling, and sustainable innovation, Decorex Africa continues to reframe what a design showcase can be. Not just a platform, but a meeting of minds – where local talent, global names and forward-facing ideas find common ground.

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