



Decorex – A place to inspire

The Royal Hospital in Chelsea gets adorned with the new seasons trends

“A place to inspire”, “to find out what’s new” are just some of the countless reasons why Decorex International continues to be one of the most successful and keenly anticipated design shows in the UK. It accounts for the extraordinary combination of visitors; where the most influential and charismatic designers rub shoulders with top architects, interiors designers and specifiers, each eagerly seeking out the latest designs, colours, materials and shapes.

Decorex is a place where new trends and designs are discovered, soon to be spotted in some of the most important interiors, and in time, will eventually find their way on to our high street. And its no wonder given the ever-changing line up of exhibitors, that year on year gives the show its vitality and element of surprise.

It can be argued that the mark of a company’s success is when they take a stand at Decorex – whether they are one of the most well-known international brands or a young vibrant design company – the message is still the

same – you’ve made it. Think established fabric and wallpaper company Morris & Co or young lighting design duo Diffuse for example. Now in its 34th year, such is the show’s reputation that Decorex continues to attract the top names in the industry both UK-based and internationally, including de la Cuona, Serip, Moissonnier and Patrick Gaguch.

This year around 250 exhibitors will be showcasing their wares, highlighting the quality of their designs, craftsmanship, materials and often their bespoke service. This is what makes the show so unique from exquisite handmade furniture pieces that exude style with an outstanding attention to detail by the Villiers Brothers or Julian Chichester to the latest technical innovation from Calfe Crimmings or sumptuous natural materials from Volga Linen. For those first timers to the show, it is an ideal opportunity to appreciate why particular companies have built up such an enormous reputation and following, and equally exciting to spot the emerging designers of tomorrow.

The entrance to Decorex has always been one of the most coveted design commissions in the industry – providing an opportunity to showcase design

skills, style as well as originality. This year, the mantle has passed to Nicky Haslam and Colette van den Thillart from NH Design; Nicky, an interior designer who has forged a successful international reputation over 40 years, will be drawing on the show’s theme of cherished places, to create a theatrical fantasy, a dramatic platform that promises to inspire the senses and release the imagination, promoting a sense of fun and a visual feast for the eyes. It promises to be a Decorex entrance like never before.

In the interest of research, there will be no need for an excuse to visit the champagne bar, where award-winning interior designer Martin Hulbert will be casting his magic, nor for attending the restaurant and café, transformed by Broosk Saib and Fromental. Should you be in need of a short rest, it would be completely instinctive to look out for And So To Bed’s feature area, where they will be showcasing their new design collaboration with Nina Campbell, who will be launching her new bed and furniture collection.

One of the most popular areas of the show is the Seminar Theatre – where a fantastic line up is promised by some of the most

respected international designers including Lori Weitzener, Piers Gough and Nicholas Chandler, Rene Dekker and Martyn Lawrence Bullard, as they talk about the latest trends and activities in the industry. Another reason why Decorex is a show not to be missed. ■

To stay up to date with Decorex International you can follow on Twitter at twitter.com/decorex2011 and become a fan on Facebook at facebook.com/decorex. For further information and to purchase tickets to the show, visit www.decorex.com



Decorex International
Love Design
25 – 28th September 2011
Royal Hospital Chelsea, London