

MEDIA RELEASE: JULY 2019

Get down to business with 100% Workspace

Will the corner office go the way of the dinosaur? Is collaborative – or co-working – here to stay? How do corporates future-proof the interior of their buildings? These and other pertinent questions will be addressed by the dedicated workspace sector at 100% Design South Africa 2019, happening alongside Decorex Joburg and the International Sourcing Fair from 7-11 August 2019.

100% Workspace features a thought-leadership programme of industry talks, a fully-functioning interactive workstation, a dedicated feature known as 100% Office, an award-winning Botanical Office, and a top-notch selection of workspace-related exhibitors - accumulatively constituting the continent's most significant gathering of office design minds and products. Expect to see workspace interior designers, product and furniture manufacturers, technology and materials suppliers that have all been clustered into a design-forward office-centric hub at the show.

As the top trade event for office design in Africa, 100% Design South Africa takes its engagement with the industry seriously. Top trade delegates will be chauffeur-driven to the show courtesy of MINI South Africa, who will provide a fleet of cars expressly for the purpose. Once there, members of the trade will be able to engage with everything 100% Workspace has to offer.

Headed up by the show's office ambassador and expert, Sue Scholtz of Blue Inc Interior Design Consultants, 100% Workspace delves into the question of what makes an office space work. Under the theme of Collaborative Workplaces, 100% Workspace addresses issues of People, Process and Place through a series of talks that will take place in the aptly named 100% Workshop arena, which forms part of the show's floor plan and features stand-out functional seating by RAW Studios.

This robust programme of presentations is scheduled for the show's trade-focused days on 7 and 8 August 2019. Industry experts will speak on a variety of workspace-oriented topics spread out over the two days. Speakers include the likes of Claire D'Adorante of Paragon Interface who will share the studio's project for Discovery, and how the concept of collaboration was included in the office design. Humanscale will be looking at future ergonomics and Steelcase will share their innovative research in workspace design. For the full schedule and speakers please see www.100percentdesign.co.za or the Facebook events page via this link: https://www.facebook.com/pg/100PercentDesignSouthAfrica/events/?ref=page_internal

After its debut in Cape Town, the Botanical Office will make its way to the country's highest concentration of corporate headquarters: Gauteng. The Botanical Office is an award-winning display that reimagines the workplace environment by transforming what's stereotypically a purely functional space into one that fosters productivity and wellbeing.

100% Design South Africa Creative Director Cathy O'Clery will incorporate residential furniture, layered textures and objects of interest - created by some of SA's biggest talents - into an office set-up that offers viewers a fresh alternative. In Jozi, the Botanical Office will feature designers and brands such as The New Modernist, Southern Hospitality, Kino and Evolution Product.

The growing global awareness of the importance of workspace design is prompting wave after wave of design-forward products that improve the productivity and wellbeing of office occupants. 100% Workspace's Collaborative Workplace is designed by dsgn™ and will boast a showstopper floral carpet by Ege, available in South Africa through KBAC Flooring. The wi-fi enabled space will demonstrate the hard-working potential possible with smart and versatile design. Guests of the show are welcome to interact with - and work in - this new-wave office.

Alongside the Collaborative Workplace, visitors will find the cornerstone feature known as 100% Office. An annual fixture at 100% Design South Africa, this year's 100% Office will be presented by the South African division of Inova Contracts. Inova is a leading supplier of top international task furniture brands and their showcase will highlight the latest directions for office furniture.

Interior design and architecture professionals are invited to register online for complimentary trade access to 100% Workspace before 7 August 2019. Thereafter, trade tickets may be purchased at the gate. On-site trade registrations cost R100 per professional. To pre-register, please visit:
<https://www.tisevents.co.za/Event/Decorex/Default.aspx?id=3650>

For the broader public, the show will be open from 7-11 August 2019 and is indeed open on the Public Holiday on 9 August 2019. Tickets may be purchased through Computicket -
https://mobile.computicket.com/event/decorex_joburg_100_design_2019/7076408 - or at the entrance to the show.

For more information, visit: www.100percentdesign.co.za

Essential information for 100% Design South Africa

Dates: 7-11 August 2019

Opening times: 10h00 – 18h00

Ticket prices: R120 for adults; R100 for pensioners and scholars; R20 for kids under 12; R100 for trade and exhibitors at the gate

Venue: Hall 1, Gallagher Convention Centre, Midrand, Gauteng

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Notes to Editors:

Please use the full name, 100% Design South Africa at all times. Further details on the exhibition can be found on the website: www.100percentdesign.co.za. 100% Design South Africa forms part of the Decorex SA portfolio. The 100%design logo, RELX Group and the RE symbol are trademarks of RELX Intellectual Properties SA, used under license.

About the Organisers:

In association with Reed Exhibitions, two of South Africa's most influential taste shapers are behind 100% Design South Africa: Cathy O'Clery, a former editor, creative director and international design specialist, and Laurence Brick, a retail pioneer, entrepreneur and industry analyst. Both Cathy and Laurence are seasoned and respected opinion leaders in the design community and together run Platform Creative Agency. www.platformcreativeagency.com

About Reed Exhibitions

Reed Exhibitions is the world's leading event organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries. www.reedexpo.com



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