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MEDIA RELEASE

## **Interactive virtual expo to replace physical shows for Decorex Joburg and 100% Design South Africa 2020**

Set to go live online at 10h00 on 06 August 2020 – the same time as the originally planned event would have opened its gates to greet the public at the Gallagher Convention Centre in Gauteng – is an innovative virtual expo developed by the Decorex Africa Portfolio and Reed Exhibitions. A first for the Decorex Africa Portfolio, the virtual expo experience will replace this year's physical iterations of Decorex Joburg and 100% Design South Africa. The aim is to provide exhibitors, members of the trade, and the public at large, with a unique online opportunity to engage and conduct "business as unusual".

After understanding that it would not be possible to host the country's leading interior design, décor and product design shows in their usual venues in 2020 due to lockdown restrictions, the team at Reed Exhibitions Africa have looked to virtual solutions in a bid to continue to support the industry and its exhibitors. Reed Exhibitions confirms that the decision not to host any physical events in 2020 is a result of multiple discussions with the greater industry due to the impact of COVID-19 and upon the advice of local and national health authorities.

"Because this is the new normal," says Decorex Africa Portfolio Director Sian Cullingworth, "we have adapted accordingly and explored new ways to enable trade within what's currently permissible. While we do mourn the fact that we are unable to host Decorex Joburg and 100% Design South Africa in their usual format this year, we were determined to do something to stimulate trade and help reignite the economy. So, the virtual expo was born. We're here for our exhibitors and we want them to know that we value and support them. And not only that, our thoughts are with everyone who has been impacted by COVID-19!"

"Even once we can return to physical events again, we plan to retain the element of a virtual expo along with each physical show as a value-add for both exhibitors and guests that serves to deepen and extend the experience of the live events even when they are over," Cullingworth continues.

In 2021 the Decorex Africa Portfolio looks forward to organizing and managing its four usual interior design and décor shows (namely, Decorex Durban, Decorex Cape Town, Decorex Joburg and 100% Design South Africa) accompanied by four virtual expos. In addition to the upcoming virtual expo in August this year, the lively social media channels for both Decorex and 100% Design South Africa are currently enriching the industry with live and pre-recorded video content that covers new product launches and interviews with designers and decorators.

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