

HOME DECOR EXPO ²⁰²¹

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The logo for Houss Rentals features a stylized house icon to the left of the word "houss" in a lowercase, sans-serif font. Below "houss" is the word "RENTALS" in a smaller, all-caps, sans-serif font.



HOME DECOR EXPO 2021

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AN URBAN Sanctuary

“The key to great design is capturing the client's spirit and the essence of the space”. Cotton & Yarn Interiors specialises in a full turnkey interior design and decorating service. Each client is provided with customised interior design concept, tailored to suit the clients' interior style, needs and requirements. They focus on seamless coordination and working within a budget. This includes interior consultations, interior space planning and design implementation.

This urban apartment ticks all the boxes for modern living! Here is a look that embodies urban sophistication and opulence – with a luxurious black, white, and gold colour palette. This approach is anchored by clean lines, tactile fabrics an array of pattern layering and refined gold details. On entering this 3-bedroom apartment, interest is created by the fashion portraits of three dark skinned womens faces, embellished with gold makeup. “Luckily when it comes to sofas these days there's no need to sacrifice form for function – it's easy enough to have both” says Spiandi Dickson.





This lounge area consists of a 3-piece modular sofa that can be enlarged by adding in more modular sofa pieces. An additional in-between removable oak side table is placed for extra comfort with a reading light.

Opposite the lounge sofa is a custom-built TV unit, designed in such a way that all the electrical and audio cabling is hidden. The lounge also has a very interesting glass coffee table, positioned on three modular 3-dimensional metal cubes. This allows for transparency to showcase the beauty of the plush rug. The seamless integration of the lounge and dining area can be seen in the placement of the 4-seater glass dining room table that forms the connection between the kitchen and lounge area. The reason for using glass is to create the illusion of space and the glass visually does not occupy the space. The four dining room chairs feature a two-tone fabric/leather combination that has been used on the chairs. Leather is used on the inside back and seat, as it is more durable in high traffic areas. The wall above the dining room table has been accentuated with round black metal framed mirrors.

With the current pandemic, sleeping spaces are smaller due to home offices becoming prevalent. A waterfall shaped, oak desk with white storage unit on wheels has been placed in such a way that the additional space can be used for occasional visitor's chairs upholstered in a combination of "houndstooth" and velvet fabric. Cleverly layered textures in the main bedroom creates depth and character. The diagonal design on the headboard is contrasted against the black-and-white upside-down "ombre" wallpaper. An enchanting kid's bed creates a magical atmosphere with this unique house-bed design. This room features a monochromatic scheme with natural oak wood elements and layered textures. A teepee tent will give your little one a feel of staying in their own world. The tent has been included as an extra reading corner, and can also be used for playing outdoors.



SHOW UNIT #1

Things to look out for:

There was great excitement when we learnt that Cotton and Yarn would partake in this year's show. They have produced some of the most striking interiors in the previous two Home Décor Expo's – and this year is no different. This unit is filled with the latest design trends; like the 'daybed' extension of the sofa. Modular is the way to go! We loved the design sensitivity and attention to detail. The increased scale of a few selected pieces, prevents it from overcrowding the apartment. Statement wallpaper has made a huge comeback in 2021, and nowhere is it more evident than in this apartment. In the children's room we absolutely love the house-bed. It makes for a safe transformation from cot to toddlers' bed. The overall colour palette in this apartment consists of greys that form cool to warm shades. It's transformed from muted to vibrant through layering of contrasting colours like midnight black and butterscotch coloured leather accents.





SOUTH AFRICAN *Minimalism*

In any successful interior environment one will find an array of design principles that are carefully executed in a tasteful matter. This approach can be applied in any size or space and budget. In some cases like many interior styles one can easily get carried away in the detail and over populate a space. One of these are the “South African Interior Style” that most will identify through the use of game skin, prints, grass ceilings, taxidermy mounts or skulls. This is also known as the “safari interior style” seen in many game lodges in and around South Africa.

In this unit you will find a clever interpretation of what a minimalistic South African style will look like with a splash of bohemian greenery to celebrate a fresh contrast. IN'AWĒ Studios was founded in 2014 by Interior Designer Helene van der Westhuizen, a business woman, wife to a fantastic husband and mom to three wonderful children. Helene, Lead Designer and Business Developer of IN'AWĒ Studio, was fortunate to be joined by a very good friend and rock in the company, Renée Viljoen, Head of Operations. Together they have designed and executed a diverse amount of projects within the



SHOW UNIT #2

Things to look out for:

Most people are extremely secretive when it comes to the suppliers that they used to create magic. It's not often that decorators are willing to share their contacts, but the team at IN'AWE is clear on who helped them achieve this incredible show unit: "We are extremely excited to have our first opportunity to style an apartment at this year's Home Décor Expo. With this in mind, we gathered some of our favourite manufacturers and suppliers to collaborate with us. Thank you to Sanri from Schönn for all her wonderful furniture. Nina from Mixx Cement for sponsoring an outstanding wall finish as well as the team from Wallpaper Online. Further we are grateful for a décor selection from Hertex Haus, Corli from Utte Lifestyle, Ciska from Francisco Plant Couture, Leoné and Elsabe from Step Ahead Interiors for their curtains and lastly Danny from Scentology who looked after a very important scent to complement our interior"



commercial, hospitality and recently residential industry over the past seven years. Some of the outstanding projects IN'AWE secured over the last couple years are The South African Hall of Fame's Lounge of Legends in Sun City; MBT Petroleum's Head Offices in The Club, Pretoria; Ithemba Properties' Head Offices in Johannesburg CBD; Faircity Hotels' Junction Apartments in Atterbury, Pretoria; Bootlegger Coffee Company at The Marc Centre in Sandton and many more.

Each project is approached with care and thorough research into the client's brief. The love for supporting local design and manufacturing houses will always play a big role within their interior spaces. Recently IN'AWE Studios launched an educational platform called VISUAL where the basic and fundamental design principles are taught. They teach the impact your surroundings have on your emotions – keeping human behaviour and interior style in mind.

The lounge area plays host to neutral tones and a softer colour palette, with black accentuated details in the furnishings. The earthy tones are complimented by the striking cement wall treatment on the feature wall, as well as the animal skulls on the opposite wall. Hints of green is introduced through plants, which also softens the overall space. A striking sculptural light feature serves as a modern artwork without interfering with the volume and space of the open plan lounge area. The designers certainly did not fall victim to the typical interior style that comes with the 'African Safari' vernacular. Instead of having hundreds of curio-type artefacts on display this approach sees a stripped-down version where only key statement pieces were incorporated. The South African flair has been a popular starting point for many designers; but very few have attempted a toned-down approach to the theme. This approach flows beautifully into the bedrooms, where a dark feature wall highlights a minimalist artwork that creates an overall sense of calm in the bedroom. The second bedroom is staged as a children's room and features a funky wallpaper that brings all the elements together.





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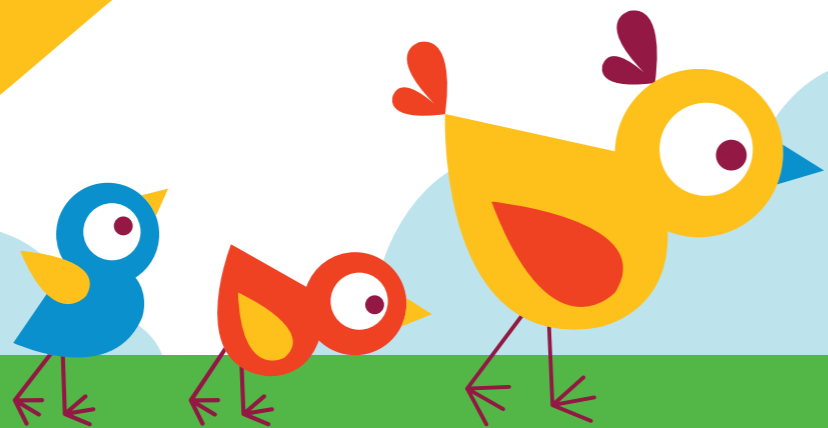
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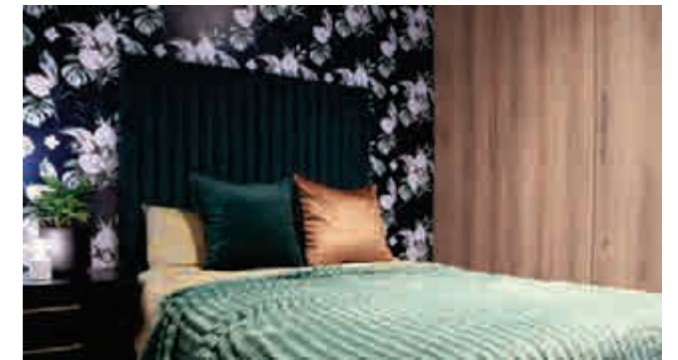
SPARK Schools



EFFORTLESS *Elegance*

At FurnitureSpot there is a general mantra that well-designed furniture should reflect their customer's success and lifestyle. The team furthers this saying by impressing their customers with an "edginess" and a freshness that one simply cannot find anywhere else. With this in mind, their in-house top designer Shruthi Nair was tasked to create this stunning new apartment range – and the results speak for themselves...

We love to work with a contemporary classic design twist. When we looked at the new apartments, we noticed a distinct austere industrial look; a look we did not want to deviate from because it is complementary to the overall ecstatic of the apartments". In order to match this style of the apartments with their uniquely developed FurnitureSpot style, they redesigned and curated a collection with an aesthetic that has a distinct pan-African influence. "We relooked at our most loved materials such as mild steel, wood and fabric. We used mild steel in our products to complement the industrial feeling



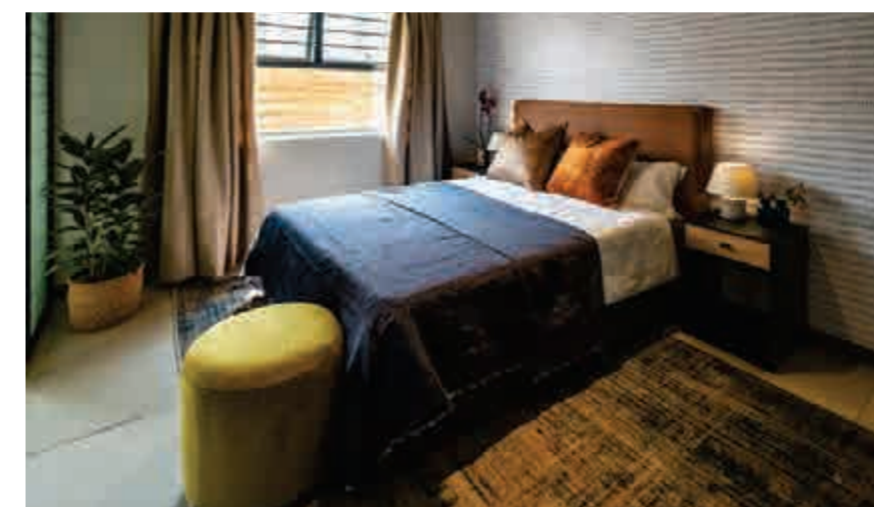


of the apartments. We used wood to soften the tone and we included fabrics with an African motif inspired weave” says Nair.

This show unit makes use of bold wallpapers; two with bold monochromatic patterns and another softer floral design. It is the perfect canvas to showcase the stunning pieces that this innovative company has on offer. The round dining room table creates an effortless sense of space, as it takes up less room than a square or rectangular unit. These clever design hacks allows for a contemporary apartment that is spacious whilst still offering all the features that one would need within a chic urban apartment. “I love creating spaces for the South African urbanite more beautiful and exciting and upgrading their living style. We feel proud of this range that is inspired by this continent together with well-priced furniture items. This collection is steeped in drawing attention to quality and proudly builds upon our versatile South African heritage.” - Shruthi Nair

At Furniturespot, they curated a stunning range of décor items that use a palette of mostly natural tones and earthy colors. They also used items to bring in natural fibres, ceramics, and baskets to add a homage to nature and natural beauty. In combination with the furniture range, this new apartment range has become a beautifully bold fashion testament to South Africa and her style. It is an inspiring collection of décor items and furniture items that reflects our customer’s heritage, success, and lifestyle.

All of their furniture items are designed and manufactured in South Africa. Furniturespot prefers to work with great local manufacturers who use high-quality materials to produce our great furniture items. Ultimately they want to create more jobs in the South African production industry and enable (online) shoppers to order beautifully designed furniture with incredible ease.



SHOW UNIT #3

Things to look out for:

There is a wonderful juxtaposition between bold elements and softer, more natural textures and tones. The unit is extremely well furnished and we predict that this range of furniture would be popular with any person wanting to create a contemporary interior for an apartment. We note the scale of the various furniture pieces, and how well they work within the space – without creating any clutter. The dramatic wallpaper and black-and-gold artwork in the living room sets the tone for the rest of the apartment. The dining table is a combination of a light wood top and black metal detailing for the stand. This colour scheme is repeated on the television cabinet where the same light wood tones are combined with black wood... this approach creates uniformity throughout the entire apartment.





Designed for *Significance*

It was Harold Kushner that once said: "Our souls are not hungry for fame, comfort, wealth, or power. Our souls are hungry for meaning, for the sense that we have figured out how to live so that our lives matter, so that the world will be at least a little bit different for our having passed through it". On our pursuit for happiness we desire lives of significance. To know that we made a difference and our lives counted for something... and that is exactly what this space offers.

Our lives are short, and resources are stretched in a time when the economy is struggling to bear its own weight. Life is the trade of time for resources. This makes what we spend those resources on, most important. Essentially, we are trading our lives for things. We invest money in ourselves to equip us with the knowledge and skills as a means to earn a living. When possible, we choose work that aligns with our talents. We trade our time and talents for an income to pay for shelter, clothing and food – baseline levels of existence. Unfortunately, after achieving baseline existence most of our lives



SHOW UNIT #4

Things to look out for:

There is a bigger purpose to this apartment. It is clearly a sanctuary, where the homeowner can escape the hustle-and-bustle of everyday life. We love the neutral tones, and admire the fact that Simone Milne was able to adhere to this approach throughout the entire apartment. It is too easy to bring in bold colours to offset the earthy tones; but that would defeat the purpose of this stunning space. The materials, such as wood textures, woven carpets and African tones bring a sense of calm whilst offering a feast for the eyes. The home office is a station where the homeowner could work from, without ever losing the sense of calm that this apartment has to offer. There is a delicate balance between heavier furniture pieces (like the stunning coffee table in the lounge) and compact design elements (like the light-framed table in the passage).

are unintentionally traded down, lived out to achieve things of temporary value. The trick is drawing the line between how much of your time you allocate to the pursuits of luxury and how much you can sow into other lives. Our resources can be invested into beautiful art, moments of joy, time with family, spiritual growth etc. We can even help others to achieve their own levels of baseline existence. We are designed for greater significance and this needs to be represented in our homes" says Simone Milne, this unit's interior designer from Nova Luna.

She furthers this concept by using it in her design philosophy by using the Danish principle of Hygge – which is the idea that embraces simplicity and coziness to achieve wellness and calm (a rustic Scandinavian influence). It is clear that a calm and simple space enables you to recharge after a demanding day of work and media bombarding. It helps to focus your attention on the present and to connect with people at home. "Achieving baseline existence does not mean you cannot have beautiful pieces in your home. On the contrary, have each piece be beautiful and of excellent quality because you have less to work with. It means you have what you need so that you can use spare resources to connect significantly on an emotional and social level" says Milne.

The sense of calm and coziness is achieved in the clever use of colour, textures and materials. Neutral, soft shades allow the eye to rest while the combination of natural textures and fabrics ensures that the design is not boring. The custom pieces are simple in design but have small details that make them special, like detail grooves, piping etc. Having a dining table was essential to the design as this is where people gather and share their lives over drinks or a meal. The core of this design encourages people to slow down and look inward, to assess what they are trading their lives for.



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The shape of *Modern* LIVING

The Parks' exterior façade became the main inspiration for this stunning apartment – from the colour palette to the shapes that were used in the interior design. This seamless integration between the outside and the inside of the apartment creates a cohesive approach. Meticulous space planning and strategic placement of pieces throughout the unit, all contribute toward a cohesive living environment that has the perfect feeling of coziness. With no detail overlooked, the end result is a clutter-free home with a boutique hotel feel. One that is spacious and inviting.

This striking apartment design embraces the building features with contemporary hues and shapes of modern living. "The layout and décor were thoughtfully created with the lifestyle of young and busy professionals in mind, successfully catering for entertaining and relaxing in a lock-up and go home," says Vinette Diab Nicholls, owner of DIYgirls INTERIOR. The space features an open plan dining nook that blends seamlessly into the living room, distinguished by an oversized canvas print of a Heron. A glass-topped dining table and bespoke dining chairs flow into the open



SHOW UNIT #5

Things to look out for:

There are certain design tricks to furnishing a compact space... and this show unit celebrates them all! We absolutely love how the dining space interacts with the lounge. The furniture that was selected for this space has the perfect sizing to allow the apartment to be luxuriously furnished without being cluttered. There are many things to love in this apartment, but our absolute favourite thing has to be the selection of scatter cushions on the sofa in the lounge. We extend this observation to the bedrooms where equally gorgeous cushions were effortlessly combined to make bold statements – a risk that we believed paid off. Very few designers can combine such bold patterns together so seamlessly and we absolutely love the way in which the wallpapers compliment the other materials in each space. Another stand-out element in this design, is the beautiful styling of the bathrooms.

plan lounge, and the easily swivel chairs provides more seating space in the lounge area. Keeping in mind that compact spaces shouldn't get short shrift when it comes to style, a custom-printed wall mural and hand-selected art pieces are DIYgirls' elegant choice to create character, while a large couch topped with bold monotone scatter cushions, unapologetically dominates the luxurious living room.

In keeping with the designer's holistic approach, the colour pallet and style of the open plan living space spills over into the two bedrooms, with the repeat of monotone geometric patterns on the walls, floor and bedding. The North-facing main bedroom boasts good natural light and premium finishes, such as a genuine leather headboard and 500TC Bamboo Cotton linen. The vertical lines of the paneling in the upholstered headboard are intentionally selected as furniture of choice for the slightly smaller second bedroom to give it height. The same attention to detail is easily noticeable in the hand-made lampshades and selection of luxurious throws, in both spaces.

Subtle but modern touches and golden accents in decorative finishes, such as table lamps and décor, create elegance and sophistication, proudly displayed on larger bedside tables. In keeping with the design of the TV unit in the lounge, the pedestals boast substantial drawers with ample storage space. It is clear that the furniture used to furnish this unit is manufactured by choosing high quality materials that are durable and boast high performance properties ranging from stain resistance, flame retardance, antimicrobial protection against bacteria, mold, mildew, and other hazardous microbes. Where possible, the DIYgirls Team has also made use of recyclable textiles that are environmentally friendly. "The choice of materials we use make our products ideal for homes and offices, ensuring that furniture is not only aesthetically beautiful but also stays strong and fresh for longer," says Vinette, who works with owners of residential and commercial properties across South Africa, including retail spaces, lodges and hotels.



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TIMELESS OPULENCE

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THE ROARING *Twenty* twenties

From the onset, this unique space surprises with a fresh approach to colour and a unique understanding of previous art movements to inspire our everyday life. The design elements work harmoniously to ensure an environment that can be used for work and play. Perhaps, in a time when our society is faced with uncertainty about our future, the best remedy is to look at what was achieved in the past. This apartment pays beautiful homage to the Art Deco movement, but in a refreshingly modern manner.

Designer Mongezi Chirwa from Timeless Opulence embraced the opportunity to work with a blank canvass: "This project gave designers carte blanche, and I love working with an open space and an open mind. It unlocks your creativity, and having the freedom to take direction can be very liberating... you are basically designing the space for yourself" said Chirwa.

The theme he selected for this apartment was 'Instagram-able Moments'. "Over the past year, many of us have found ourselves





spending more-and-more time at home. I wanted the space to accommodate these unique times we find ourselves in" says Chirwa. Despite the fact that he did not have a specific client to accommodate in this show unit, Chirwa made a conscious decision to make the space as livable as possible, as that was extremely important to his overall vision. "A beautiful home is unfiltered. My aim was to create the type of apartment that would allow one to create memories and capture great images without having to worry about the background. This is particularly important for people working remotely and finding themselves having to take Zoom calls throughout the day".

The aesthetic of this apartment is not only beautiful, but functional as well. A selection of furniture with multiple purposes was effortlessly worked into the space. The rich palette of colours that Chirwa used, play a functional role too; "I made use of the colour green in the bedroom because green is such a calming and peaceful colour. The bedroom is where you start and end your day, so the energy in that room is extremely important." The distinguishing features like the bed in the master bedroom and beautiful velvet couch in the lounge are symbols of pure elegance – and it has become the signature stamp of Timeless Opulence. Clean shapes and geometric forms flow seamlessly throughout the apartment. "As a bespoke manufacturing company you want to partner with the best. All bedrooms we design at Timeless Opulence come with a Sloom mattress because we want quality for our customers and work with brands that feel the same way."

Among the style influences are the design principals from Art Nouveau, Bauhaus and Cubism movements. This unit clearly has a dramatic, cinematic look-and-feel. It is said that 'art is the reflection of the times' and exactly one hundred years after the Art Deco movement, Chirwa has given a small nod to the Roaring Twenties.



Things to look out for:

Certain trademarks makes a unit unique to a specific designer. Mongezi Chirwa from Timeless Opulence is known for his custom-built headboards that sets the tone for every bedroom that he designs. This show unit is no different, and one can see two interesting approaches to his two bedroom headboards. The main bedroom has an overall luxurious feel due to the opulent material and dramatic colours used on the feature wall. The second bedroom plays with softer tones and hexagonal elements that form the headboard. It is easy to see the Art Deco influences through the bold lines and shapes throughout the apartment. One simply cannot ignore the fact that Chirwa managed to successfully marry contrasting colours, in perfect harmony. The clever use of colourful artwork in the lounge, brings the colour palette together, whilst neutral elements ensure that it never competes with one-another.





Waterfall

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waterfall

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A Sense of *Belonging*

“Taking on the Home Décor Expo project I was inspired by the theme of identity and belonging. This theme is about tenants living at the Parks Lifestyle Apartments, and developing a positive sense of who they are and feeling that they are valued and respected as part of a family and community” says Lwazi Mshibe from Nova Luna Interiors. “As the designer, I wanted to express the theme by navigating the idea of being in two places at once. An insider or an outsider. An immigrant or a native. Being seen as familiar or exotic. It is a fascinating duality.”

Interiors are taking 'centre stage' in 2021, as people are forced to be spending more time at home. So there needs to be a lot of thought behind the work that I want to put out. It's not like the work I do will only be seen by people when they choose to go and visit an art gallery, nor is it a fashion item they can wear and take off whenever they want to” says Mshibe. Over the past decade, there is no doubt that design has been focused on catering to the convenience of the user experience. This is not just in the interior design sector, but across all design platforms. “Today I see a lot of emphasis being placed on having a





positive social impact and this is the area I also want to focus on. I want to design spaces that promote physical and mental well-being. The beauty of design is its ability to morph, adapt and incorporate influences that enhance style and function”.

Having recently relocated to Johannesburg, this dynamic interior designer has noticed that there is a large community of people from diverse backgrounds living in our 'city of gold'. He feels that these diverse people usually share and live in spaces that are designed in a universally recognized westernized manner which is not inclusive of the diverse local South African background aesthetic. “I intend to blend the two ideals of westernized design and South African aesthetic which give people a sense of belonging and a proudly South African identity they can relate to, whilst also getting a comfy feeling of being home away from home. Something else I took into consideration is that people are spending a lot of time in their homes, therefore they need to be in spaces that are comforting and functional during these unprecedented times”.

This could be the reason why we are seeing a lot of trends rooted in nostalgia. The 1970s trend particularly features cosy and warm elements that people strive to bring into their homes. The style from that era is very bold and colourful, which is in line with most of the South African aesthetic. Therefore, it is easy to understand why Lwazi Mshibe embraced the 70's Retro Style as the design style that he used as a guide and inspiration for his interior design look-and-feel. Today, Retro is a combination of classical and modern elements.



Things to look out for:

To say that we are in love with this fresh approach, would be an understatement. This apartment features very unusual design elements – like wallpaper on the ceiling... but that is exactly the fresh approach that we love of this designer. The retro interior style appeared first from Nordic countries and started to prevail in the 1950s through to the 1970s. Retro is an acronym for “retrospective” – which means reminiscing about the past. Therefore, this style of furniture has a nostalgic feature but still develops according to the modern trend. “While the African continent is vast and its peoples diverse, certain standards of beauty and correctness in artistic expression and physical appearance are held in common among various African societies” explains Mshibe.





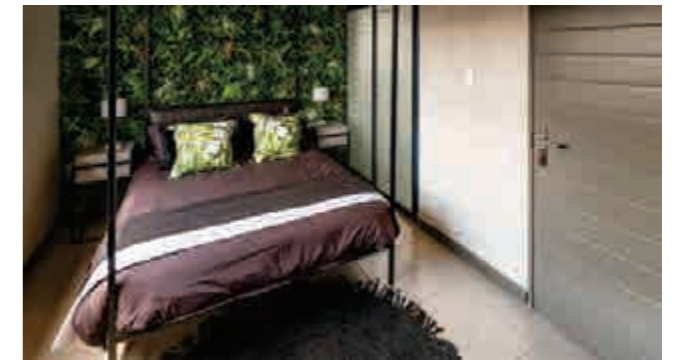
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THE CLASSIC Contemporary APPROACH

A compact space, filled with both drama and tranquility at the same time. The neutral tones of blacks and greys are paired with tan leather and light wood... with a punch of vivid green foliage. Expect the unexpected as the feature wall in the bedroom is covered in plants – creating a literal oasis after a long day in the concrete jungle... exhale slowly, and say to yourself: “This is me!”

Being one of the youngest companies to partake in this year's Home Décor Expo, the team at This is Me! Interiors set out to change the way we think about our living spaces. With an impressive portfolio of clients, including Houss Rentals and Century Property Developments, this company conceptualises and sources stunning interiors for residential dwellings, corporate offices and leisure facilities such as estate clubhouses. They produce most of their own furniture and wallpapers, which are often custom-built for the project that they were designed for. Their latest range of furniture is on display in this





beautiful show unit, with the slogan: "There's a new magic in black".

Jessica Hofmeyr is the owner and founder of this innovative company, and her passion for interior design is clear. "From the onset, I decided to only produce environments that I would also be comfortable to live in. All too often designers produce sub-standard results, because they are overzealous to please their clients – mostly at the cost of the visual integrity of the space. That is why it is important for the designer to understand their client and their needs – but also for the client to trust the aesthetic guidance of their designer. It is a synergy that could make or break a project".

Every detail in this apartment was meticulously chosen and paired for this environment. The patterns from the foliage and greenery is repeated in the monochromatic scatter cushions and carpet in the lounge – which in turn ties in with the monochromatic art on the walls. On the whole, the furniture pieces are compact and modern with thin lines. They were designed to work well in smaller spaces, without being too heavy or bulky. All of these elements combined ensures that the apartment reads as a harmonious whole.



Things to look out for:

We absolutely love a visual contradiction, and nobody does it better than the team at This is Me! Interiors. Dark feature walls are dramatic, but pair it with light airy imagery of African fishing boats, and you have a surprisingly calm result. It is really only once you place the tan accents in this monochromatic environment that you get to appreciate the beauty of this natural "butterscotch" colour. It enhances the sense of calm and brings a natural element to the colour scheme. The same could be said for the stunning greenery that is placed through the apartment (and even on the walls). You really get to appreciate the beauty of this vivid green when paired against the dramatic monochromatic hues. We have seen many wallpapers on display this year, but this feature wall of green plants simply has to be the most exciting solution to the design challenge. It is both tactile and calming for a bedroom environment.





THE PRECINCT

LUXURY APARTMENTS

Located directly next to Waterfall, this stunning development has a Lifestyle Hub with two restaurants, a cinema, games room, gym and spa/salon. Outdoor facilities include a splash park, swimming pool and kids' play areas.

1-, 2-, 3-bed Apartments
R6,2k pm - R14,7k pm

Vuyo: 082 371 7613



FIVE

ON THIRTEENTH

LIFESTYLE APARTMENTS

Located in Northcliff, next to MTN's 14th Ave head office, this brand new development has a clubhouse with restaurant, gym and pool area. The estate has tight security and great views.

1-, 2-, 3-bed Apartments
R5,5k pm - R9,8k pm

Wayne: 072 139 4415





Bringing the OUTSIDE *Inside*

Furnishing a compact space can be a real challenge. But the clever use of space, with stunning furniture and a good understanding of colour can yield impressive results. That is exactly what this apartment by Blockhouse proves. Drawing inspiration from serene natural elements, like birds and plants, one can easily find some of the tranquility that can only be seen in nature. There is a beautiful balance between a laidback design approach, and the meticulous selection of the perfect furniture pieces.

The team at Blockhouse strives to bring you the latest furniture trends... whilst keeping within their casual style, making you comfortable at home. They manufacture and design all their furniture to ensure their pieces are unique and truly South African, while providing their customers with the highest standard of service and personal attention. Their "Make Over" service will assist you with decorating and design by offering a variety of styles, fabrics and paint finishes to fit your character and surrounds. It even incorporates your existing furniture along with some handpicked vintage pieces.





In their unit at the Home Décor Expo, they have used this opportunity to develop their new product range for online purchasing. This range is a mixture between retro and industrial, but with a feminine touch. The new Sydney Oval range coffee and dining table is designed specifically for smaller spaces and is easy to position in any room without restricting flow. The theme they have gone for is "outside, inside" with birds and natural colours drawn from sunsets and sunrises. This creates a feeling of comfort and a sense of home. Their new awesome yellow showstopper Cambridge sofa is a retro style with a punch of colour and is extremely comfortable – and the perfect size to fit in any space, as it is narrow. This sofa is showcased against a grey wall to emphasize the striking colour of this piece, whilst it has beautiful scatter cushions to tie the scheme together. The lounge has ample storage space to ensure a practical environment where one can live both practically and comfortably.

In the main bedroom, they featured their new Birmingham bed and base design which is soft with curved lines in a neutral blockhouse fabric to continue with their feminine touch. The new bulky Bristol pedestal is a storage dream but does take space, so they have added a simple mini side table to compliment the bedroom, which is all you need. The office is a top seller for their online shop. They created a moody home office in this space to illustrate to their shoppers what can be done with a spare room. Blockhouse has had a show unit in every Home Décor Expo, and they are always being innovative and trying new ideas in the industry. Introducing Blockhouse Homes; a home dropped off in a day for instant living. Feel free to visit their website for any further details on these new and exciting innovations.



SHOW UNIT #9

Things to look out for:

Houss Rentals has a close relationship with Donnee and her team – and it is easy to see why. This apartment really has it all; natural textures, bold colours and neutral hues. The furniture is appropriate for the compact space, and it is really easy to incorporate these pieces into one's own life. The materials used on the chairs and couches tie beautifully with the overall design – and we absolutely love the theme where outside elements are celebrated inside. Apart from the fact that these furniture items were cleverly designed for compact spaces, they also offer quality workmanship and practical designs. We also love how all of these elements are brought together – which is testament to the fact that this team has impeccable taste and undeniable creative flair. The wallpapers that were used throughout this unit successfully bind the different elements together whilst enhancing the chosen theme for this interior space...





REINVENTING THE *Man Cave*

According to Wikipedia, the term “man cave” is a metaphor describing a room where one or more male family members and optionally their friends are supposed to be able to do as they please, without fear of upsetting any female household members with their interior design choices. Clearly, traditional man caves are associated with masculinity and poor aesthetic choices... but the team from Blush Affluent set out to prove that this is not always the case. Through the clever use of materials and colours, the man cave can be an aspirational space – even for women!

Blush Affluent Interiors is an interior design and decorating company that specialises in the manufacturing of bespoke, luxurious furniture pieces. They are known to push the envelope with graceful design work, and under the guide of founder and owner, Amanda Dladla, they have a following of clients that love the workmanship and design flair that they offer as a standard. Blush Affluent Interiors is based in Johannesburg and the company is 100% black female owned, but that does not stop this dynamic team from embracing exciting challenges – like reinventing the stereotypical man cave!





Bhekumuzi Dladla explains the company's ethos when it comes to interior design: "Never underestimate the importance of interior design. It is the ability to transform one's environment, and ultimately guide how people feel. A sure way to own your own space, is by decorating it". He furthers this point by highlighting his favourite piece in the unit; the sofa in the lounge area. "This piece represents our brand the most. We produce premium furnishings to the affluent and aspirational market – and we pulled out all the stops to ensure this couch achieves this goal". Whilst Blush Affluent Interiors has been operational for the last six years, their founder Amanda Dladla brings over ten years of experience to the team. She has spent several years travelling and gaining exposure in the furniture manufacturing industry, and now she plans on empowering other creatives on their journey to success. Ultimately, the plan is to combat unemployment in South Africa and this dynamic company engages with young skilled individuals who are good with their hands, by helping them bring their concepts to life.

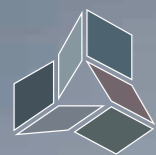
"We have been blessed with a portfolio of high-end projects paired with high-end clientele, which has made a huge impact on our company's growth" says Mlombo. "We love beautiful spaces and it gives us great joy to use this platform to showcase that luxury exists in compact spaces. No matter what the scale of your apartment is, you are able to have the interior that you desire".



Things to look out for:

To be honest, we never thought we would use the terms "man cave" and "glamorous" in the same sentence... but this is exactly what Blush Affluent Interiors have achieved in their lounge. One would expect an animal skin on the floor of a man cave – but never before did we envisage it in gold! The carpets tie beautifully together and lead to the plush couch that is a clever nod to the traditional "Chesterfield" couch that one would expect to find in a masculine-themed room. The animal sculptures on the wall is also a clever reference to hunting trophies that one would find in a typical man cave – but these artful pieces offer a modern take on this stereotype.





THE PARKS

LIFESTYLE APARTMENTS @ RIVERSANDS

Located near Fourways, in Riversands - next to Steyn City, this development is like living in a resort. Residents have their own restaurant, spa salon, cinema, gym and kids' facilities. An Early Learning school and Primary School onsite.

1-, 2-, 3-bed Apartments
R4,4k pm - R9,5k pm

Sphiwe: 066 477 8831



THE Campus

Luxury Student Accommodation

Located in Auckland Park this is officially the schweeeetests student accommodation in the area. All rooms have private bathrooms with either a communal or private kitchen. Students have access to a gym and rooftop pool area.

Apartments or Single Rooms
R4,970 pm - R7,995 pm

Lebo: 066 478 0757





A SPLASH OF *Colour*

A vibrant splash of colour throughout the apartment ties the different elements together without fragmented or disjointed elements. A feature wall with custom designed wallpaper creates the impression that the occupant is actually living inside an artwork, and everywhere you look there is a feast for the eyes. This 1-bedroom apartment is a true 'show stopper'.

From the outset, the design aesthetic for the apartment space was always aimed at tying into an organic natural state. The use of green was decided to be the main impactful design style brought into the space" says Jean-Claude Vieira from Show Stopper Properties. Through the use of vivid shades of the colour, in various hues and textures spread throughout the space, coupled with natural visual textures such as timber and concrete, this dynamic team achieved a design aesthetic that speaks to a demographic of a young professional. "A space that features edgy yet extremely simple line artwork, in cohesion with natural fabrics and tactile textures, all tied into the





eneral tone of the apartment... Bold yet super simple" concludes Vieira.

Jennifer Donaldson started The Exhibitionist in 2008. Since then, she has grown the company substantially, with Yours Eventfully taking off in 2015, followed by Powerhouse PLC in 2017 and Show Stopper Properties in 2018. With branches in Johannesburg, Durban, Port Elizabeth and Cape Town this group of companies keep successful design principles close to heart but still remain adaptable. At Show Stopper, they specialise in creating extraordinary spaces by identifying their client's needs and expectations to ensure a final product that is on point as they deliver functional yet beautiful spaces that inspire those experiencing the environments they create. Creatives from their interior and graphic design studios in combination with their highly skilled and incredibly talented carpenters work tirelessly together, designing, styling, procuring, printing, building and installing exceptional products and spaces.

"We are your ultimate face-to-face marketing tool. To make your best first impression in the very competitive world of Exhibitions, Events, Printing and Interior Design, we deliver products and services that work hard on your behalf to effectively portray your brand and communicate your products and services innovatively and effectively. We are professionals and take great pride in what we do" says Vieira.



Things to look out for:

When one is standing in a 1-bedroom apartment, it is more crucial than ever to tie the different elements together – as they can mostly be seen at the same time. One of the brilliant design features of this apartment interior, is the simplicity of the monochromatic art on the walls. Nothing more than black lines on a white canvas. Colour is introduced on the walls, through scatter cushions and various decorative pieces – but not in the art.

The light-wood breakfast nook is a fantastic way to utilize the space, and negates the need for a table with chairs around it, that would otherwise eat into the volume of the room. This wood finish is repeated in the headboard of the bed - contributing to the fact that the different design elements in this apartment tie together harmoniously.





THANK YOU

Many hours of blood, sweat and tears went into completing the units as well as the outside areas for The Parks Lifestyle Apartments on time for this show. Century Property Developments and Houss Rentals would like to extend a heartfelt 'thank you' to all contractors, sub-contractors, staff, suppliers and every other person involved in making this magic happen.

HOME
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