

## NEWS RELEASE

May 2017

Issued by Cultural-Agenda  
on behalf of Decorex International

**D** DECOREX INTERNATIONAL  
SYON PARK, LONDON

### DECOREX INTERNATIONAL CELEBRATING 40 YEARS OF DESIGN COLLABORATIONS



*Sophie Ashby and Francis Sultana, Ambassadors for Decorex 2017 at Syon House Photoshoot*

Decorex, the UK's leading destination for interior design, will take place this September (17-20) on the historic grounds of Syon Park, as the opening destination of the London Design Festival. This year Decorex celebrates 40 years of design collaborations, focusing both on the strength of its past and current relationships and importantly looking towards those future partnerships.

To welcome in its 40th year, Decorex brought together its friends – old and new – at Syon House to celebrate the past, present and future of design. A decadent banquet was recreated in Syon House's Robert Adam's state dining room for the industry's creative elite – Hassan Abdullah, Sophie Ashby, Anna Burles, Luke Edward Hall, Simon Hamilton, Dan Hopwood, Victoria Meale, Marcin Rusak, Francis Sultana, Sue Timney, Joanna Wood and Freddy van Zevenbergen – who came together to re-enact a magnificent tableau vivant for the show's photoshoot and creative campaign.



*Victoria Meale and Luke Edward Hall, Ambassadors for Decorex 2017 at Syon House Photoshoot*



For more information, photography or fact check please contact the Decorex team at Cultural-Agenda, London.  
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From the outset, Decorex has had collaboration at its core. Since its inception in 1978, Decorex which launched its partnership with the IDDA, has brought high-end trade buyers and luxury manufacturers together to form a community that has become the very essence of this internationally renowned event. Through design, art and fashion, collaborations between designers and manufacturers have produced some of the most surprising and inspirational creations to date.

An understanding that generosity of time and knowledge is embraced within these concepts illustrates once again, that this is a theme at the very beating heart of our industry. The spirit of partnership for which Decorex is known has inspired this year's focus on *Collaborations*, past present and future, which will see a number of exclusive projects realised.



Featuring more than 400 of the most recognised and emerging **exhibitors** world-wide, including rising numbers of new participants, this esteemed event is the only one of its kind for the high-end interiors market.



*Future Heritage at Decorex 2016*

The show's 2017 edition will also include a number of notable feature spaces and will see the return of *Future Heritage*: the acclaimed display of work by some of the leading emerging names in British craft. Curated by renowned design and applied arts critic, Corinne Julius, *Future Heritage* will feature new work exclusively commissioned for the show. This year makers will include designers Helen Carnac, David Gates, Simon Hassan, Merel Karhof, and Naomi McIntosh.

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*Seminar Theatre at Decorex 2016*

The highly acclaimed **talks** programme will also offer visitors to the show an extensive series of insightful debates that will explore industry relevant topics through debates and discussions hosted by experts from the world of design.

### Decorex International 2017

**Date:** Sunday 17 September – Wednesday 20 September 2017

**Location:** Syon Park, London

### Opening Hours:

Sunday 17 September: 10am-6pm (trade only)

Monday 18 September: 10am – 6pm (trade only)

Tuesday 19 September: 10.00am–7.00pm (open to the general public)

Wednesday 20 September: 10.00am–5.00pm (trade only)

Tickets: £15 trade / £30 consumer

- ENDS -

**DECOREX INTERNATIONAL** is the UK's leading design show and the only one of its kind in the UK for the luxury interiors market. Established in 1978, Decorex – now in its 40<sup>th</sup> year – is firmly recognised among the international design community as the trusted resource for high-end interior designers, architects, specifiers, retailers and property developers. Boasting more than 400 exhibitors from leading names to emerging talents, this annual four-day show takes place each September in the prestigious location of Syon Park. Attracting nearly 14,000 visitors from across the globe, Decorex 2017 will be exploring *Collaborations* as this year's show theme.

Kicking off the London Design Festival 2017, Decorex International runs from Sunday 17 until Wednesday 20 September 2017.

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