

Monthly e-newsletter from **The South African Institute of the Interior Design Professions (IID)** designed to give Members insight as to the developments taking place within the Institute, our Members and the Industry.



Members relax at the Sanderson Offices in Denham, with luggage in tow, having just landed in London that morning. From left: David Walker (Sanderson), Mandy Griffiths, Amanda Landers, Gary Searle, Donna Plater, Lianne van Niekerk, Michele Basson, Marina Niven, Michele Leyland and Francesca Longo (Sanderson)

IID International Tour to London

The highlight for September was the IID trip to the London Design Festival. Members joined Amanda Landers, IID Gauteng Regional Head, on an eight day action packed tour to visit some of London's top fabric houses as well as to discover the latest design inspirations and trends at 100% Design, Tent, Focus and Decorex - the leading design shows taking place in the city. Upon arrival at Heathrow airport, the group was transported to Denham where their journey began.

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IID FOUNDING MEMBERS

decorex
durban • cape town • joburg

the design Partnership • (Pty) Ltd

builders
warehouse
HOME IMPROVEMENT A TO Z

Dulux
TRADE

PG BISON

PLASCON

Paint with imagination

CF
BUSINESS FURNITURE

design
centres
college of
designZS

IID International Tour to London

Sanderson Group

Thanks to Gary Searle and Mandy Griffiths from St Leger & Viney, Members enjoyed a memorable visit to Sanderson on the first day of their trip. It's always to interesting to find out the history of how a company started and has evolved over many hundreds of years. Founded in 1860, the Sanderson Group has had a colourful journey. Well known for their classic English floral fabrics and wallpapers, Sanderson also offers bold, contemporary and innovative designs ideal for the modern interior. The Group includes Sanderson, Zoffany, Morris & Co and Harlequin.

Sanderson holds an extensive archive collection and it was an experience of a life time to see all the beautiful fabrics and wallpapers that were used centuries ago in very opulent times. It's amazing that many of the old damask fabrics could easily be incorporated into modern day schemes and even the colour palette is up to date. Traditional Sanderson floral's and hunting scenes are also being used again and again by re-colouring them.



Beautiful old damask fabrics shown by Michael Peers, Sanderson Archivist

As per Amanda Landers "the most exciting part of our visit was being shown the Sanderson Design Studio's and taken through the process of how a new range is developed, with designers drawing on old designs from the Sanderson's archives for inspiration. We were also very privileged to view the new range they are developing for 2010 - 150 years with Sanderson".



Liz Cann, Head of the Sanderson & Zoffany Design Teams, explained how their Designers start off by putting together mood boards with pictures of buildings, fabrics, colours or plants that have inspired them and will be incorporated into the new range

Anstey Wallpaper Factory

A full morning was spent visiting the Anstey Wallpaper Factory seeing how wallpapers are made from the design studio, through to testing the rollers for the new design, to the old fashion way of block printing – which gave Members a whole new respect for wallpapers.

Harlequin Design Studio

Being invited into Harlequin's Design Studio was also a huge privilege. Harlequin has transformed themselves from being a very commercial to a 'hot and happening' fabric house. They bring out a gorgeous children's range every year. One of the ways they keep their design team on top is by running a design competition where they choose the best design student, who then joins their team for a year and the winning designs are included in their next range.

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GP & J Baker

Ann Grafton and her team hosted Members at the Chelsea Harbour showrooms. She gave a fantastic presentation on GP & J Baker, the oldest textile company in the UK, originally founded in 1822. GP & J stands for George, Percival and James Baker, three sons who came to London and started the business. Ann then showed all the new ranges from GP & J Baker, Threads and Mulberry and took everyone on a tour of the Threads and Mulberry showrooms.



Mandy Griffiths and Lianne van Niekerk enjoying champagne and high tea at GP & J Baker's showroom in Chelsea Harbour

Although the three companies are very different in their style and handwriting, the current colours and trends can definitely be seen in the different ranges, all of which have their own signature. GP & J Baker is more traditional with archives that they draw from. Mulberry has had the license to produce fabrics for the last 20 years and has its own, very English look. Threads is more modern and chic and uses natural fibres.

Cont on page 4

WELCOME NEW MEMBERS

If anyone has objections to any of the following new Members being appointed, please let us know before 13 November 2009. All objections must be lodged in writing.

PROFESSIONAL – W/CAPE

BRETT RICKSON - ALPHA DESIGN ASSOCIATES

CANDIDATE – W/CAPE

NATALIA MARDAROWICZ

CORPORATE – W/CAPE

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AFFILIATE / CORPORATE – GAUTENG

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TRAVIATA FLOORING - JOHN KIRKWOOD

IMPORTERS & WHOLESALEERS OF SOLID WOOD, LAMINATE & VINYL FLOORING PRODUCTS

WWW.TRAVIATA.CO.ZA

TUSCANY WALL CREATIONS - AVRILLE MARSDEN

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WWW.TUSCANYWALL.CO.ZA

APPROVED EDUCATION INSTITUTE – GAUTENG

TSHWANE UNIVERSITY - RITA CILLIERS

DEPT - VISUAL COMMUNICATION: INTERIOR DESIGN □



Cont from page 3

Colefax & Fowler

Members enjoyed a very special day with Colefax & Fowler. They met up with Marguerite Macdonald (Mavromac) and Tony Ferrigno (Colefax & Fowler) in the foyer of Claridges for a delicious meal. Barry McIntyre, the Archivist, joined the lunch and relayed interesting stories about John Fowler and Nancy Lancaster. Colefax and Fowler are best known for their fabrics and wallpapers but also have a flourishing decorating and antiques business. Members were taken on a guided tour of their showrooms in a wonderful 18th century town house just off Bond Street.



IID Members in the famous 'Yellow Room' at Colefax & Fowler in London with Tony Ferrigno, Marguerite Macdonald and Barry McIntyre

Colefax & Fowler epitomizes what has come to be recognized as "English Style" with timeless designs. After the 2nd World War, Nancy Lancaster started a new look whereby instead of buying new furniture she covered old sofas and introduced lots of different scatter cushions. Everything was covered in nurse's stripe and trim as that's all that was available at the time. In addition to seeing the gorgeous fabrics and trims that made Colefax and Fowler famous, Tony Ferrigno proudly showed Members their new range that won 1st prize at Decorex. They finished off a very decadent day with tea and scones at Sotheby's.



Timorous Beasties

Last but not least on the IID's tour of leading fabric houses in London was a visit to Timorous Beasties' showroom accompanied by Steve Black (Black Fabrics). Noted for their surreal and provocative textiles and wallpapers, Timorous Beasties was founded in Glasgow in 1990 by Alistair McAuley and Paul Simmons, who met while studying textile design at the Glasgow School of Art. Timorous Beasties have an amazing collection of Toile's that are very modern with exceptional attention to detail and large pattern repeats. Most of their fabrics and wallpapers are real masterpieces.

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Antique Textiles

A great afternoon was spent visiting Peta Smyth's Antique Textiles shop, in the quaintest street in Pimlico, to see the most incredible antique fabrics, pieces of cloth and tapestries from the 1800's and earlier. Peta is a tapestry and antique textiles expert and is called in by curators to help with dating pieces of fabric and/or to value private collections.



JVB Furniture

South African designer, Justin van Breda welcomed Members into his store which was founded in London in 2002. JVB recently moved to the Design Center in Chelsea Harbour and is becoming one of the leading furniture makers in the UK and South Africa. The quality of the furniture in the UK was exceptional and Justin really had some very special pieces in his shop.



Justin van Breda from JVB Furniture (on right) welcomed Members into his new showroom

Another highlight was being invited by the BIID (British Institute of Interior Design – formally known as the BIDA) to attend their international breakfast seminar featuring respected New York designer Harry Schnaper and product designer Gareth Devonald-Smith.

To be continued

The last few days, from 24 – 28 September, were spent visiting Tent London, 100% Design, Decorex International and Focus. Look out for next month's issue of the **iid insight** for more info on the shows and trends for 2010 □

THANK YOU

OUR SINCERE APPRECIATION GOES TO BLACK FABRICS, JVB FURNITURE, MAVROMAC & ST LEGER & VINEY FOR ARRANGING THE VISITS AND BEING INVOLVED IN THE IID TOUR FOR MEMBERS TO MEET THEIR LONDON SUPPLIERS

A SPECIAL THANKS GOES TO AMANDA LANDERS FOR ORGANISING AND HOSTING THE TOUR AND FOR MAKING THIS EVENT POSSIBLE □

IID Year End Functions

IID KZN HIGH TEA

AT THE NEWLY REFURBISHED OYSTER BOX HOTEL

DATE: **26 NOVEMBER 2009**
TIME: FROM 2PM UNTIL 5PM
VENUE: OYSTER BOX HOTEL
2 LIGHTHOUSE ROAD, UMHLANGA ROCKS
TICKETS: R180 P/P
RSVP: LYNNE BY 10 NOV 09
[KZN@IIDPROFESSIONS.COM](mailto:kzn@iidprofessions.com) OR 031 564 0242 ☐

IID WESTERN CAPE DAY IN THE COUNTRY

ON A WINE ESTATE – DETAILS TO BE ADVISED

DATE: **28 NOVEMBER 2009**

PLEASE SAVE THE DATE. INVITATIONS WITH FULL DETAILS ON THIS EVENT WILL BE SENT OUT SHORTLY ☐

IID EASTERN CAPE LUNCH & TALK BY PROMINENT DESIGNER

INCLUDES AN INSPIRATIONAL AND ENTERTAINING TALK FROM ONE OF SA'S FOREMOST INTERIOR DESIGNERS – DAVID MUIRHEAD

DATE: **9 DECEMBER 2009**
TIME: 11.30AM – 2PM
VENUE: LA COLLINE COUNTRY ESTATE
151 MONTMEDY ROAD, THEESECOMBE, PE
TICKETS: R200 P/P
RSVP: BERNICE BY 30 NOV 09
[NATIONAL@IIDPROFESSIONS.COM](mailto:national@iidprofessions.com) OR
011 465 9732 ☐

IID GAUTENG COCKTAIL PARTY

DATE: **2 DECEMBER 2009**

PLEASE SAVE THE DATE. INVITATIONS WITH FULL DETAILS ON THIS EVENT WILL BE SENT OUT SHORTLY ☐

IID Website Statistics for October

IID had a total of 1718 unique visitors to the website and a total of 57551 hits (total number of pages and images viewed) during the month of October 2009.

The Top Twenty most viewed web pages for October were:

Stephen Falcke (155), Krysia Back (102), Lynne Blumberg (100), Reney Otto (86), Gi Alston (86), Deborah Garth (85), Temi Stallings (70), Tanja Tomaz (68), Carlos Mota (68), Builders Warehouse (68), Driekie Thomas (67), Jeanne Botef (64), Michele Basson (64), Deborah Witkin (63), Karin Laing (63), Amanda Landers (63), Laura Dolgner (62), Callie van der Merwe (59), Ame Gehle (59) and Claudette Rosen (56).

103 Professional and 29 Corporate (Supplier) Membership Applications were downloaded ☐

Decorex 2009 and Beyond

What an extraordinary year! With around 100 000 visitors flocking through its doors - Decorex SA confirmed that the country's decor and design industry is alive and well, walking with a new-found swagger and confidence in the future.



While 2009 will be remembered for its many challenges, it has also been one of Decorex SA's most successful ever. Being the numero uno meeting place for décor trade professionals and design minded consumers, the Decorex show portfolio brought together a brilliant collection of exhibitors, new products and concepts to Durban, Cape Town and Joburg. The astounding success of the flagship Decorex Joburg - sponsored by Plascon with DStv as media partner - saw a triumphant close to its 16th year with a massive 25% increase in attendance figures, brisk sales and a lucrative treasure trove of new leads for Decorex exhibitors.

"Together with our exhibitors we conquered the doom-and-gloom with a hefty dose of good old fashioned optimism, future-forward concepts, boundless energy and inventiveness." So says Melanie Robinson, Director Decorex SA.

"It is clear that our strategy to combine excellent value with innovation and quality was right on the money. Visitors expected something special, cost-saving and trend-driven, which our exhibitors delivered in true form."

She added that they took into account that consumers shop around a lot more significantly. "They are also a lot more discerning when making purchasing decisions. Having such a plethora of choices under one roof made our Decorex shows the best places to shop for quality products at bargain prices, ranging from high-ticket items and investment pieces to smaller appliances and decor items."



Robinson also pointed out that the greening of the exhibition was a major draw card, tapping in on the immense consumer need for guidance towards more conscious living. "New attractions at Joburg such as the Pick n Pay Living Green Pavilion with its edible landscapes and eco-caring home products focused on mindful green living that is aesthetically pleasing and affordable.

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Decorex 2009 and Beyond

Decorex SA 2010 - Tailor-made for new beginnings:

Renewed. Refreshed. Revitalised. With all eyes on South Africa in this milestone year, Decorex SA will be the consummate gathering place for all that's exceptional of our country's décor and interior design sector.

The goal? "To appeal to buyers and consumers; woo them like never before; impress and excite them; offer them inspired solutions - and arouse them with a breath of fresh air," enthuses Cairey Slater, General Manager: Exhibitions. "A host of new and unique features will stimulate interest and stir up positive energy for exhibitors and their products, from on-trend additions like Decorex Build, Installers Pavilion and Architect Lounge to District Delicious, a haven for foodies and hobby chefs."

Be there:

Decorex DBN: 19 – 22 March, ICC Durban, Kwa-Zulu Natal

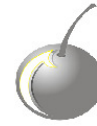
Decorex CT: 23 – 27 April, Cape Town International Convention Centre, CapeTown

Decorex JHB: 5 – 9 August, Gallagher Convention Centre, Midrand, Johannesburg

Contact details:

To exhibit or for more information contact Angela Chatfield, General Manager, Sales on 011 549 8300 or angela@tepg.co.za □

decorex
durban•cape town•joburg



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All things Wunder-ful launches in De Waterkant, Cape Town

Opening November 2009

Purveyors of luxury decor and design will experience pure shopping bliss with the launch of the new flagship Wunders showroom in De Waterkant.

Established in 1983, the family owned business, which produces and manufactures only the finest quality upholstered furniture in South Africa, will complement their new decor emporium with premium contemporary accessories sourced internationally.

Emulating the iconic image of summer in the Riviera through the use of fresh vibrant turquoise, earthy tones in clean lines and varying natural textures, the new Wunders concept store will be refreshed seasonally to provide customers with current trends and inspiring designer pieces. The 200m2 exhibition space will form the backdrop of their seasonal showcase of new furniture collections.



For queries please contact Wunders on 021 447 5233 or visit www.wunders.co.za.



Q&A with Peter Wunder

What item should everybody have in their home? A soul

What is your more loved item in your home? My flat screen TV and Wunders Sofa

Who or what inspires you on a personal level? My wife Laura & family

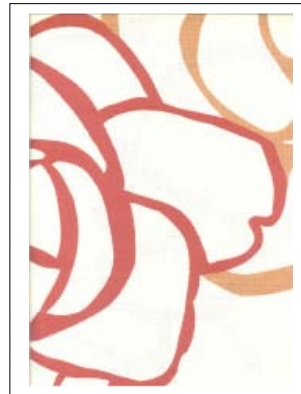
What do you enjoy doing most on the weekends? Playing golf and watching my wife and daughters horse ride □

Wolfe Street represents Tru Textiles in South Africa

Wolfe Street Fabrics now represents fabric and wallpaper collections from Tru Textiles. Tru Textiles represents the best in English design and combines both contemporary and traditional design. From vibrant hues to subtle tones the designs have been combined with the most advanced production techniques. Designs have been sourced from all around the world, to create truly inspirational designs and collections which include:

ADACHI – a contemporary floral print. **HEPBURN** – a fresh and fun print. **LUCILLE** and **ARNEZ** are glamorous co-ordinates that combine shine and texture.

The **MAKTA WALLPAPERS & FABRICS** are a dramatic collection – not for the faint-hearted. Large-scale, modern floral designs are featured in both fabrics and wallpapers in vibrant colours. Dramatic colour combinations include poppy red, aubergine and striking red and black and chocolate and gold colourways. All these colour combinations are highlighted by splashes of metallic colour.



ADACHI - contemporary floral



HEPBURN - fresh and fun



MAKTA Wallpapers & Fabrics

- dramatic, large-scale, modern floral designs

CONCERTO is an ultra modern collection aimed at urban loft living. Elegant, structured stripes in subtle creams, delicate blues and cool pewter, as well as the more dramatic black and gold. Metallic threads are woven into sheers and co-ordinated with floral design to add a touch of glamour to this inspiring range of soft furnishing fabrics.

The **KASHMIR** collection is designed around a beautifully embroidered floral *faux*-silk fabric in an extensive range of colours, from traditional gold and terracotta colourways to more modern mocha with lime flowers. Kashmir combines elegant stripes and smaller floral elements with a simple plain fabric to enable the interior designer to mix and match in many different and inspiring ways.

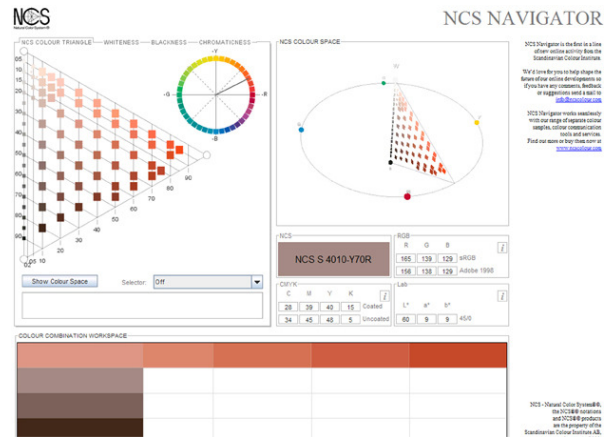
Collections available from Wolfe Street Fabrics. Please contact your nearest showroom or sales consultant for more information □

www.wolfestreet.co.za

INDUSTRY PARTNER NEWS

NCS Navigator is now live!

NCS Navigator gives users a new way to utilise the incredible NCS - Natural Color System®. Using Navigator is simple, with access via their website free of charge. Users can develop colourways and combinations from any of the NCS Standardised 1950 Colours, cross reference between NCS, RGB, CMYK (Coated and Uncoated) and Lab (45/0) for print or simply explore the NCS Colour System as it was intended to be represented - as an interactive 3D colour space.



Open up a new world of colour creativity. Enter www.ncscolour.com to use the NCS Navigator now

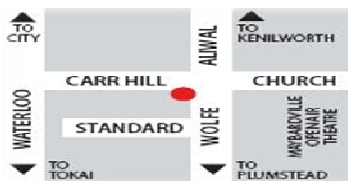
Homes & Antiques



Owned by interior designer Val Evennett, long-standing member of the IID, this treasure trove of European antiques, home decor & accessories can be found in this charming late 18th century building in Chelsea Village, Wynberg, Cape Town. Stock includes armoires, leather armchairs, mirrors, desks, bookcases, dining tables etc.



New shipment arrives at the the end of October!
15% trade discount



Homes & Antiques
1 Carr Hill Road, Chelsea Village,
Wynberg, Cape Town
Tel: 021 762 0892 - Fax: 021 762 9029
Website: www.handa.co.za

Events & Showcase Opportunities

Tell us about a new event, project, product or service that you are hosting or launching and we'll post your information in the **iid insight**. Submit your info to md@iidprofessions.com □

CALENDAR OF EVENTS

IID KZN YEAR END 'HIGH TEA'

AT THE NEWLY REFURBISHED OYSTER BOX HOTEL

DATE: THURS 26 NOVEMBER 2009
TIME: FROM 2PM UNTIL 5PM
VENUE: OYSTER BOX HOTEL
2 LIGHTHOUSE ROAD, UMHLANGA ROCKS
TICKETS: R180 P/P
RSVP: LYNNE BY 10 NOVEMBER 2009
KZN@IIDPROFESSIONS.COM OR 031 564 0242

IID WESTERN CAPE YEAR END 'DAY IN THE COUNTRY'

ON A WINE ESTATE

DATE: SAT 28 NOVEMBER 2009
PLEASE SAVE THE DATE. INVITES & DETAILS TO FOLLOW SHORTLY

IID GAUTENG YEAR END 'COCKTAIL PARTY'

DATE: WED 2 DECEMBER 2009
PLEASE SAVE THE DATE. INVITES & DETAILS TO FOLLOW SHORTLY

IID EASTERN CAPE YEAR END 'LUNCH & TALK'

BY PROMINENT SA DESIGNER - DAVID MUIRHEAD

DATE: WED 9 DECEMBER 2009
TIME: 11.30AM – 2PM
VENUE: LA COLLINE COUNTRY ESTATE
151 MONTMEDY ROAD, THEESECOMBE, PORT ELIZABETH
TICKETS: R200 P/P
RSVP: BERNICE BY 30 NOV 09
NATIONAL@IIDPROFESSIONS.COM OR 011 465 9732 □

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