



# New sourcebook for interiors - it's all in the *Detail*

The first edition of *Detail*, the new sourcebook for interiors will be launched at Decorex Joburg, 5-9 August 2010 at Gallagher Convention Centre, Midrand.



This annual publication will reportedly show consumers the best, most useful and complete have-to-have details to do with interiors and stylish living in South Africa.

## Trends

It will contain decorators, suppliers, retailers, manufacturers and craftsmen and includes a listing section of interiors and decor-related products and services. Aimed at design minded consumers and trade professionals alike, it is set to connect suppliers with buyers.

Its pages will also sport up-to-date international trends and new directions on the local design scene. Adding further substance are interviews and insightful opinion pieces featuring leading voices articulating their views on design and life.

## Marketing campaign

The launch and publication will be backed by an extensive marketing campaign, linked to Decorex SA's extensive exhibition marketing and distributed through relevant associations and industry bodies.

The magazine will be distributed to 80 000 consumers nationwide, free of charge to the consumer and trade and distributed at industry events such as Conversations on Architecture, Plascon Prism Awards and the IFI Conference

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