

Houses were turned into homes at the Gauteng HOMEMAKERS Expo

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The Gauteng HOMEMAKERS Expo, held from 23-26 February 2012 at the Coca-Cola Dome in Northriding, saw over 46 000 visitors all in search of turning their houses into homes. The exhibition was buzzing with creativity and inspiration when its doors were opened for the 19th year.



The multi award-winning exhibition did not disappoint and again proved why it is regarded as South-Africa's best consumer show.

The 600-plus stands offered homeowners plenty of browsing and buying opportunities and products on display ranged from essential home improvement products and services to the oh-so-nice aspirational items.



Apart from the trendsetting exhibits, the expo also presented some exciting features. The décor feature, **Living Now**, revealed the spin on interior trends for 2012 of four top interior designers. *Ideas* magazine showcased a much talked about **'Yarn bombing' feature** - a house, filled with furniture and entirely covered in wool. All squares of wool were donated to the charity Knit-a-Square which will be converted into blankets, and knitted goodies for those less fortunate.

Experts from Builders Warehouse, including Janice Anderssen from the DIY Divas and Tanya Visser from the Gardener enticed visitors with tips, inspiration and décor ideas at the **'Get it Done' theatre**. Editors from top décor publications and gurus within the industry had their say regarding décor trends for 2012 at the **Trend Bubble**.



Visitors to the show agreed that HOMEMAKERS Expo's campaign for this year, It's just a house... until you HOME-It, was exactly what the expo was all about. Visualisation of decor and design concepts got their creative juices flowing, and they could take something away from the exhibitor offerings and replicate these ideas into their own homes.

Congratulations

Congratulations to all award-winning exhibitors!

Top accolades went to **Cinema Architects** who won the Overall Award for Exhibitor Excellence, for their undoubtedly out-of-the-box thinking for stand design.

Gold Awards went to: Blind Rage, Kitchen Studio, The Colonial Stone Company, Morso Fireplaces, Vasco Henriques, Audio Visual Gurus, Easylife Kitchens and Fineline Mirror doors.

Next year marks the 20th anniversary of HOMEMAKERS Expo, a wonderful testament to not only a brand, but also to our loyal exhibitors that have remained topical and fresh within a niched market.

Visit www.homemakersonline.co.za for more info.

- " **Secure your stand, cultivate trust, generate leads and build your brand!** 23 Jan 2024
- " **Tribute to industry stalwart: Henk Louw (16 August 1939-11 September 2023)** 15 Sep 2023
- " **Johannesburg Homemakers Fair on from 24 to 26 March at Kyalami** 13 Feb 2023
- " **Get on board with *Homemakers* digimag** 21 May 2021
- " **2021 Johannesburg Homemakers Fair postponed** 10 Feb 2021

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