

# iid insight



Volume 12

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.



IID Stand at Decorex Joburg 2008

## IID Decorex Stand Wins Silver

Celebrating 15 years in the décor and design industry, Decorex Joburg 2008 marked this milestone with the invigorating them - 'Imagine. Innovate, Realise'. The show took place from 31 July to 3 August 2008 and attracted 42 092 people, including 3 100 trade visitors and 200 media representatives.

Thanks to Decorex who once again generously sponsored stand space, the IID were able to exhibit at Decorex JHB. Our involvement with Decorex forms part of our strategy to create public awareness of the Institute and the value of using professionals and suppliers that are registered with the IID.

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## IID FOUNDING MEMBERS



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## IID Decorex Stand Wins Silver

Our challenge is to create a business orientated, visually appealing stand that represents the professional body on a shoe string budget. One of our members, **The Design Partnership**, accepted the challenge and appointed Erika Sperryn, a Design Developer, to come up with a concept for our stand.

A true professional, Erika took a time out of her busy schedule to get a custom made stand built over the weekend, prior to the opening of the show, and saved us money by getting all the workmanship and materials sponsored. The Institute would like to say a big thank you to Erika for all her valuable assistance – our stand design created great impact for which we were delighted to win a silver award from Decorex.

We couldn't do this without the support of staff and Members and would like to sincerely thank the following people for assisting the IID to man the stand:

- Amanda Landers, Callie van der Merwe, Deborah Garth, Gugu Leeuw, Louis Bossoff, Sharon Nicolaci, Naomi Coetzee, Noel Deacon and Bernice Holly (IID) □

## Laura Hayward appointed new Managing Director of IID

By Des Laubscher – IID President

From the beginning of August 2008, Laura Hayward has assumed the responsibility and taken over the role of Managing Director of the Institute.



After spending many successful years in sales management in the IT industry Laura took up the position of Marketing Director at the IID in April 2007. This position she held with aplomb where she utilised her strong business acumen, marketing and sales management skills in an industry that she is deeply passionate about.

When the position of Managing Director became available it was a natural decision to appoint Laura, which National Council did.

Laura is a professional, results driven individual and a good team player who also works well independently, as well as under pressure and to fixed budgets and deadlines. She is not a new face at the Institute but she is already making her mark felt in her new position. At National Council we are looking forward to receiving her business plan and will be implementing this in consultation and input from Members in all the regions. We are in a very fortunate position to have someone with this stature and experience to lead our Institute' □

## FINANCES



### A FRIENDLY REMINDER . . . .

Membership fees for the period 1 July 2008 to 30 June 2009 were due for payment at the end of July 2008. If you have not received your invoice please contact Bernice Holly, IID National Secretary, on 011 465 9732 or [national@iidprofessions.com](mailto:national@iidprofessions.com) □

## PROPOSED NEW MEMBERS

If anyone has objections to any of the following new Members being appointed, please let us know before 12 September 2008. All objections must be lodged in writing.

### PROF. INTERIOR ARCHITECT - GAUTENG

**ADRIAN MORRIS** – DZN SPACE ARCHITECTURE & INTERIOR ARCHITECTURE

### PROF. INTERIOR DECORATOR – W/CAPE

**HILDEGARDE GEYSER** – ORANGE CIRCLE CONCEPTS

### CORPORATE – GAUTENG

#### **APOLLO BLINDS – JENNY HOWARTH**

‘WINDOW COVERING SPECIALISTS’

MANUFACTURERS AND SUPPLIERS OF A FULL RANGE OF WINDOW COVERING PRODUCTS INCLUDING VERTICAL, ROLLER, VENETIAN, BAMBOO, WOOD, PANEL TRACK, PLEATED AND HONEYCOMB BLINDS. CURTAINS MADE TO ORDER AND RODS AND ASSOCIATED CURTAIN HARDWARE SUPPLIED.

TEL: 011 314 5716

EMAIL: [JENNY@EXPRESSIONS-SA.CO.ZA](mailto:JENNY@EXPRESSIONS-SA.CO.ZA)

#### **HOME STYLE TEXTILES – CHAYA MEDALIE**

DISTRIBUTORS OF FINE BEDDING PROTECTION AND BATHROOM LINEN FOR THE INTERIOR & HOSPITALITY INDUSTRIES - INCLUDING ‘PROTECT-A-BED’ PREMIUM MATTRESS PROTECTORS.

TEL: 011 402 2000

EMAIL: [CHAYA@MWEB.CO.ZA](mailto:CHAYA@MWEB.CO.ZA)

[WWW.HOMESTYLE.CO.ZA](http://WWW.HOMESTYLE.CO.ZA) / [WWW.PROTECTABED.COM](http://WWW.PROTECTABED.COM) □

## BUSINESS OPPORTUNITY

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### COMMERCIAL – PRETORIA NORTH

THE SOUTH AFRICAN BANK NOTE COMPANY (PTY) LTD, A FULLY-OWNED SUBSIDIARY OF THE SOUTH AFRICAN RESERVE BANK AND SISTER TO THE SOUTH AFRICAN MINT, IS EMBARKING ON A CORPORATE EXERCISE TO BRING A WORLD CLASS FEELING OF EXCELLENCE AND UNIFORMITY TO THE LOOK AND FEEL OF THE COMPANY.

THEY ARE URGENTLY LOOKING FOR A PROFESSIONAL INTERIOR DESIGNER TO USE THEIR EXPERTISE TO GET THEIR VISION ACCROS, ACHIEVE THE CORPORATE LOOK THEY WANT AND DRIVE IT THROUGH THE COMPANY. THIS IS NOT GOING TO BE A COMPLETE REVAMP OF THE FACTORY, BUT WILL BE DESIGNATED TO AREAS THAT WILL BE INDICATED AS THE PROJECT STARTS TO TAKE SHAPE. THEY ARE UNDER A TIGHT DEADLINE TO GET THIS PROJET COMPLETED.

### FOR MORE INFO CONTACT:

NANDI TSHABALALA - HEAD: MARKETING & CLIENT LIAISON

TEL: + 27 (0) 12 521 1200

EMAIL: [NANDI.TSHABALALA@SABN.CO.ZA](mailto:NANDI.TSHABALALA@SABN.CO.ZA)

[WWW.SABANKNOTE.CO.ZA](http://WWW.SABANKNOTE.CO.ZA) □

## What's happening in the Regions?

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### KZN NEW ARRIVAL

Congratulations to **Jennifer Jones** on her new edition - Amber-Lynn born on 8.8.2008 at 8.16am – which according to Chinese mythology is a very auspicious date as the number 8 is considered to be the most celebrated and luckiest number in Chinese numerology. Three 8's together just triples the luck! We wish Jennifer all the best and to enjoy every minute with her daughter ☐

Photos: Amber-Lynn and a sneak preview of her nursery



### INVITE FOR KZN DECORATORS

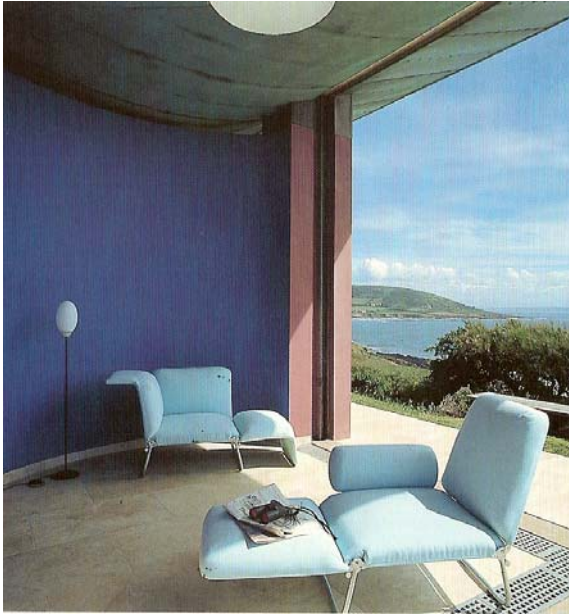
THE DURBAN COUNTRY CLUB INVITES IID INTERIOR DECORATORS TO PARTICIPATE IN DECORATING THE TABLES IN A COMPETITION THEY ARE HOSTING. A PRIZE WILL BE AWARDED FOR THE BEST DRESSED TABLE. FOR MORE INFO CONTACT:  
CAROL ALLEN ON 031 201 9922 / CELL 083 729 3255 / EMAIL: CAROLALLEN@EZMAIL.CO.ZA ☐

### IID EASTERN CAPE

#### REPORT ON VISIT BY LAURA HAYWARD

I was delighted to finally have the opportunity to meet with our Eastern Cape Members at an IID general meeting held in Port Elizabeth on the 7 August. Thank you to everyone for attending, especially those that travelled from afar. We have now established a platform from which to deliver improved services to the region and going forward it was agreed that the IID Eastern Cape Members would meet every 6 weeks – with the next meeting scheduled for 17 September 2008. Gillian Adendorff, our IID Eastern Cape Regional Liaison Officer, has also put forward a request for Members to assist her to form a Sub-Committee in the region. Minutes of the meeting have been sent to all Members – please contact the IID National Office if you haven't receive them ☐

## Decorating with Paint



Paint has a dual role in that it acts both a protective and decorative surface covering. More than any other attribute, paint establishes the character of an interior. In addition the manner in which this versatile medium is applied affords the designer / decorator one of the most simple, effective and exciting ways of transforming an interior. Paint effects and textured wall coverings add a further new and effective dimension to the decoration of interior and exterior spaces. From the rejuvenation of old furniture to the transformation of walls and floors, endless scenarios can be achieved when imagination is used.

In response to requests from Members to keep you informed of Supplier's new products and developments here's the first in a series of Supplier updates – starting with feedback from 3 industry leading paint manufacturers - **Dulux**, **Duraline** and **Plascon**. (see pages 6 -9) □



Pictures courtesy of 'Dream Homes 100 Inspirational Interiors' by Andreas von Einsiedel and Johanna Thornycroft

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## Dulux Rich Matt

Selecting a wall treatment has always been an integral part in creating the perfect atmosphere in a room. If you are looking to add warmth to a room in your home, Dulux Rich Matt offers the ideal solution. Dulux Rich Matt is a premium quality coating with an attractive matt finish that adds an opulent rich feel and sophistication to your home.

Dulux Rich Matt's unique formulation ensures that minor plaster imperfections or wayward brush marks are rendered virtually invisible, while with its excellent stain resistance and washability qualities, every day marks and spills can be washed off without a trace. This advanced formulation makes Rich Matt the ideal finish for high traffic areas like hallways and corridors.

The creamy texture of Dulux Rich Matt works well in all living areas and bedrooms and is suitable for direct application to new or previously painted plaster and fibre cement. It is also suitable for application to metal and wooden surfaces provided these surfaces are suitably primed before the application of this material.



With the added convenience of a quick drying formulation (2 coats can be painted in one day), Dulux Rich Matt makes changing your room quick and easy, and because it is waterbased, it is also easy to clean up afterwards! Gone are the days of moving out of a room to allow for nasty paint fumes to dissipate. The low odour formulation of Dulux Rich Matt means that you are able to move back into the room within a couple of hours – without the headache!

Available in a wide variety of colours, Dulux Rich Matt has been specially formulated, locking in colour to ensure that whites don't turn yellow and colours remain true.

Dulux Rich Matt brings a touch of class, softness and warmth to the walls, creating an atmosphere of sheer indulgence and elegance. So add a touch of richness to your walls this season that not only look luscious, but are also easy to maintain and keep clean □

Gauteng Distribution Centre Tel: (011) 861 1000 Email: [info@dulux.co.za](mailto:info@dulux.co.za) Website: [www.dulux.co.za](http://www.dulux.co.za)

# Duraline Decorative & Industrial Paints



**Duraline Quality Paints** commenced operations in March 2000 in Strand in the Western Cape, focusing on producing high quality coatings and delivering them at a value for money prices. Due to market response the company experienced phenomenal growth opening a further 6 stores in the Cape and then spreading to Gauteng, East London, George, Mosel Bay and Port Elizabeth. Duraline Quality Paints is now the largest paint manufacture operation in the Western Cape and one of the top 10 paint manufacturers in the country. In February 2006 Duraline officially received the ISO 9001:2000 certification from the South African Bureau of Standards.

## DURALINE RANGE OF PRODUCTS

**Duraklad** - a durable high quality UV resistant latex paint with great scrubability and flexibility to cover hairline cracks. Excellent water-repellent and anti-fungal qualities. Compatible surfaces – exterior cement plastered walls. Suitable for coastal regions and Interiors.

**Weathertex** - a durable high quality UV resistant exterior acrylic textured paint great scrubability and flexibility to cover hairline cracks. Superior waterproofing properties. Compatible surfaces - exterior cement plastered walls. Suitable for coastal regions.

**Natural Silk** - a superior durable interior / exterior acrylic emulsion paint with a luxurious low sheen finish. Compatible surfaces - interior cement plastered walls and good coverage on ceilings.

**Ultra-cover** – a good quality general purpose interior / exterior finishing paint. Compatible surfaces - all cement plastered walls and ceilings.

**Flexicrete** – a durable high quality UV resistant exterior acrylic textured paint with great scubbability and flexibility to cover hairline cracks. Compatible surfaces – exterior cement plastered walls. Suitable for coastal regions.

**Roofcryn** – a superior quality, non fading acrylic roof paint with excellent adhesion qualities. Compatible surfaces – galvanized iron and asbestos cement. Concrete roof tiles.



**Cape Town Head Office: 021 853 0471**

**Email: [duraline@global.co.za](mailto:duraline@global.co.za)**

**[www.duraline.co.za](http://www.duraline.co.za)**



## SPECIFICATION PAMPHLET

**Plascon's Product Selection Guide** has been developed to make the painting process easy and inspiring. Getting this process right will add years to the life of your paint, beautify your environment and increase the value of your investment in your home. The booklet spells Plascon's six easy steps to painting:

1. Locate the area for painting on the house diagram on the booklets inside cover and decide which of the corresponding products should be used.
2. Find the corresponding area in the colour-coded index and page to that section.
3. Identify the surface you want to paint.
4. Check the condition of the surface you want to paint. Never paint over a problem – check out the 'common problems' section for solutions.
5. Use the 'surface preparation' section for details on preparing the surface properly, first time.



## PLASCON COLOUR VISUALISER

Whether you want to inspire your clients or find inspiration for yourself make use of the latest version of the **Plascon 'Visualiser'**. This innovative technology is not only fun, but easy to use. Simply choose from any colour on the Plascon palette and drag it onto a picture of the room or area you wish to repaint and you will see a 'photo' of your room in these colours!

The application can be installed from a CD or accessed via [www.plascon.co.za](http://www.plascon.co.za). The CD version of Plascon Colour Visualiser 4 is available at any retailer that stocks Plascon products □

## PLASCON COLOUR FORECAST 2009

The latest Plascon colour forecast was launched at Decorex Joburg and is filled with colours that mimic the natural world around us and bring its life-giving energy into the home. This trend-setting collection introduces 32 new colours in four palettes within the natural theme: air, water, fire and earth □

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## PLASCON NEW PACKAGING

Making the right paint decision can be confusing, so Plascon have developed easy reference packaging and “Colour Advice” to make sure your home gets the best paint treatment. If you have a specific paint-job in mind, look for the matching ‘special ingredient benefit’ on all their new packaging.



- **Double Velvet** has a “Stain Barrier” to prevent dirt from penetrating the paint;

- **Velvagio** contains “Polytough” for heat, steam, chip and stain resilient paint;

- **Nuroof** has “Enviroshield” for roofs with a UV protector;

- **Wall & All** contains “Dirt Barrier” for superior dirt resistance;



- **Cashmere** now contains “Triple Action Bead Technology” to diffuse more light, hide imperfections but maintain the finish; and

- **Micatex** has “Weather Block” for early water resistance.



Plascon South Africa (Pty) Ltd Krugersdorp Tel: +27 (0)11 951 4500 [www.plascon.co.za](http://www.plascon.co.za)

A member of the **FREEWORLD**  
COATINGS GROUP

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## NEWS & VIEWS

### HOW IS GLASS MADE?

**BE ONE OF A HAND FULL TO SEE THE ONLY FLOAT AND PATTERNED GLASS MANUFACTURER IN SUB-SAHARAN AFRICA**

DATE: **19 SEPTEMBER 2008**

TIME: 09:00 ALL MEET AT GSA EASTGATE SHOWROOM

09:30 DEPART IN GSA BUS TO PFG PLANT IN SPRINGS

10:30 TOUR BEGINS, WILL SEE THE PATTERN AND FLOAT GLASS PROCESS

13:00 DEPART FROM PLANT BACK TO GSA SHOWROOM FOR A LIGHT LUNCH

RSVP: BERNICE BY 3 SEPTEMBER 2008 011 465 9732 / [NATIONAL@IIDPROFESSIONS.COM](mailto:NATIONAL@IIDPROFESSIONS.COM)

**SPONSORED BY GLASS SOUTH AFRICA (GSA) - THE LEADING DISTRIBUTOR OF WORLD-CLASS BUILDING GLASS OFFERING SUPERIOR FUNCTIONALITY TO ORDINARY GLASS**



## PETER JA STUART REVEALS FRESH NEW CORPORATE IDENTITY & WEBSITE

**PETER JA STUART** HAS RECENTLY EMBARKED ON A NUMBER OF EXCITING UPGRADES. THESE INCLUDE A TRENDY NEW LOGO, A TOTALLY REVAMPED WEBSITE AND A GREATLY IMPROVED MAIN SHOWROOM. AS PER JEFF SCHAFER "OUR COMPANY HAS A VAST NEW RANGE OF EXCITING PRODUCTS, AND TOGETHER WITH OUR ENLARGED STAFF AND VIBRANT CULTURE, IT WAS TIME TO FRESHEN UP OUR IMAGE. WE ARE CONFIDENT THAT THE MARKET WILL VIEW ALL THESE CHANGES POSITIVELY AND APPRECIATE ALL THE CHANGES WE ARE MAKING". JEFF INVITES ALL HIS CUSTOMERS TO VISIT THE NEW WEBSITE WHICH IS A WORK IN PROGRESS AND WILL BE CONSTANTLY UPDATED TO KEEP YOU INFORMED OF WHAT'S HAPPENING IN THE COMPANY.



**JHB:** (2711) 786 2323 **KZN:** (2731) 303 4976 **CT:** (2721) 510 5810

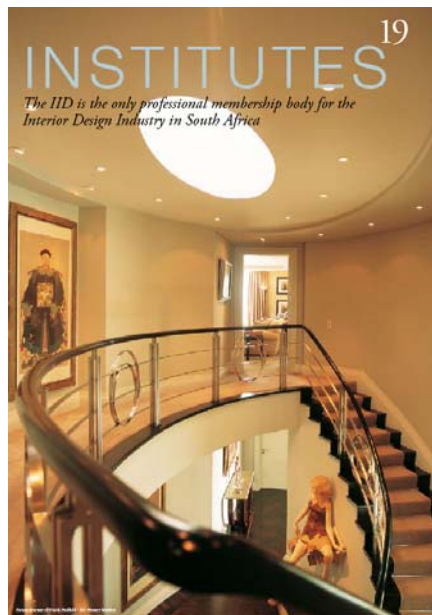
**WHITE RIVER:** (2713) 750 3228 **BLOEM:** (2751) 451 2119



## SA D COR & DESIGN LAUNCHES 12<sup>TH</sup> EDITION

**SA D COR & DESIGN** HAVE LAUNCHED THEIR 12<sup>TH</sup> EDITION OF THE BUYER'S GUIDE WHICH IN CONJUNCTION WITH THEIR NEW WEBSITE HELPS BOTH PROFESSIONALS AND HOMEOWNERS FIND THE RIGHT PERSON FOR THE TASK AT HAND. IID PROFESSIONAL MEMBERS HAVE ONCE AGAIN BEEN LISTED IN THE GUIDE WHICH SHOWCASES A COMPREHENSIVE SELECTION OF D COR AND DESIGN SERVICE PROVIDERS AVAILABLE HELPING THE USERS MAKE THE RIGHT CHOICE. THE GUIDE IS AVAILABLE FOR R195 AT LEADING BOOKSHOPS NATIONWIDE OR CONTACT SA D COR & DESIGN ON 021 4654 5720 OR VISIT [WWW.SADECOR.CO.ZA](http://WWW.SADECOR.CO.ZA) □

IID ADVERT IN THE OPENING CHAPTER FOR INSTITUTES IN THE SA D COR & DESIGN'S BUYER'S GUIDE 2009 – PROMOTING THE PROFESSIONAL BODY AND THE BENEFITS OF USING INTERIOR DESIGNERS / DECORATORS THAT ARE REGISTERED WITH THE INSTITUTE □



**THE SOUTH AFRICAN INSTITUTE OF THE INTERIOR DESIGN PROFESSIONS (IID)**  
The Institute is dedicated to establishing, promoting and maintaining expertise, professionalism and high standards throughout the profession. Membership of the IID indicates your status as a qualified, experienced and ethical practicing professional.

Membership also provides you with support, information and services to improve your professional practice, in addition to a wealth of contacts to contact you with a network of suppliers and colleagues from across the interior design industry.

#### Who Are Our Members?

Interior architects, interior designers, interior decorators, education institutions, suppliers, as well as individuals and businesses that provide services to the interior design industry.

Contact the IID if you wish to find a professional interior architect, interior designer, interior decorator or registered supplier in South Africa

#### Why Choose an IID Member?

By choosing an IID professional member you are assured of engaging the services of trained and highly skilled professionals who are suitably equipped with expertise in commercial and/or residential design. Members are able to create, implement and manage any project to specification in order to ensure optimum satisfaction. The Institute also often claims the added assurance

of access to impartial mediation in the unlikely event of a dispute arising between a client and a member. To achieve full IID membership, an interior architect, interior designer or interior decorator must demonstrate that they have the education and experience to perform professionally. Members are also required to adhere to the IID's Code of Conduct.



**CONTACT DETAILS**  
IID NATIONAL OFFICE: Suite 126, First Floor, Design Quarter, Leslie Avenue, Fouriesburg  
PRETORIA: 00219, PO Box 10566, Fouriesburg City Centre, 2013  
T: 011 485 9732 F: 011 485 9802 E: [national@iidprofession.com](mailto:national@iidprofession.com) W: [www.iidprofession.com](http://www.iidprofession.com)

## PEOPLE ON THE MOVE

CONGRATULATIONS TO **MONICA VAN DER WESTHUIZEN** FROM COBRA WATERTECH ON HER PROMOTION TO PRODUCT MANAGER. MONICA IS NOW BASED AT THE FACTORY IN KRUGERSDORP AND IS INVOLVED IN RESEARCH AND DEVELOPMENT AND NEW CONCEPTS AND DESIGNS FOR COBRA WATERTECH TAPS, MIXERS AND SANITARYWARE. WE WISH HER ALL THE BEST IN HER NEW POSITION. MONICA CAN BE CONTACTED AT:



EMAIL: [MONICAVDV@COBRAWATERTECH.CO.ZA](mailto:MONICAVDV@COBRAWATERTECH.CO.ZA) / 011 951 5000 □



### CALENDAR OF EVENTS

Please send your event details to  
[mktd@iidprofessions.com](mailto:mktd@iidprofessions.com)

#### JHB - GLASS SA FACTORY TOUR

DATE: 19 SEPTEMBER 2008  
TIME: 09:00 ALL MEET AT GSA EASTGATE SHOWROOM  
09:30 DEPART IN GSA BUS TO PFG PLANT IN SPRINGS  
10:30 TOUR BEGINS, WILL SEE THE PATTERN AND FLOAT GLASS PROCESS  
13:00 DEPART FROM PLANT BACK TO GSA SHOWROOM FOR A LIGHT LUNCH  
RSVP: BERNICE BY 3 SEPTEMBER 2008 011 465 9732 /  
[NATIONAL@IIDPROFESSIONS.COM](mailto:NATIONAL@IIDPROFESSIONS.COM)

#### MAISON & OBJET - PARIS

DATE: **5 - 9 SEPTEMBER 2008**  
VENUE: PARIS-NORD VILLEPINTE  
REGISTRATIONS: [WWW.MAISON-OBJET.COM](http://WWW.MAISON-OBJET.COM)

### IID CONTACT DETAILS

#### PHYSICAL ADDRESS

SUITE 124, FIRST FLOOR, DESIGN QUARTER  
LESLIE AVENUE, FOURWAYS

#### POSTAL ADDRESS

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FOURWAYS CROSSING CENTRE, 2055

TEL: +27 11 465 9732

FAX: +27 11 465 9802

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#### MARKETING ENQUIRIES:

[mktd@iidprofessions.com](mailto:mktd@iidprofessions.com)