

Client Project



Striking skylight inspires Wilton's bespoke design

Three complementing carpet designs from Wilton Carpets Commercial feature at the new-build Admiral Collingwood public house, on the seafront at Ilfracombe.



The Admiral Collingwood | Ilfracombe

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Client brief

Part of a new build scheme in the North Devon seaside resort of Ilfracombe, The Admiral Collingwood displays three carpet designs from Wilton Carpets Commercial, including a creation to mirror the building's spectacular circular skylight feature.

This new JD Wetherspoon site was a considerable project requiring approximately 400 square metres of stunning contemporary flooring in the bar and restaurant areas. The choice of carpet was a major component in the design process, with particular emphasis put on the imposing presence of the skylight and how this should be reflected in the carpet below.

Creative approach

The design team at JD Wetherspoon began by supplying Wilton with pictures and colour combinations for inspiration and ideas of the direction in which they wanted the bespoke designs to head. Based on this conceptual work, Wilton's design team suggested two bespoke patterns and a third complementary design from Wilton's Ready to Go collection.

Keen to bring something unconventional within the look of the carpets, the JD Wetherspoon design team explained, "We wanted one of the carpets to mirror the magnificent skylight found directly above, an important part of this eccentric building's design. Here Wilton envisaged a stunning seven-metre wide geometric creation, while for the second bespoke design, inspiration was taken from the countryside surroundings of Ilfracombe and the traditional hedgerow, with Wilton giving it a thoroughly modern reworking."

Both bespoke carpets are distinctly on-trend, bringing the design precision that has helped Wilton build its impressive reputation. Also using the Flexiweave Elements colour palette, these floor coverings feature modern hues that coordinate perfectly and facilitate fast turnaround bespoke soft flooring. The third design was selected from Wilton's Ready to Go Sculpture collection, Fracture, the final striking carpet to greet guests as they enter the town's newest venue.

Solution delivered

All three carpets were specified in a nine-row wool-rich heavy contract axminster quality, suited to the busy bar and restaurant surroundings in which they are found. Made in Wiltshire, the 80% wool 20% nylon blend offers the ideal combination of durability and appearance retention in busy commercial environments.

Reception to the carpet has been overwhelmingly positive, Wilton Carpets Commercial again proving itself in its bespoke service as well as its Ready to Go collection.



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The design team at JD Wetherspoon

