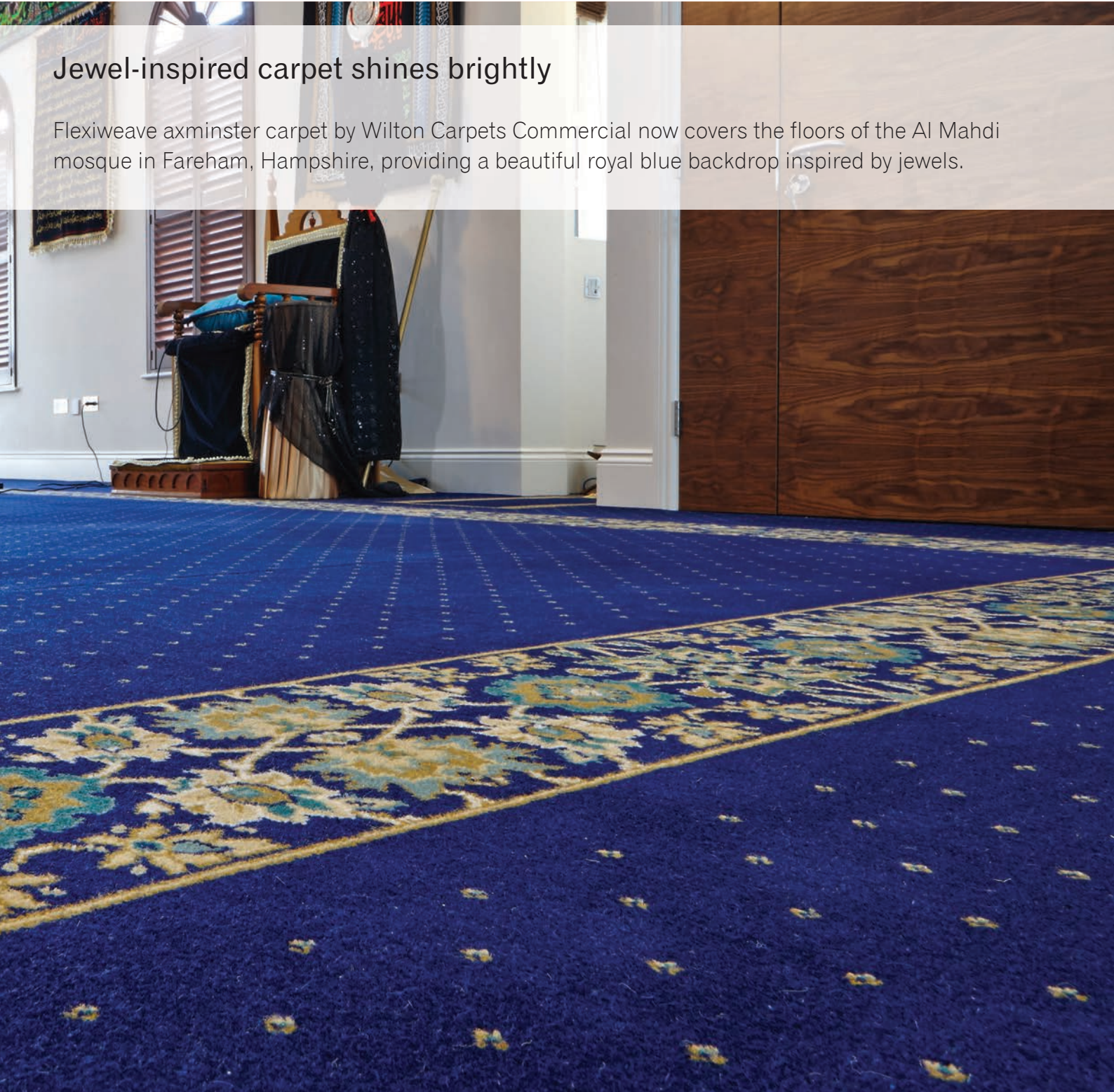


Client Project



Jewel-inspired carpet shines brightly

Flexiweave axminster carpet by Wilton Carpets Commercial now covers the floors of the Al Mahdi mosque in Fareham, Hampshire, providing a beautiful royal blue backdrop inspired by jewels.



Al Mahdi Mosque | Fareham

Client brief

As a busy focal point for members of the community, Al Mahdi Mosque needed 500 square metres of carpet that was both attractive and hardwearing, while being easy to maintain.

Creative approach

The carpet was created using the fast Flexiweave service, which allows specifiers to create bespoke designs using a selection of colours from a single palette. Designed in conjunction with Whitaker Services, a leading textiles contractor, the carpet features a traditional diamond pattern enhanced by rich jewel shades of dark blue, turquoise and gold from the Dimensions palette, adding a feeling of magnificence as well as a practical flair. As Julie Cawood, sales director, Whitaker Services, explains:

“When specifying this carpet on behalf of Al Mahdi, it was key that we captured the essence of the building and complemented the existing décor, but the room layout was also a major factor that required careful consideration. The main prayer room has a moveable partition that divides it into two separate areas, so we were very aware that the carpet had to work as a whole as well as in two halves.

“We therefore incorporated two seamless symmetrical floral borders around the perimeter of each partitioned section to define both areas individually, and their balanced nature also ensures design fluidity when the partition is opened up for larger events. The carpet in the study rooms uses the same diamond pattern to bring further harmony to this unique building.”

Solution delivered

The good looks of the new carpet are retained by its durable seven-row 80/20 construction, which also ensures that it will withstand the footfall that the mosque experiences on a daily basis. Providing exceptional colour and design clarity as well as ease of maintenance, the carpet delivers the lasting performance required by this busy venue.

“Our mosque is not just used for prayer – it is the heart of our community and a place where people congregate on a daily basis,” comments a spokesperson for Al Mahdi mosque. “Because of its busy nature, it was absolutely crucial that the carpet we chose was hardwearing and simple to keep clean, as well as suiting the overall design scheme of the mosque.

“We are particularly pleased with the unwavering service of Julie Cawood at Whitaker Services, and she approached Wilton Carpets Commercial because of its reputation for producing high-quality bespoke axminster carpet styles. The Flexiweave service certainly did not disappoint; with the ability to choose any colour combination within a specific palette and with a fast turnaround of 28 days, we had our perfect design in no time at all.”



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