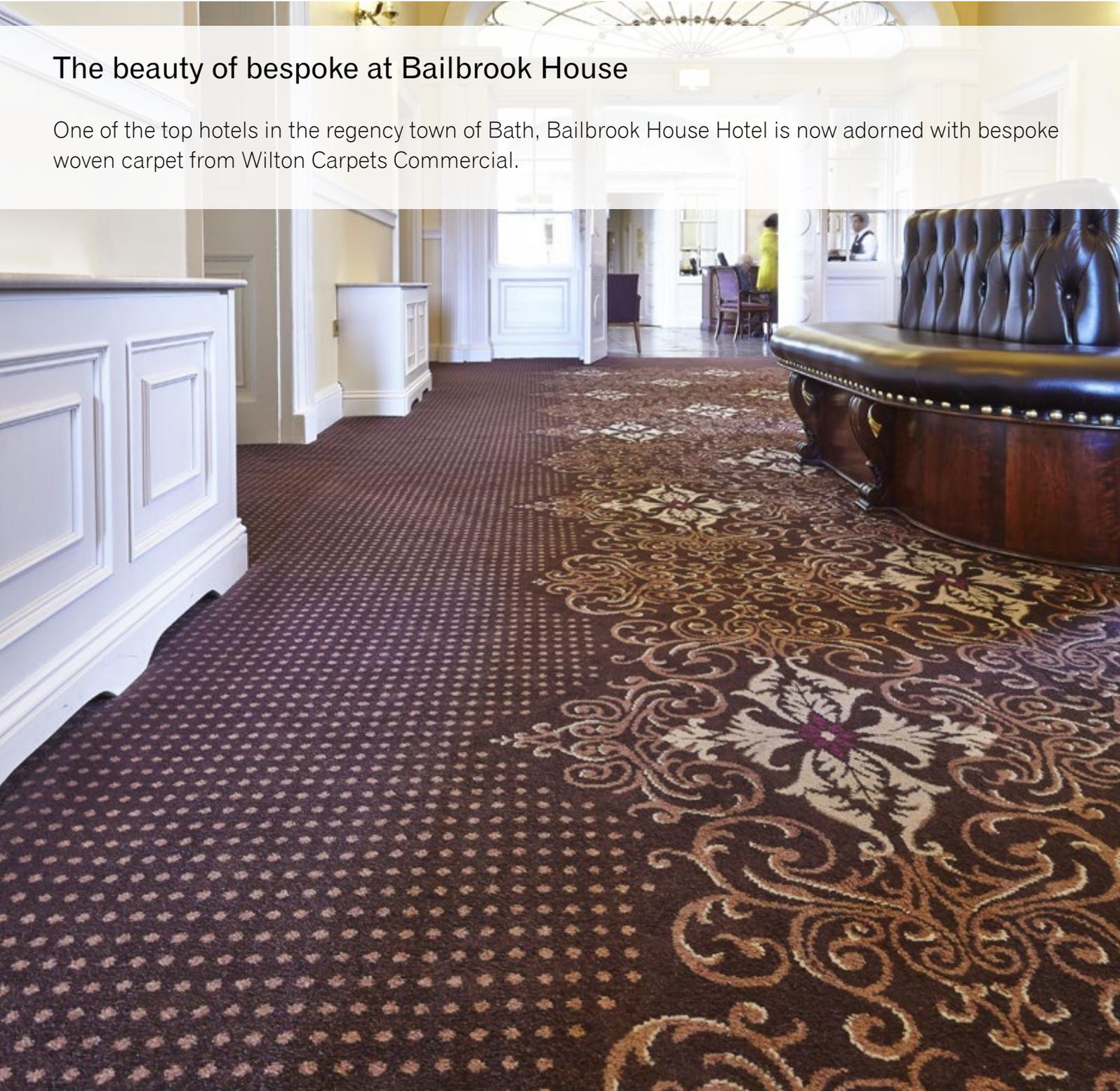


Client Project



The beauty of bespoke at Bailbrook House

One of the top hotels in the regency town of Bath, Bailbrook House Hotel is now adorned with bespoke woven carpet from Wilton Carpets Commercial.



Client brief

The £10m restoration of the Bailbrook House Hotel has seen nearly 3000 square metres of woven axminster carpet fitted throughout the original Grade II Listed Mansion House and adjacent Bailbrook Court accommodation and conference facility.

Creative approach

"I always start a scheme with the selection of carpet as I think it has a big impact on the space," explains Angela Amesbury, Amesbury Design, responsible for the total interior refurbishment. "The range of styles from Wilton is great to work with and partnering with the design team helped greatly as we rescaled, reworked and recoloured existing designs from the Virtue Collection."

Throughout the lounges, corridors and staircases of the original 18th Century Mansion House, variations of the same beautiful classical scroll design have been used to create a sense of flow without becoming too repetitive. Within large areas the pattern is bordered with a smart dot design to create a striking lace effect on the edge of the rug, while in smaller areas an all-over coordinate is employed. The feature floral motif has also been omitted in areas where space dictates that a simplified but no less elegant carpet be used. All working from an autumnal palette with purple and cream accent colours that work beautifully with the fabrics and natural stone.

The coordinating design transitions in the galleried walkway and selected areas of the Bailbrook Court building, where a more contemporary design takes over in hospitality suites to coordinate with the modern approach of the interior. A singular damask element is retained with dramatic contrasting purple tones offsetting the pared-back interior. For the Bath stone ceiled Cloisters Restaurant, in the basement of the main building, another contemporary ironwork scroll in chocolate and limes has been employed helping to create a warm ambience that complements the heritage of the building and atmosphere of one of Bath's most prestigious dining experiences.

Angela continues; "I needed a carpet design that would follow throughout the whole hotel but that could be adjusted in certain areas to avoid monotony. The scale was hugely important too and so I worked closely with Wilton Carpets Commercial to achieve the stunning end result."

Solution delivered

The carpets were manufactured on electronic jacquard looms in a performance blend of 80% wool and 20% nylon at Wilton Carpets Commercial's Wiltshire production facility. Installed by LGM Ltd the carpets are now providing Bailbrook House Hotel with a floor that possesses excellent appearance retention and resists the signs of wear.



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Angela Amesbury,
Amesbury Design

