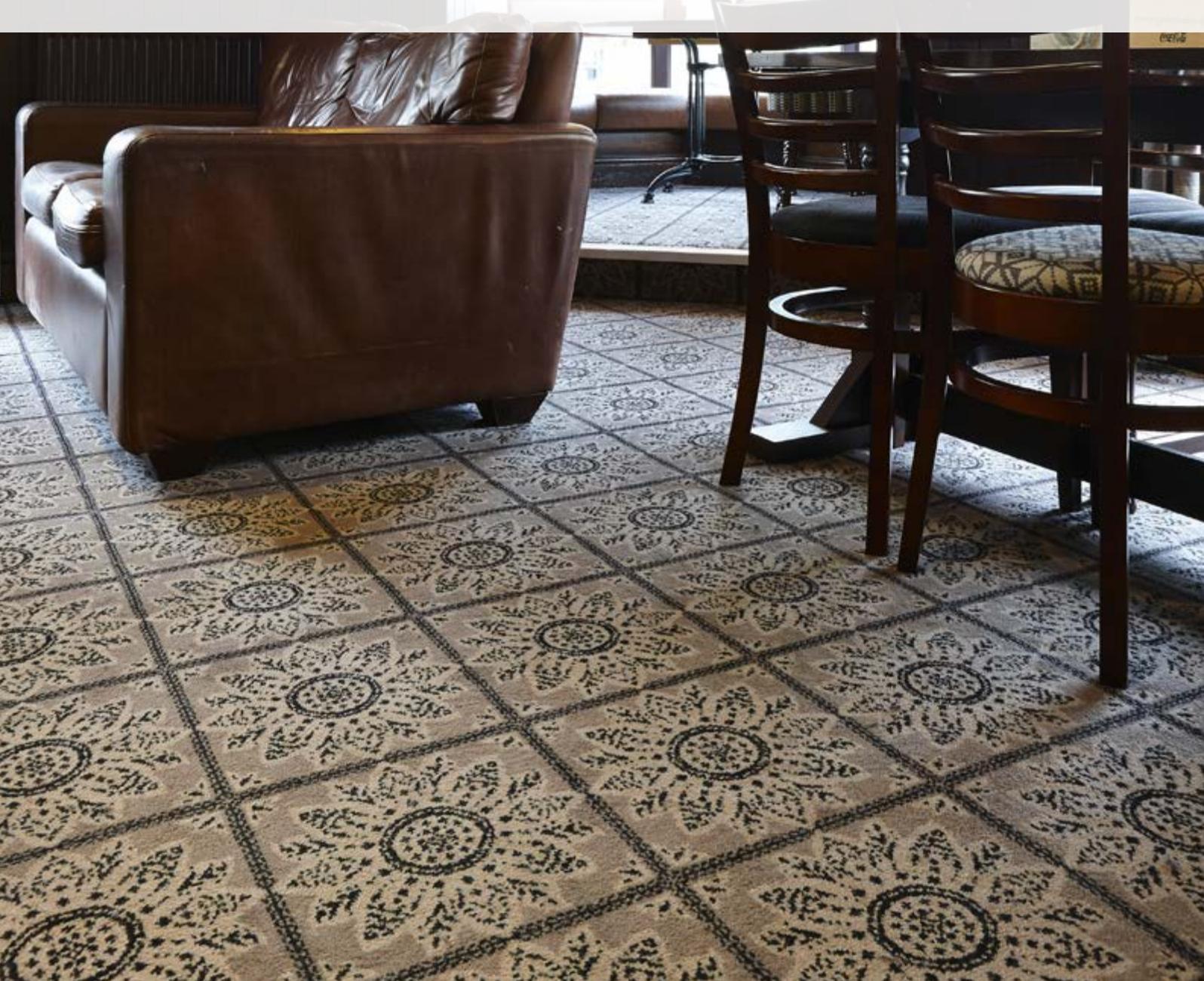


# Client Project

 Wilton Carpets  
COMMERCIAL

## Tiles take on a textile dimension at the County Hotel

Taking inspiration from Victorian era but with a contemporary twist, the interior of The County Hotel, Lytham St Annes, is now resplendent in carpet from Wilton Carpets Commercial.



The County Hotel | Lytham St Annes

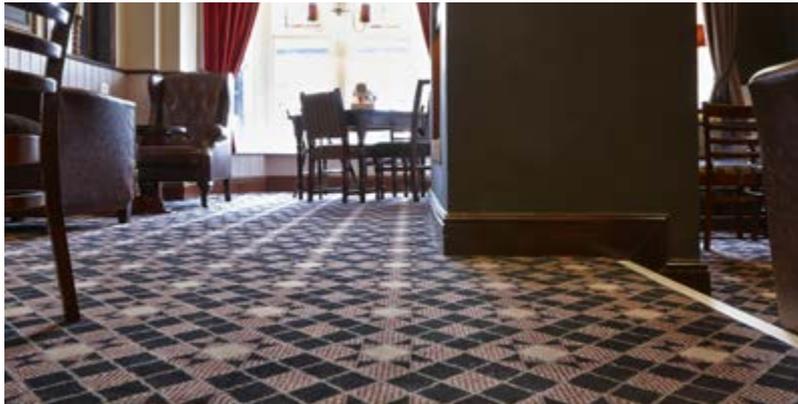
## Client brief

Four different carpet designs have been created for The County Hotel, using various images of tiles, carpets and textures as inspiration. Traditional tile patterns and damasks have been given a modern lift without forgetting that public house roots of The County Hotel.

## Creative approach

"We wanted The County Hotel to retain that 'homely' feel of a favourite pub, but without looking dated," says Rob Matthews, design director, MatthewsMee, responsible for the interior design of The County Hotel. "Our modern interpretation of tradition was reflected in the carpet, using four unique carpet designs to create zones for the various areas of the pub."

Wilton Carpets Commercial presented several concepts for the 200 square metres of bar area at The County Hotel, with MatthewsMee selecting two bespoke tile designs and two damask patterns. Drawing inspiration from Victorian tiled floors and traditional carpet designs updated with scale and colour, all used the Flexiweave Elements colour palette, helping to create unity through the changing landscape of the bar.



***"Using the Flexiweave Elements palette allowed us to commission bespoke carpets with warm and rich colours to give a 'homely' feel to the space while also meeting the cost considerations of the client."***

Rob Matthews, design director  
MatthewsMee

Featuring metallic hues complemented by rich accent colours and as part of the Flexiweave concept, the Elements palette allowed MatthewsMee to commission bespoke designs for The County Hotel while meeting the cost and time restraints of the project.

## Solution delivered

"We use Wilton Carpets Commercial because of the flexibility, service and fast turnaround it provides," continues Rob Matthews. "Using the Flexiweave Elements palette allowed us to commission bespoke carpets with warm and rich colours to give a 'homely' feel to the space while also meeting the cost considerations of the client."

The carpets were manufactured at Wilton Carpets Commercial's Wiltshire production facility in a high performance blend of 80% wool 20% nylon, providing longevity and helping the carpet to be easy to maintain for staff.

