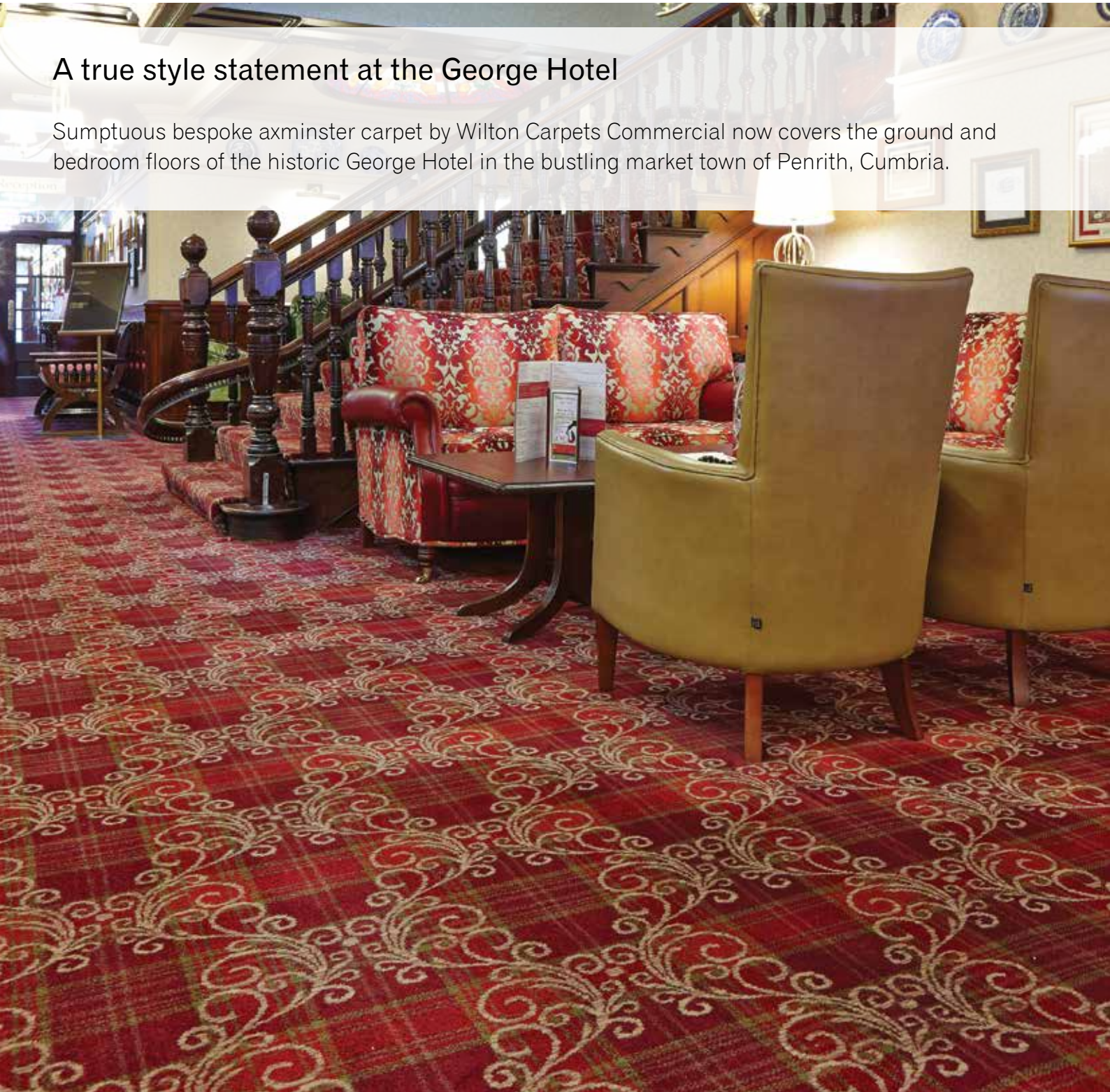


# Client Project



## A true style statement at the George Hotel

Sumptuous bespoke axminster carpet by Wilton Carpets Commercial now covers the ground and bedroom floors of the historic George Hotel in the bustling market town of Penrith, Cumbria.



George Hotel | Cumbria

## Client brief

Part of the family-owned Lake District Hotels group, the George Hotel has built a reputation for providing superb service in beautiful surroundings. As part of a major refurbishment, 350 square metres of bespoke axminster carpet by Wilton Carpets Commercial now covers the ground and bedroom floors, providing guests with supreme underfoot comfort and showcasing the venue's colourful design tastes.

## Creative approach

Specified by Kate and David Simmons, an interior design team at the Frank Whittle Partnership in Preston, the fast and flexible Flexiweave service was used, which allows customers to create bespoke designs using a selection of colours from a single palette.

Rich shades of red, green and gold from the Dimensions colour palette were woven into a traditional tartan patterned carpet that now graces the hotel's ground floor communal entrance, bar and restaurant areas; layered with a light scroll design, this bespoke carpet has a classical and refined feel that suits the hotel's dark mahogany wall panelling and intricate ceiling patterns.

In the bedrooms, the oversized paisley Kashmir design from Wilton's popular FastTrack Virtue collection has been recoloured using the soft cream, taupe and aubergine shades of the Optimum colour palette. Helping to create a relaxing ambience for tired guests, this carpet also provides luxurious underfoot comfort for bare feet.

"It was imperative that we sourced only the highest quality products during this refurbishment period," explains David Simmons, interior designer, Frank Whittle Partnership. "After selecting wallpaper and fabric, we approached the team at Wilton Carpets Commercial to create designs that would complement the rest of the furnishings and decor while still delivering an independent style statement.

"Having worked with the Wilton Carpets Commercial team on various projects before, we were confident in their ability to deliver. Taking our initial ideas and proposing numerous design alternatives and colour tweaks, Wilton provided us with simply beautiful carpets in balanced colour tones which suit the space to such an extent that they seem to flow from one room to the next."

## Solution delivered

Installed by Mark Dixon Flooring Ltd in a performance blend of 80% wool and 20% nylon, the two new bespoke carpets are durable enough to withstand the heavy footfall that the George Hotel experiences. As Justin Wales, general manager at the George Hotel, comments:

"The new carpets from Wilton Carpets Commercial are striking in appearance and are crucially both robust and comfortable underfoot. With a very loyal customer base that uses our facilities on a regular basis, it was important that the refurbishment was carried out quickly and with minimal disruption. We have had many guests commenting on how lovely the new areas look and how well coordinated the hotel now feels."



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David Simmons  
Frank Whittle Partnership

