

Client Project



Striking style at the Hollywood Bowl

Players and onlookers at the Hollywood Bowl ten pin bowling alley in Finchley, North London, are now mesmerised by fluorescent highlights in bespoke carpet tiles inspired by the Walk of Fame and crafted by Wilton Carpets Commercial.



Client brief

Finchley's Hollywood Bowl is a popular North London destination with families and parties making the most of extensive facilities including enjoying a few games of ten pin bowling. Accommodating high levels of traffic and with food and drink readily available, Hollywood Bowl needed a hardwearing carpet that could camouflage spills and dirt between cleans.

Creative approach

Featuring five-point stars in dappled pink with the alley's name woven in each one, upon a midnight black mottled background, the carpet tile design replicates the terrazzo and brass materials that the real-life Hollywood Walk of Fame is crafted from. With luminescent yarn highlights that give a soft glow under light, the carpet tiles deliver a striking look for the bowling venue and complement the fifties American-style furniture and retro juke boxes in the entertainment area.

As Alan Whittle, UK sales director, Wilton Carpets Commercial, explains, this project was completed quickly to the highest possible specification:

"We worked closely with Hollywood Bowl's project designers to produce the carpet tiles quickly for a tight turn-around. Our capability to create axminster carpet tiles to a high quality finish within the client's time-frame made us the ideal partner for this project, and the range of yarn colours used in the final tiles, including the fluorescent option, showcases the depth of our design flexibility."

Solution delivered

Created in a durable 80% wool, 20% nylon woven axminster construction, the carpet tiles provide the necessary resilience to cope with heavy footfall in public areas as well as offering great levels of underfoot comfort. Easy to clean and maintain too, the tiles will retain their colourful appearance even after rigorous cleaning, and make a sensible decision for busy entertainment locations that may require spot replacement, while still upholding a broadloom aesthetic.

"We are very happy with the finished carpet tiles from Wilton Carpets Commercial, and are especially impressed with the luminous yarn as its shimmering effect creates a real ambience in our venue, day or night," comments Tom Bardell, assistant manager, Hollywood Bowl. "The tiles are proving to be hardwearing, which is important as we experience a high turnover of visitors on a daily basis. The dark colouring is also ideal for camouflaging any spills or stains waiting to be cleaned."



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