

Client Project



Art Deco decadence for The Imperial Hotel

Art Deco inspired carpet from Wilton Carpets Commercial now graces the floor of the Atrium Bar at The Imperial Hotel, London, its design harking back to the roaring 20s to provide a unique atmosphere.



Imperial Hotel | London

Client brief

The flagship of the Imperial Hotel Group with 10 other hotels across London, The Imperial Hotel, Holborn, has recently undergone an extensive refurbishment that delivers a striking historical style statement fitting with the hotel's desire to encapsulate the spirit of bygone eras in its many different public areas.

Creative approach

The company responsible for the design of the hotel refurbishment, Trevillion Interiors Ltd worked with Wilton Carpets' design manager Julie Robertson to create a statement carpet throughout the Atrium Bar that captures the spirit of the Jazz Era.

"The Atrium Bar at The Imperial lends itself well to the Art Deco age, with wall panelling, high ceilings and plenty of natural light, and yet, when it came to choosing the floorcovering we still wanted to create a spectacular focal point, using eye-catching deco colours of charcoal and gold," explains Frances Blackham, design director, Trevillion Interiors.



"With wall panelling, high ceilings and plenty of natural light, when it came to choosing the floorcovering we still wanted to create a spectacular focal point, using eye-catching deco colours of charcoal and gold."

Frances Blackham, design director
Trevillion Interiors

"Wilton Carpets Commercial interpreted our brief to perfection, with design manager Julie Robertson creating an all over large-scale pattern perfect for the grand Atrium bar. An inspiring reflection of Art Deco style, the carpet features a swirling geometric design repeat and truly complements the bar's sumptuous furnishings and glitzy, elegant décor."

Solution delivered

The Atrium bar is the hub of the hotel, with its Wi-Fi hotspot and coffee bar generating heavy footfall. Crucially, the new Wilton woven axminster carpet is durable enough to withstand high-impact use, with its high-performance 80% wool and 20% nylon blend ensuring exceptional colour clarity and superb resilience. Manufactured on electronic Jacquard looms in Wiltshire and fitted by Essex-based contractors Spratlings Ltd, appointed by project managers Connor Construction, the carpet covers 436 square metres.

