

Client Project



WILTON CARPETS
COMMERCIAL

Boutique beauty at the Lake District's Inn on the Square

A refurbishment transforms a traditional hotel into a gorgeous boutique destination with bespoke carpets from Wilton Carpets Commercial.



Inn on the Square | Keswick

After a complete refurbishment, this family-owned hotel separates itself from traditional Lake District hotels, reflecting the heritage of the area with a mood that is distinctly contemporary.

The inspiration

The design team had the inspiration for a contemporary leaf design randomised across basement, ground and first floors, reflecting the rich colours of autumnal days in the region, like fallen leaves scattered across the fells. For the bedrooms, a different design in varying colour schemes gives a sense of a different, more private space.

“The Inn on the Square competes with several traditional style hotels all within walking distance, so we wanted it to be unique and to become a destination hotel, rather than just somewhere to stay in the town. The carpet design played a major role in the entire scheme, remaining contemporary but featuring natural and organic influences, perfect for a hotel set within England’s largest national park.”

Interior design team at Frank Whittle Partnership





Design development

Wilton Carpet's designer, Matthew Robinson developed the idea for the public areas using real leaf structures in a free form design across all three floors.

Matthew used Wilton Carpets' Elements palette with dramatic fills of gold balanced with subtle black outlines set against a neutral backdrop. This continues the carpet's adaptability with a random pixel-like shaded effect in slate - a nod to modern design - on a zinc background that complements perfectly the grey wall panelling and base colours throughout. The 'pop' accent gold colour, used as a fill for leaves, is found in furnishings throughout the interior.

For the bedrooms, Wilton created an off-kilter stripe, again ideal for the irregular walls of the building. Six different schemes use the same zinc base colour with highlight shades, using turquoise and gold, to match the feature colours of each scheme. The zinc, turquoise and gold shades in each of the schemes co-ordinate with the leaf design in public areas, creating a strong sense of place while retaining their independence.



Careful planning ensured the design is free to run into walls and around the complex layouts without looking disjointed or awkward.

Without a straight wall in sight, due to the building's Georgian construction, the overlaying random leaf motif is forgiving of irregularities, unlike a traditional design; eliminating the need for a border, the design is free to run into walls and around the complex layouts without looking disjointed or awkward. In fact, the 'scattered' leaves of varying shape, size, fill and colour have the opposite effect, uniting the interior in a carpet that upholds the hotel's modern styling and Lake District setting.

Carpet delivered

1,400 square metres of bespoke carpet was woven in a hardwearing and comfortable nine-row construction. Made at Wilton Carpets' Wiltshire production site in a performance 80% pure new wool 20% nylon blend, the carpets will retain their appearance over many years.



What the customers say...

"Step change in quality."



We have been travelling here for 40 years. We have stayed in almost every hotel, and this is the best hotel in the area by far. The owners have refurbished the whole hotel completely. The rooms are excellent with high quality finishes. The bar, and in particular the restaurant are excellent. The staff attentive and friendly. It is definitely a 10 out of 10 experience!

William Duncan, Tripadvisor

"Fabulous decor and service."



Just back from a great weekend stay at Inn on the Square, Really impressed with the décor and quality of furnishing and fixtures.

Kirsty, Tripadvisor

"We've worked alongside Wilton Carpets for many years now and had no hesitation in introducing them to the Lake District Hotels group. Since then we have refurbished many bedrooms throughout seven of their hotels in the National Park, with the Inn on the Square our largest project to date. They are delighted with the end result, as we are too," Frank Whittle Partnership.

"Matthew developed numerous sketches for us, making the leaves all different sizes and colours, some with fills, some outlined and with different backgrounds to the carpet until we were happy with the overall feel. We then worked together on the layout, deciding how it would sit on the basement and ground floors, how it would flow over the stairs to the corridors and round corners. The apparently random nature of the design, without any repeat through the entire layout, is carefully planned, not only to look absolutely striking but also to combat the challenges of the period interior while simultaneously making the most of its distinct features too."

Frank Whittle Partnership

