

Client Project



A carpet to inspire designers at creative interior hub

Providing a dedicated and inspirational place for designers and industry specialists within the hospitality and leisure sectors, the North West Design Centre is showcasing the creative power of Wilton Carpets Commercial with a stunning first floor installation more akin to art than carpet.



North West Design Centre | Manchester

Client brief

As a creative hub and materials resource for the hospitality and leisure industry, the North West Design Centre is a melting pot of high-end interior inspiration, featuring furniture, lighting and flooring from some of the most exciting and exclusive brands operating in the industry today. Now an associate of the North West Design Centre, Wilton Carpets Commercial enjoys preferred supplier status for interiors developed through the facility.

Creative approach

Working in tandem with interior design practice Gerald Bowering Associates and the North West Design Centre, Wilton Carpets Commercial developed a bespoke design in a performance mix of 80% wool 20% nylon, using inspiration from previous designs produced for luxurious hospitality environments such as those at the Glasgow Grand Central Hotel.

"We chose the first design to come from Wilton's design manager, Julie Robertson," comments Samantha Savage, Gerald Bowering Associates, designers in residence at the North West Design Centre. "Using subtle and timeless colours, we thought it exactly the sort of look we want to achieve at the centre and that it would appeal to the clientele, namely architects and designers. The carpet will help to showcase the creativity and flexibility of what Wilton Carpets Commercial can achieve."

Solution delivered

The carpet at the North West Design Centre was created with Wilton Carpet Commercial's Flexiweave design service that allows the creation of bespoke carpet within a tight timescale. Ideal for projects of all sizes, Flexiweave allows the creation of bespoke patterns, such as the design at the North West Design Centre, or the recolouring of existing designs using palettes carefully selected to provide interiors with functional, timeless and aspirational colourways.

Made in just 28 days at Wilton Carpet Commercial's UK facility, Flexiweave carpets are available in a range of contract qualities and are made from a durable performance blend of 80% wool and 20% nylon, providing interiors with a carpet made to last in even the most demanding of locations.

With an extensive back catalogue of bespoke work, as well as the Flexiweave, FastTrack and Ready to Go concepts, Wilton Carpets Commercial specialises in delivering to hospitality and leisure environments beautiful high quality woven and tufted carpets.



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Gerald Bowering Associates

