

Client Project



Art Deco decadence at Regal Cinema

Recalling cinema's former golden age, Wilton Carpets Commercial has produced an elegant bespoke Art Deco inspired carpet for the Regal Cinema, Evesham.



Client brief

With luxury seating and table areas, as well as a licensed bar and coffee shop, the Regal Cinema is one of a growing number that provide an evening of entertainment that takes a night at the movies to a new level. As such, it is important that the interior and carpet provide a distinctive, welcoming and opulent surrounding for visitors.

Originally opened in 1932 but forced to close in 2003, the cinema has recently undergone a thorough transformation with the help of the local community, restoring the building to former glory and providing the town with a fresh and welcome venue.

Creative approach

Creating an elegant bespoke motif inspired by classic art deco geometries and in keeping with the cinema's interior and façade, Wilton Carpets supplied 700 square metres of woven axminster to the stalls and circle of the auditorium. In a rich deep red ground shade and featuring the Regal Cinema name, the carpet delivers a luxurious ambience for cinema-goers enjoying a new renaissance in movie watching.

Utilising the Flexiweave bespoke axminster design service with an 80% wool 20% nylon mix for durability and appearance retention, the Charleston design, taken from Wilton Carpet Commercial's extensive style library, provided the ideal inspiration for the cinema, being adapted to include branding and to reflect elements of the stunning ceiling.

Solution delivered

Flexiweave provides the opportunity to create bespoke designs, or recolour and remodel existing designs in any colour combination from within one of three specially developed colour palettes. Providing fast four-week turnaround from just 100 square metres and in a wide range of qualities for suitability in areas of varying traffic levels, Flexiweave is ideal when time and costs are limited. The carpets were manufactured at Wilton Carpets' factory in Wiltshire on state-of-the-art Electronic Jacquard loom.

