



THE GRAND THEATRE

WOLVERHAMPTON, UK



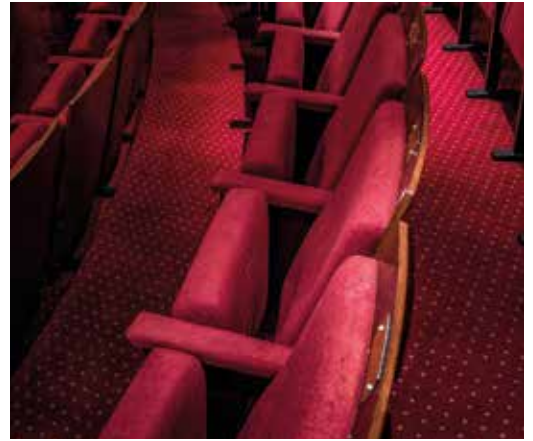
Wilton Carpets 'Ready to Weave' range takes centre stage at Wolverhampton's iconic Grand Theatre.



WILTON CARPETS



THE GRAND THEATRE



Ready to Weave axminster carpet from Wilton Carpets has been used to transform the auditorium of The Grand Theatre, Wolverhampton, bringing an elegance fitting of the Victorian interior.

Designed by eminent theatre architect, Charles J. Phillips, The Grand Theatre, Woverhampton has been a focal point of the city since the late 19th Century. As part of a refurbishment of the theatre, some 900m² of axminster carpet made by Wilton Carpets has been specified and installed by contractor Multifloor (Walsall) Ltd.

Selecting an existing library design in Kingston Pindot and using the Ready to Weave design service to select a striking red and gold colourway in keeping with the auditorium's impressive period features, Multifloor presented the design to the city council:

"I had used Wilton Carpets in a previous installation at Warwick University and it seemed the natural choice for a project of this stature," explains Matt Hunt, Multifloor (Walsall) Ltd.

"Having worked with Wolverhampton City Council on the theatre before, we were trusted to put forward our specification, so had no hesitation in recommending Wilton Carpets. We presented the design and colour to theatre management, who agreed that it was the right fit for the auditorium."

Multifloor specified the wool-rich axminster carpet in an eight-row quality to ensure that it could withstand the footfall throughout the theatre's performances. Woven in Wiltshire using British wool, the carpet was made within the tight deadlines of the project:

"Wilton Carpets proved faultless from the production of samples right through to the delivery of the carpet. Failing to meet delivery timescales could have had a huge knock-on effect and would have almost certainly held up the grand opening," continues Matt Hunt. **"We actually received the carpet earlier than promised and thanks to careful planning it was a simple process to fit, even in the complex layout of the auditorium, a huge 'thumbs up' to everyone involved."**



The carpet has been well received by all at The Grand Theatre and Multifloor has enjoyed praise for meeting the tight deadlines of the project with such a high quality end result. In fact, such was the success of the project that the contractor has already taken forward the same Kingston Pindot carpet to the main entrance at Wolverhampton Art Gallery.

For more information on our ranges, collections and colour palettes, please visit our website:
www.wiltoncarpets.com



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