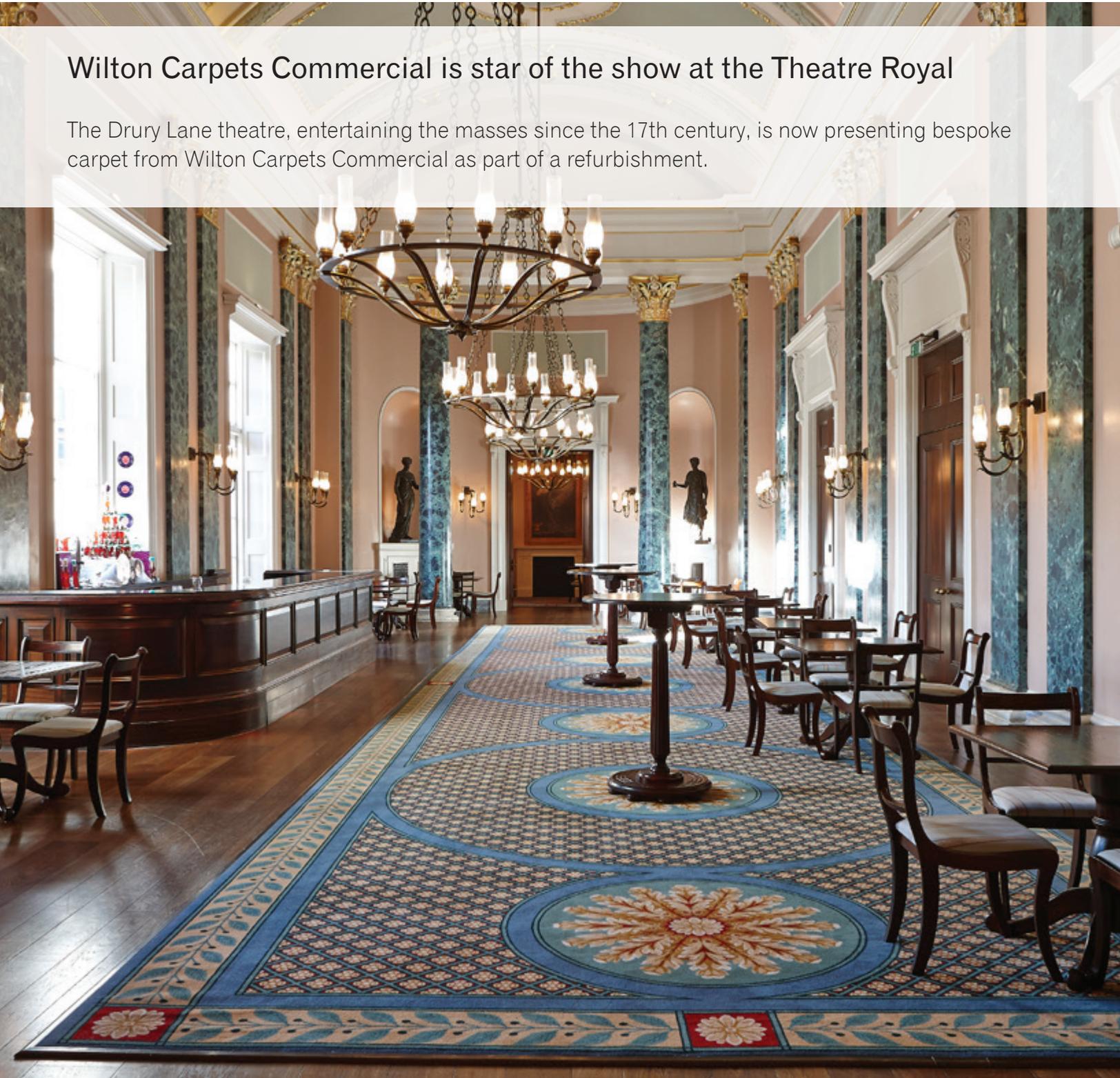


# Client Project



## Wilton Carpets Commercial is star of the show at the Theatre Royal

The Drury Lane theatre, entertaining the masses since the 17th century, is now presenting bespoke carpet from Wilton Carpets Commercial as part of a refurbishment.



# Theatre Royal | Drury Lane

## Client brief

Restoring the theatre to its former glory, the entrance, landing, stairways and the Grand Saloon have been fitted with 750sqm of bespoke woven carpet - the intricate designs reflecting the theatre's period interior; and a high quality construction used to withstand the heavy footfall of a theatre environment.

## Creative approach

Wilton Carpets Commercial worked alongside interiors expert Edward Bulmer and David Bamford of D&S (Makers) Ltd throughout the process, the duo tasked with putting together the two all-important designs. These were worked into an 11-row woven axminster, a hardwearing carpet that would also provide exceptional clarity for the designs produced using Wilton's versatile collection of stock colours.



The Grand Saloon's carpet received particular attention, fitted to intentionally leave wooden planks on show around the edges. This maintained the tradition of wood underfoot while addressing concerns that had been raised over acoustics, the wood effectively acting as a frame to a beautiful piece of carpet art.

## Solution delivered

Installed by Bollin Valley Flooring of Macclesfield, both carpets have received acclaim from visitors and staff alike, and the scheme as a whole has been awarded Best Restoration of a Georgian Interior by the Georgian Group.

"Working with Wilton Carpets Commercial was a smooth process, offering a service that was exactly as bespoke as we needed it to be," explains Edward. "For instance, the stair runner was added at a late stage of the project, demonstrating the company's flexibility as well as its impressive attention to detail."



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Edward Bulmer, Interiors Expert

