

Client Project



Complementing carpet combinations at Wood Norton Hotel

Adorning principal bedrooms, public areas and grand staircases, beautiful woven and tufted carpets from Wilton Carpets Commercial complement the stunning interior architecture at this recently refurbished Grade II* listed hotel.



Wood Norton Hotel | Evesham

Client brief

The Grade II* listed four-star Wood Norton Hotel is a beautifully crafted 19th Century building in a perfect location for exploring the Cotswolds, Worcester and the Malvern Hills. With 50 rooms, including five luxurious suites, a restaurant using the finest local produce, contemporary bar and alfresco dining area, and with the capability to accommodate parties of up to 250 people, the hotel showcases the best in hospitality. As part of a £4million refurbishment aimed at restoring the hotel's grandeur and injecting contemporary style, Vassen Design Ltd turned to the experienced hands of the Wilton Carpets Commercial design team for a combination of bespoke and stock designs totalling just under 2,400 square metres throughout the public areas and bedrooms.

Creative approach

Within the principal bedrooms of the hotel, a bespoke carpet featuring delicate inlaid scroll designs and elegant stripe borders adds calm to the space and gives the bedrooms a more contemporary feel. A bespoke turquoise colour was added to the soft neutral shades taken from the Optimum colour palette to coordinate with the sumptuous fabrics, creating a contemporary harmony with the traditional panelled walls and ceilings. The carpets are woven in 7-row axminster with a 80/20 construction.

Using Wilton's Flexiweave service, the Optimum colour palette is carried through into the public areas with the increased durability of a nine-row construction and a contemporary textured design, once again providing a balanced contrast with traditional fixtures and fittings. This design continues with a contemporary colour block bordered runner on the grand wooden staircase providing colour and design continuity throughout.

"Wood Norton Hotel has an exceptional historic interior, reflecting the lifestyle of the exiled French royals who lived there before World War One," explains Sean Vassen of Vassen Design. "Crucially, many of the interior's original features have stayed intact, the most notable of which is the finely crafted oak panelling. My aim was to enhance the interior spaces of the hotel by using a carefully modulated palette of textures and colours that work with the existing wood panelling, and I found I could achieve this with the Optimum palette as it allowed design flexibility in a coordinating bank of shades."

Solution delivered

With a combination of woven carpets, taking advantage of the flexible and cost effective Flexiweave service where possible, using tufted carpets from the Ready to Go collection, and adapting qualities to suit the demands of each area, Vassen Design was able to achieve a high quality floor finish that was in keeping with the hotel's ambience and that also kept to budget. All woven carpets were manufactured in the UK at Wilton Carpets Commercial's Wiltshire production facility in a performance blend of 80% wool 20% nylon.



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Vassen Design

