



BESPOKE INSTALLATIONS



For innovation and inspirational bespoke carpet design... complementing, often inspiring, the interior look, sympathetic to the architectural setting... creating a special atmosphere and ambience for visitors and guests. Delivering a superb impression of your venue that satisfies the senses with visual effects to relax or excite, and with soft comfort underfoot so good for sound absorption and that luxurious feel.

Browse through this selection of bespoke installations that cover a diversity of design styles across a variety of sectors - but each creating a unique and memorable look and feel for customers.

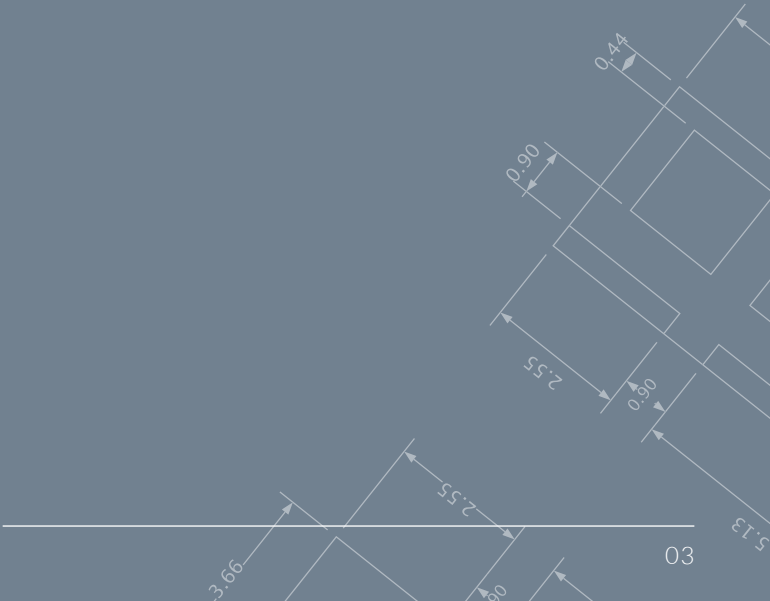


Internationally acclaimed for fine dining, the floor of Patrick Guilbaud provides a canvas for an axminster by Wilton Carpets Commercial that is a contemporary work of art.

Our British made carpets are proven in locations throughout the world and each is given the attention to quality that only comes with a passion for excellence. Our attention to detail, understanding and peerless execution make us a natural partner.

We work with some of the most respected names in hospitality...

- Hotel l'Europe, Amsterdam
- Hotel Normandy, Paris
- Hotel Cavalieri, Rome
- Hotel Pupp, Carlsbad
- Gleneagles, Perthshire
- Chesterfield Hotel, Palm Beach
- United Nations Building, New York
- Grand Hotel, Cannes
- Mandarin Oriental, Paris
- Cheltenham Racecourse
- JD Wetherspoon
- Derby County Football Club
- Royal Theatre, London



The iconic Royal Crescent Hotel & Spa.

A multi-million pound refurbishment completed in April 2014 has restored the Grade 1 listed building sympathetically to its Georgian roots. Complementary axminster carpets were created for the restaurant, drawing room, library, communal areas, grand staircase and throughout bedrooms.

“Our challenge was to preserve the integrity and heritage of the Grade 1 Listed building, retaining the traditional feel visitors expect, while updating and refreshing areas in a more contemporary manner.”

JANE CLAYTON & COMPANY, DESIGN TEAM LEADER

In the 45 bedrooms more contemporary design sets the scene, keeping the colours neutral to better offset the individual design of each room. In public areas, where more traditional architectural details are in evidence, more traditional designs.



Art Deco decadence for Atrium Bar at The Imperial Hotel, London.

This dramatic design, in eye-catching deco colours of charcoal and gold, works beautifully against the wall panelling, high ceilings and abundance of natural light – and fulfils the hotel’s desire to encapsulate the spirit of a bygone era.

“Wilton interpreted our brief to perfection, creating an all over large-scale pattern perfect for the grand Atrium bar. An inspiring reflection of Art Deco style, the carpet features a swirling geometric design repeat and truly complements the bar’s sumptuous furnishings and glitzy, elegant décor.”

FRANCES BLACKHAM, DESIGN DIRECTOR TREVILLION INTERIORS



It all started with carpet at The Blue Bell, Hemsworth.

JD Wetherspoon's design team collaborated with Wilton early in the refurbishment on this clever design.

Inspired by the Arts and Craft movement which celebrated simple forms and the beauty of nature, this simple yet effective design uses brilliant tones from Wilton's Elements palette. Spring-like green and yellow tones at the front of the pub gradually change through to warm red and gold hues signifying autumn.

“The carpet design had a big impact on the trading space, as the selected colours and style that we chose were then reflected in the wall finishes, furniture and fabrics.”

SALLY MAKINSON, INTERIOR DESIGNER



Spring colours flow into autumn shades across the floor at The Blue Bell, Hemsworth.

The French - Manchester's flagship restaurant.

The woven axminster carpet design, inspired by hues and grain of limed oak, was cited by restaurant critic Giles Coren as the 'true glory of this place'.

*“With the high ceiling and ovoid shaped room, acoustics were a concern. Hard flooring was not an option and so the luxury, comfort and **acoustic absorption of woven carpet** was an ideal solution.”*

DIRECTOR OF GROUP DEVELOPMENT, QHOTELS



The French, Manchester

A distinctive opulence at the Regal Cinema, Evesham.

Originally opened in 1932 but forced to close in 2003, this cinema is now restored to former glory. Bespoke woven axminster features an elegant motif in an art deco design, in keeping with the cinema's interior and façade. In a rich ground shade, complementing the luxury seating, and featuring the Regal Cinema name, the carpet creates a luxurious ambience for cinema-goers.

700sqm was provided for the stalls and circle of the auditorium.



Regal Cinema, Evesham: Recalling cinema's former golden age, a bespoke Art Deco design featuring an elegant bespoke motif.

Award-winning cinema and restaurant – Zeffirellis, Ambleside.

The palette of muted grey, soft cream and striking blue in an eye-catching abstract print provides a striking contrast to the bold red cinema seats. In 10-row axminster for extreme durability.

“It was imperative that the new carpet offers us outstanding levels of resilience to withstand the heavy footfall that we experience on a daily basis, while still having the visual flair that our venue is famous for. Wilton delivered this within a very strict timeframe so that we could open our doors to our loyal customers as quickly as possible.”

DOROTHY SMITH, MANAGING DIRECTOR, ZEFFIRELLIS



Zeffirellis of Ambleside

Fresh and contemporary for Derby County FC.

Neutral shades of grey and black complemented by accents of vibrant green - the end result modern, unique and hitting White Design's brief for 'fresh and contemporary'.

"We had a very tight deadline but we knew we could trust Wilton to pull through without any problems. Everyone was happy with the scheme and the carpet looked fantastic; we're sure it will be down for years to come, with an on-trend look that is set to stand the test of time."

WHITE DESIGN, SHEFFIELD



Derby County's iPro Stadium

Winning carpet at Cheltenham Racecourse.

With up to 700,000 visitors each year, the course is home to some of the most famous events of the UK Jump season including the Betfred Cheltenham Gold Cup. In Flexiweave colours, 10-row axminster was in both equestrian-themed designs in the hospitality areas and the Hall of Fame.

"We required a heavy wearing carpet that could survive the intensive levels of footfall during peak race times, which was also straightforward to care for by the extensive hospitality team working on all manner of events such as banquets, proms and weddings. Everyone is delighted with the look and performance of the new carpets."

TIM PARTRIDGE, THE SOUTH WEST REGION OF JOCKEY CLUB RACECOURSES



Cheltenham Racecourse

The glorious Leeds Civic Hall.

A landmark on the skyline – millimetre-precise team effort achieved a stunningly simple carpet design in this building of giant proportions.

Replicating the building’s original stone floor discovered in photographs, we recreated the vision of interior designer Gemma Evers in a highly durable 11-row axminster. Each carpet had to precisely fit with the next, creating a seamless look that held straight and true through long linear runs, meeting key architectural features with repeated accuracy.

“The scale of this installation has really pushed every party to excel. Wilton Carpets Commercial really did perform faultlessly and the carpet went down without problem. The results are simply stunning.”

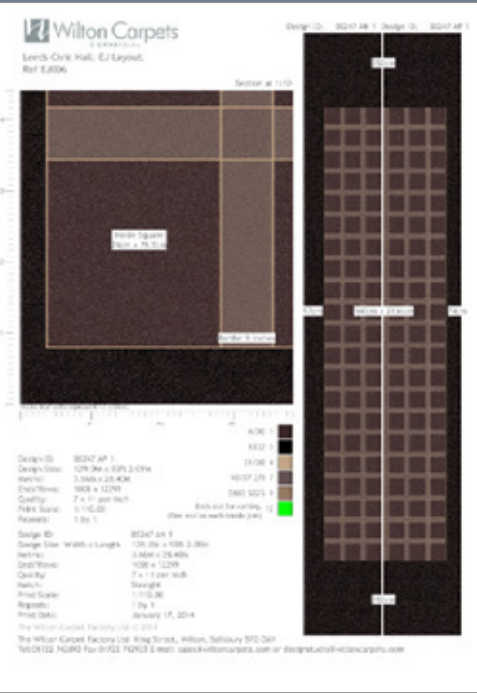
DAVID GREENALL, KENDAL QUALITY CARPETS



Leeds Civic Hall



Wilton creates a visual which is checked by the flooring contractor. Only then can the carpet be manufactured.



Due to the extensive work and accuracy that goes into this process, waste is kept to a minimum hence saving the client money.

This type of planning:

- Minimises waste
- Minimises seams
- Enables stunning design proportionate to located area every time

Brand building at Bowlplex, Poole.

This graphic-rich 9-row axminster design incorporates the Bowlplex logo, giving a stylish take on the corporate identity of the family owned company. Vibrant colours set against a dark blue base give a sense of animation and energy while the pattern helps to minimise the appearance of dirt between cleans – important for the long opening hours and 7-day operation of the venue.



Axminster is available in broadloom or tiles.



Bowlplex, Poole

Hollywood Bowl, Finchley, London.

Inspired by the terrazzo and brass materials of the Hollywood Walk of Fame, the alley’s name is woven into dappled pink stars set against a midnight black mottled background. The design perfectly complements the fifties American-style furniture and retro juke boxes.

“We are especially impressed with the luminous yarn as its shimmering effect creates a real ambience in our venue, day or night.”

TOM BARDELL, ASSISTANT MANAGER, HOLLYWOOD BOWL



Hollywood Bowl

From the seed of an idea or a precise brief, our design team will help you realise your ideas and concepts.

With an ability to fluidly recreate the most undefined of briefs and to perfectly recreate a designer's vision in beautiful carpet. Whether influenced by furniture, architectural details or ambition, the Wilton Carpets Commercial design studio is among the most intuitive and creative within the sector.

Any design: You have complete creative freedom. Our electronic jacquard enables large scale design that crosses floorplans, combines design elements, minimises seams and makes installation easier.

Any colour: Using British yarn, we offer a choice of 300 house colours, as well as 2,000 colours specially dyed - or we can match to any colour with our custom dye service.

The handy Wilton Colour Swatch uses the latest digital and printing technologies to give you excellent colour representation of house yarns.



To request a colour swatch, contact our Design Studio on...

☎ 01722 746000 ✉ sales@wiltoncarpets.com

Any quality: Light, medium, heavy or very heavy contract - we will ensure you have the right quality for your needs.


Presenting concepts as colour scale prints, room visuals and then hand trials before eventual production, we strive to create innovative and inspirational design sympathetic to the overall interior and meeting your precise needs.




Flexiweave - bespoke solution when time and costs are limited.

The fast and easy way to create a carpet unique to you. Choose colours from one of our three popular palettes.

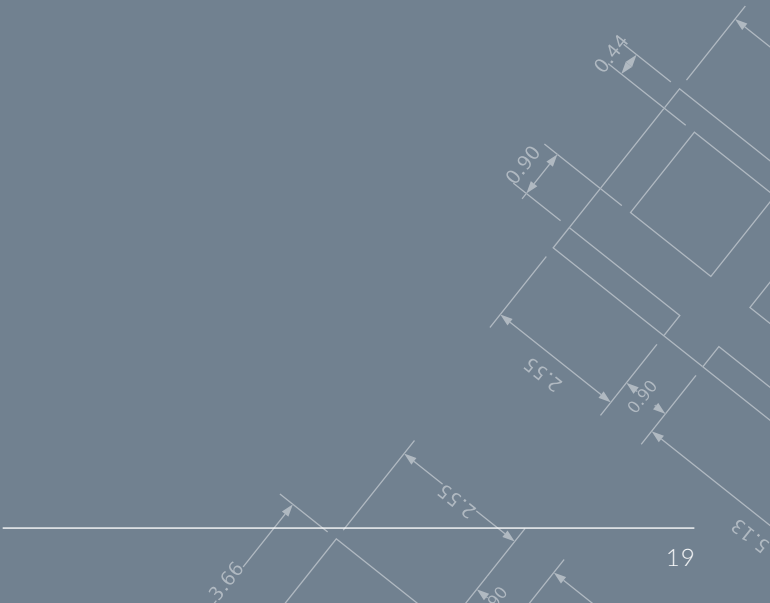
- Metallic hues are complemented by rich accent colours in our *Elements* palette.
- Contemporary and versatile, our *Optimum* palette combines soft neutrals with vibrant colour.
- *Dimensions* features rich, jewel colours.

 Re-colour an existing design, adapt an existing design, incorporate a company logo...

 Made in just 28 days from design approval and receipt of order – subject to quantity.

To request woven colour palettes contact our Design Studio on...

☎ 01722 746000 ✉ sales@wiltoncarpets.com





Designed
& made in
the UK



Wilton Carpets
COMMERCIAL

Please visit
www.wiltoncarpets.com
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