



ROYAL CRESCENT

BATH, UK



Wilton Wows At World Famous Landmark



WILTON CARPETS



ROYAL CRESCENT

Bath's iconic Royal Crescent is one of the most recognisable sites in historic English architecture, its hotel now adorned with exquisite bespoke carpet from Wilton Carpets Commercial.

Client Brief

The Hotel commissioned designers Jane Clayton and Company that in turn selected Wilton Carpets Commercial to create a portfolio of elegant and contemporary bespoke woven axminster designs. Complementary carpets were created for the restaurant, drawing room, library, communal areas, grand staircase and throughout bedrooms.

Creative Approach

A collection of designs was proposed by Wilton with the teams working through CAD visuals and hand trials before selecting the final patterns to be laid in this most prestigious of venues. "Our challenge was to preserve the integrity and heritage of the listed building, retaining the traditional feel visitors expect, while updating and refreshing areas in a more contemporary manner as requested by the owner," explains Ciara Donegan, design team leader, Jane Clayton and Company. "In the 45 bedrooms we opted for a slightly more contemporary design that would set the scene, keeping the colours neutral to better offset the individual look of each room. In public areas, where more traditional architectural details and schemes were in evidence, we opted for classic patterns."

Within the bedrooms, a modern circular motif reflective of Georgian architectural detail is used in a tonal colourway selected from Wilton's Flexiweave Optimum palette. A smaller scale version of the circular design, and in a colour more suited to intensive use, appears within the restaurant creating a contemporary ambience. Communal areas use a further interpretation of this design, again in a different colour combination. Traditional motifs complement striking architectural features in the drawing room and library – with accent colours used to complement and highlight colour schemes in surfaces and furnishings. No harsh lines ensure a contemporary finish with the design flowing into a soft plain tone.



WILTON CARPETS

For more information, please contact your local representative;
or the sales office on: 01722 746000 | sales@wiltoncarpets.com
The Wilton Carpet Factory Limited, Minster Street, Wilton, Wiltshire SP2 0AY, UK



ROYAL CRESCENT



Solution Delivered

Using UK-made wool-rich woven axminster throughout, the hotel benefits from a carpet that delivers outstanding appearance retention, underfoot comfort and durability, all befitting of its luxury five-star status. Combined with striking yet intricate design, this carpet solution has more than lived up to the expectations of Jane Clayton and Company.

“We’ve been happy with the level of service provided by design manager, Julie Robertson and the team at Wilton, likewise with the leadtimes, value and quality too,” concludes Ciara Donegan.

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



WILTON CARPETS

For more information, please contact your local representative;
or the sales office on: 01722 746000 | sales@wiltoncarpets.com
The Wilton Carpet Factory Limited, Minster Street, Wilton, Wiltshire SP2 0AY, UK



ROYAL CRESCENT



WILTON CARPETS

For more information, please contact your local representative;
or the sales office on: 01722 746000 | sales@wiltoncarpets.com
The Wilton Carpet Factory Limited, Minster Street, Wilton, Wiltshire SP2 0AY, UK