



WILTON CARPETS

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PROJECTS: VOLUME ONE

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## *Wonderfully* BRITISH

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With our rich heritage, manufacturing expertise and inspirational designers, all based in the UK, we create carpets for some of the world's most iconic buildings. From high-profile venues and independent hotels, to country houses and golf clubs, from Michelin-starred restaurants to local bars and guest houses, we pride ourselves on creating beautifully-designed, luxurious and long-lasting carpets that exceed our customers' expectations, again and again.



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DESIGNED & MADE IN BRITAIN

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## STATHAM LODGE

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Our bespoke woven axminster carpets have been used to extraordinary effect throughout the public areas and suites of the Georgian period Grade II listed Statham Lodge, an award-winning Cheshire wedding venue.

With the various patterns of existing carpets showing signs of wear on thresholds after 20 years of intense use, the time had come to replace and so Statham Lodge turned to the quality of our wool-rich woven carpets. Emma Walker, project manager at Statham Lodge, explains:

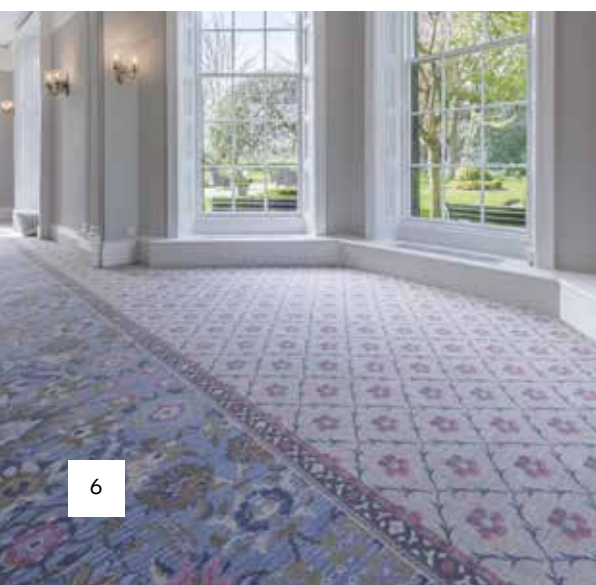
“In the past, we had to adopt a rather piecemeal approach to our carpet to get something down as quick as possible, often just rolling out a stock pattern as opposed to one designed for the space. However, we noticed that a bespoke carpet copied from an original Georgian creation had stood the test of time. Having made the decision to start from scratch and create our very own look, this seemed a natural starting point.”

For the entrance hall, reception and Shelley Suite, Emma tasked us with creating an effect that referenced hand-made Savonnerie-style area rugs, inspired by traditional Georgian designs found in 18<sup>th</sup> century country houses such as the Robert Adam’s designed Syon Park. Working closely to this brief, our head of creative, Damian Roscoe, created a design that achieves an air of understated elegance and with the ability to last for another 20 years without looking dated.

In the substantial Gainsborough Suite, the design took into consideration a required neutral feel to work with wedding colour schemes, while reflecting the grandeur of the setting. It was important that the carpet didn’t overwhelm the space and that it wasn’t lacking in character, so we designed a statement Georgian-inspired carpet that retains the understated elegance of carpets elsewhere.

“Creating a Savonnerie rug look with such an intricate design, different in individual rooms, was a huge challenge,” continues Emma Walker. “We introduced a subtle floral diamond backdrop to work as a border and to bring everything together. Also, people were nervous about the colour palette, but it was important to make sure the carpets offered a ‘blank canvas’ for weddings. A scree in the backdrop helps to minimise the appearance of stains, while also contributing to that all-important sense of faded elegance that purveys a subtly relaxed feel. So far, chocolate cake and red wine have posed no threat.”









## STATHAM LODGE

**LOCATION:** LYMM, UK

**SECTOR:** HOTELS

**RANGE:** AXMINSTER

**DESIGNER:** FORSTER & TYNE

**INSTALLATION:**

CORRIDORS, RECEPTION AREA,  
FUNCTION ROOMS.









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## BOCLAIR HOUSE

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With ambitions for an intimate and luxurious hotel, the interior of Bocclair House Hotel has been transformed with a masterclass in restorative interior design. Built 1890 in the Gothic Tudor style, Bocclair House had been stripped of its original interior features, yet it is now resplendent as one of Scotland's most luxurious destinations.

Interior practice Space I.D has created a wonderfully bold sense of opulence and decadence, celebrating the building's Art Nouveau heritage and glamour of the latter Art Deco period.

Our carpets have been instrumental in creating the interior, fitted throughout the hotel in an array of designs bringing individuality, glamour and comfort perfectly in keeping with the luxurious setting. Bespoke axminster carpets have been created for the public areas, function rooms, bar, restaurant and bedrooms.

A hexagonal motif in hues of gold and black, used in corridors and on stairways, is joined by a radiant

geometric in tones of charcoal and ruby in the bar and restaurant. In the function room a controlled and simplified damask is given a huge sense of scale, working as a feature on large area rugs throughout.

Space I.D: "The geometric carpet was a bold move but it works brilliantly with what has been created around it. We decided that public areas should have an Art Deco feel as the grand scale and form of the style fitted the space. In more intimate settings such as the bar and restaurant, we've looked towards the stylised naturalistic design typical of Art Nouveau; an elegant and luxurious look.

"In the function room, we didn't want a fully carpeted room with a dance floor in the middle, so designed the carpet in sections divided by timber panels; much like huge area rugs. This allows the middle section to be rolled back to reveal the dance floor for the evening party."

On this theme, area rugs can be found elsewhere in Bocclair House with herringbone parquet used as borders to runner-style carpets in corridors and as frames within bedrooms, providing a visual break between the strong carpet designs. In bedrooms, more relaxed style references have been used, a stone hue stria panel bordered with a simple triangular motif in contrasting tones creating a sense of individuality.





## BOCLAIR HOUSE

**LOCATION:** GLASGOW, UK

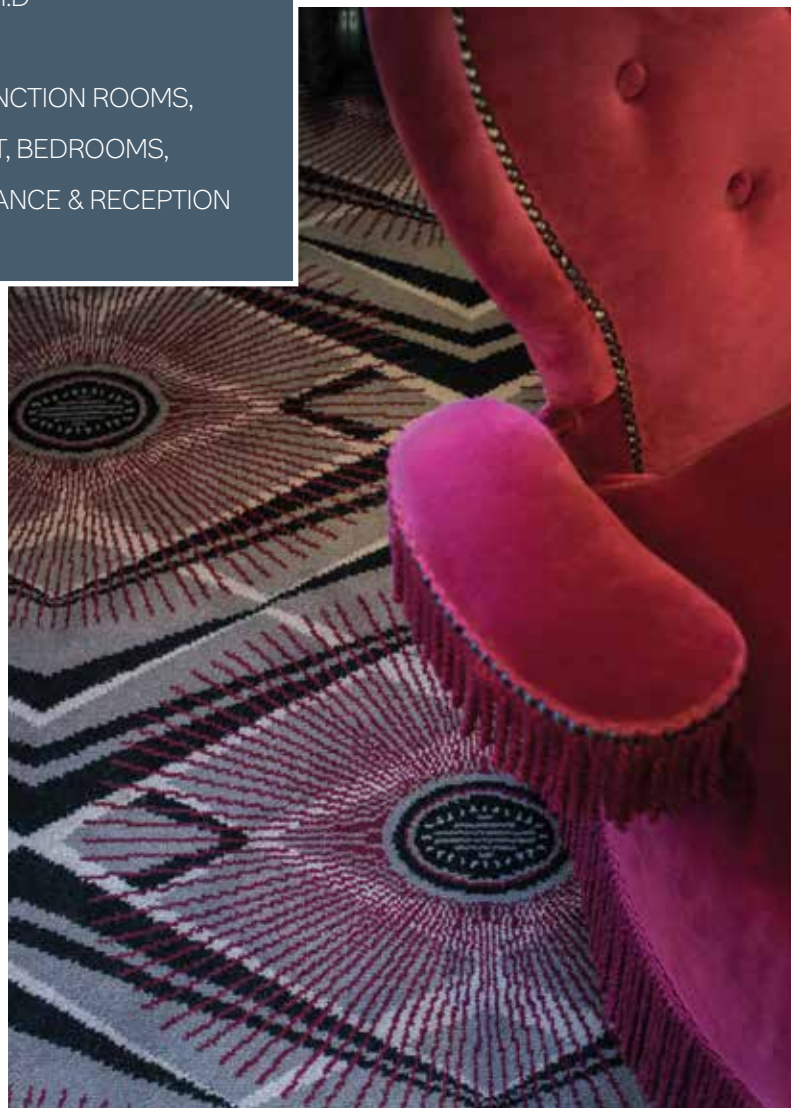
**SECTOR:** HOTELS

**RANGE:** AXMINSTER

**DESIGNER:** SPACE I.D

**INSTALLATION:**

PUBLIC AREAS, FUNCTION ROOMS,  
BAR & RESTAURANT, BEDROOMS,  
CORRIDORS, ENTRANCE & RECEPTION



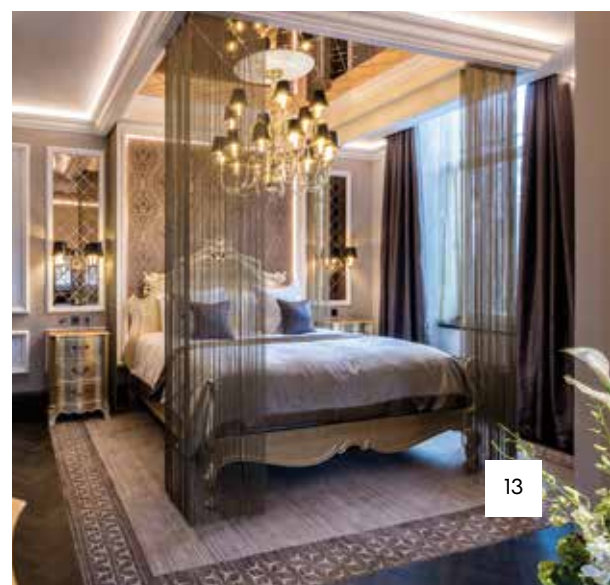


















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## LODORE FALLS

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In a design referencing the beautiful vistas of Lake Derwentwater, we crafted a beautiful bespoke axminster carpet for the newly-refurbished Lodore Falls Hotel, a lakeside landmark for over 200-years.

Conceived by Greyline Interior Design and made real by our design team, the natural rock pattern echoes the dramatic landscape of the Lake District, featuring in a neutral palette to complement the hotel's interior. Gavin Liddle, Greyline Interior Design, explains:

"It was important that we reflected the natural beauty of the surrounding area and brought that influence into the hotel, so we felt the carpet had to have a Lake District feel. We also had to make sure that it complemented the hotel's historic oak panelling that runs throughout and so opted for a cool, neutral colour palette."

The design is used in three subtle variations, each with a different mineral colour palette to distinguish rooms. Creating a coherent flow that runs throughout the hotel, the carpet is a central design element.

"Colours and styles vary from room to room, but the carpet is the main identifiable design thread throughout," explains Gavin Liddle.

"Complemented beautifully in several areas by oak parquet, it is a stunning addition to the interior scheme, which has been well received by guests at the hotel, gaining plaudits on social media."

Commissioned by hotel owners, Lake District Hotels, Greyline Interior Design worked closely with us to develop the design and carpet specification; a wool-rich 10-row axminster that will withstand wear in public areas. With the hotel's high-levels of footfall and countryside setting demanding much from the carpet, the specification will deliver appearance retention and longevity.

Expertly installed by Kendal Quality Carpets across 700 square metres of public areas including lounges, restaurant and reception; the carpet was made at our Wiltshire production site.





## LODORE FALLS

**LOCATION:** CUMBRIA, UK

**SECTOR:** HOTELS

**RANGE:** AXMINSTER

**DESIGNER:** GREYLINE DESIGN

**INSTALLATION:**

PUBLIC AREAS, LOUNGE, DINING  
ROOM & RECEPTION AREA.













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# OULTON HALL

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Situated close to Leeds and featuring a luxurious spa and golf course within a 300-acre estate, the grand 18<sup>th</sup> Century Oulton Hall is set in the beautiful Yorkshire countryside. One of 26 premium four-star hotels in the award-winning QHotels group, the 152-room venue is one of the region's finest country hotels.

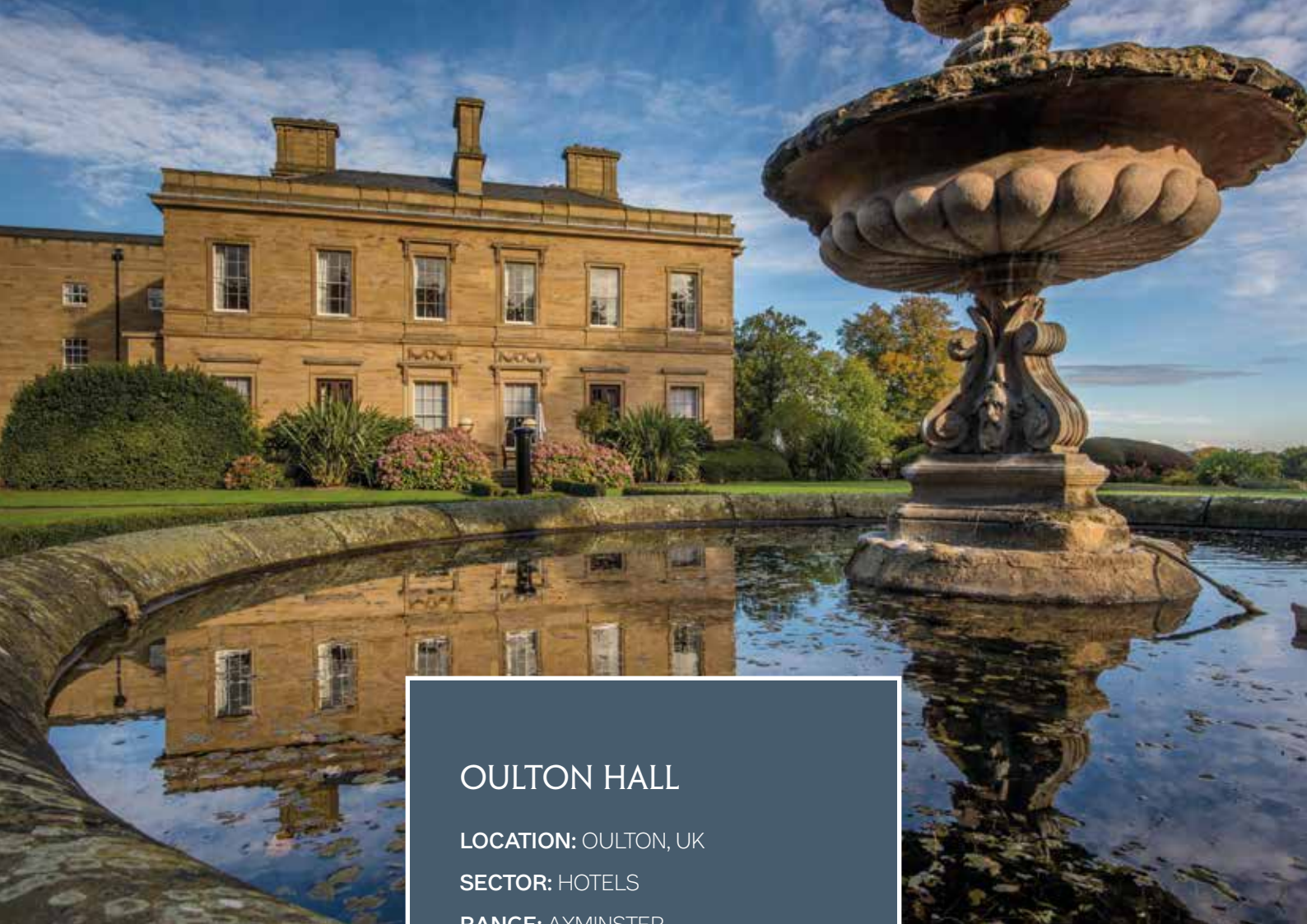
Reflecting the interior's features, we worked with the in-house design team at QHotels to create carpets throughout the main reception, staircase and gallery, as well as meeting rooms.

The classical architectural features of the former family mansion work perfectly with the scroll and floral motifs highlighted with gold accents, while the modern luxury of the four-star hotel is embraced with a contemporary 3D design in charcoal greys that flow through the reception. The design is then simplified for stairs, while in meeting rooms a lighter version of the effect is worked beneath a complementary motif.

Trudi Purtill, director of group development, QHotels: "The classical elegance of Oulton Hall and its status as a four-star destination meant that the carpet had not only to achieve a look befitting its surroundings, but also reflect the hotel's position as a destination offering modern levels of luxury and relaxation. Wilton Carpets has once again fulfilled our ambitions with the carpet's striking and on-point design, the colours working perfectly with the fabrics and furnishings we had chosen for Oulton Hall."







## OULTON HALL

**LOCATION:** OULTON, UK

**SECTOR:** HOTELS

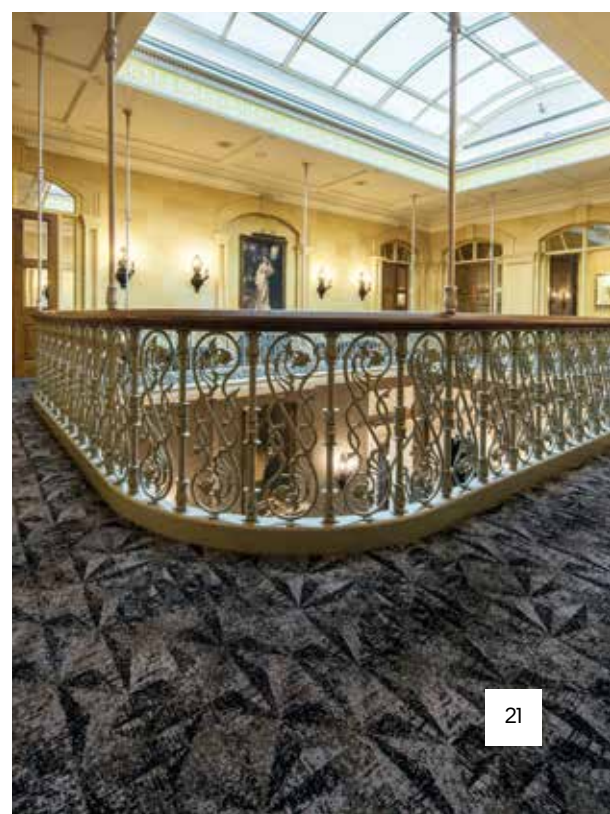
**RANGE:** AXMINSTER

**INSTALLATION:**

PUBLIC AREAS, RECEPTION, LOUNGE,  
MEETING ROOMS, STAIRS & GALLERY.













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## INN ON THE SQUARE

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The family-owned Inn on the Square 34-bedroom hotel and award-winning steak house restaurant, offers four-star luxury with a laid-back atmosphere. It separates itself from traditional Lake District hotels by paying homage to the heritage of the area, but with a mood that is distinctly contemporary. This unique ambience is reflected in a carpet design that blends modern Scandinavian influences with cues from Lake District landscapes, all set in a stunning Georgian period interior.

The style was the vision of Preston-based Frank Whittle Partnership: “Located at the centre of the bustling market town of Keswick, The Inn on the Square competes with several traditional style hotels all within walking distance, so we wanted it to be unique and to become a destination hotel, rather than just somewhere to stay in the town. The carpet design played a major role in the entire scheme, remaining contemporary but featuring natural and organic influences, perfect for a hotel set within England’s largest national park.”

Frank Whittle had inspiration for a contemporary leaf design randomised across basement, ground and first floors, reflecting the rich colours of autumnal days in the region, like fallen leaves scattered across the fells. After initial discussions, our design team developed the idea producing a free-form design based on real leaf structures.

Without a straight wall in sight, the overlaying random leaf motif is forgiving of irregularities, free to run into walls and around the complex layout without looking awkward. In fact, the scattered leaves have the opposite effect, uniting the interior in a carpet that upholds the hotel’s modern styling.

Fills of gold are balanced with subtle black outlines set against a neutral backdrop, continuing the carpet’s adaptability with a random pixel-like shaded effect in slate on a zinc background to complement grey wall panelling and base colours. The ‘pop’ accent gold colour, used as a fill for leaves, is found in furnishings.

For the 34 bedrooms, six different schemes come into play, all employing the same off-kilter stripe. With highlight colours in the bedrooms sharing the same turquoise and gold influences as elsewhere in the hotel, along with a shared zinc background shade, the bedroom carpets coordinate with the leaf design used elsewhere, creating a strong sense of place, while retaining their independence.





## INN ON THE SQUARE

**LOCATION:** KESWICK, UK

**SECTOR:** HOTELS

**RANGE:** AXMINSTER

**DESIGNER:** FRANK WHITTLE

PARTNERSHIP

**INSTALLATION:**

PUBLIC AREAS, RECEPTION,  
BEDROOMS, BAR & RESTAURANT.













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## ROYAL CRESCENT

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Bath's iconic Royal Crescent is one of the most recognisable sites in historic English architecture. Thirty Grade I listed houses form a sweeping crescent with the Royal Crescent Hotel & Spa at its centre, adorned with our exquisite bespoke carpet.

The Hotel commissioned designers, Jane Clayton and Company 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 bedrooms. We proposed a collection of designs, working with Jane Clayton and Company through CAD visuals and hand trials before selecting the final patterns.

Ciara Donegan, design team leader, Jane Clayton and Company: "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.

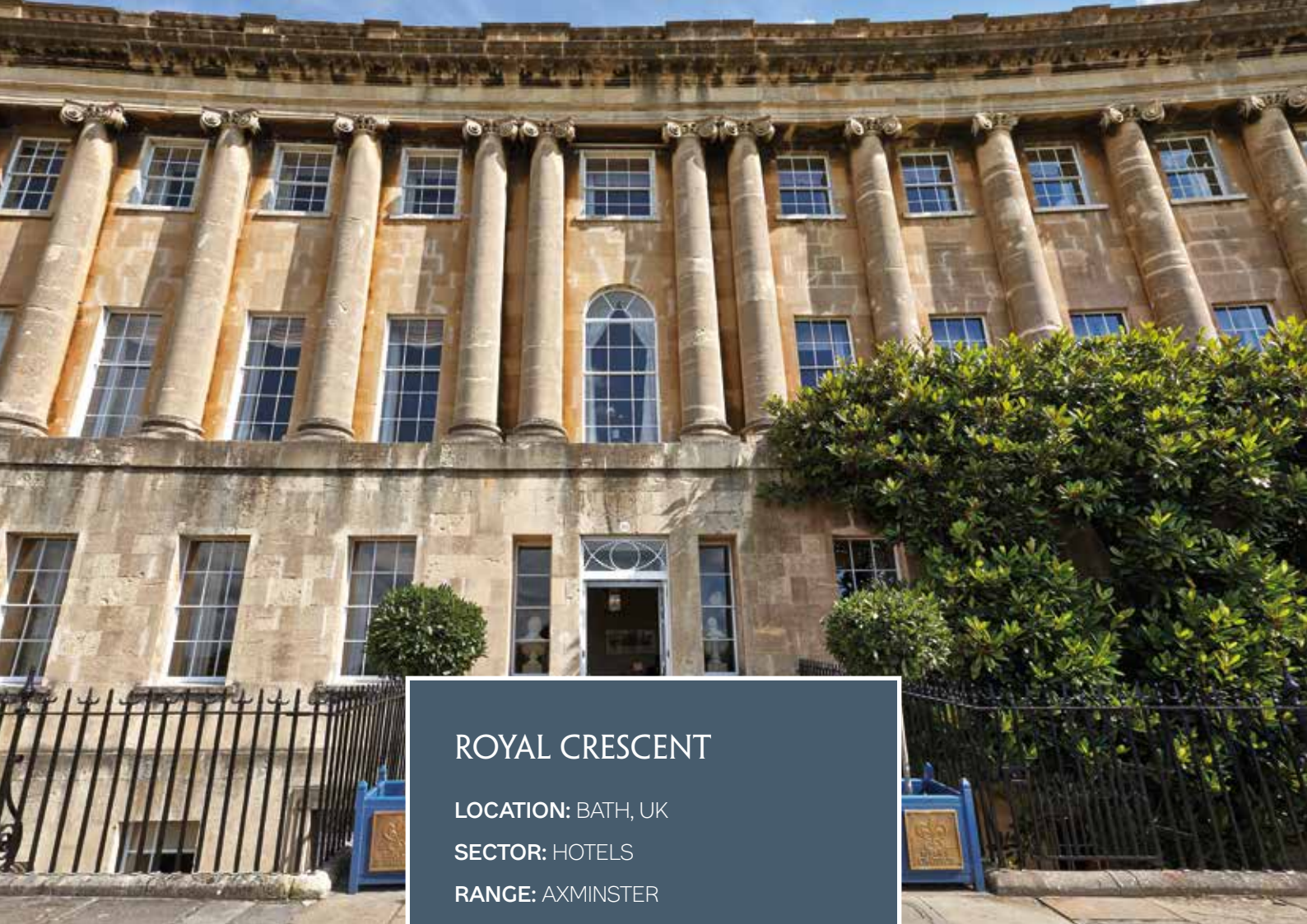
In the 45 bedrooms we opted for a slightly more contemporary design that would set the scene, keeping the colours neutral to better offset the individual look of each room. In public areas, where more traditional architectural details and schemes were in evidence, we opted for classic patterns."

Within the bedrooms, a modern circular motif reflective of Georgian architectural detail is used in a tonal colourway. A smaller scale version of the circular design, and in a colour more suited to intensive use, appears within the restaurant to create 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.

"It was important to get the carpet right as the base for the scheme. We wanted a carpet that blended in with and helped to offset the schemes, rather than something that really jumped out," continues Ciara Donegan. "The designs in the drawing room and library worked particularly well, likewise the carpet on the grand staircase in the main mansion building looks really striking, with the blue featured complementing the Wedgwood blue used on the walls."





## ROYAL CRESCENT

**LOCATION:** BATH, UK

**SECTOR:** HOTELS

**RANGE:** AXMINSTER

**DESIGNER:** JANE CLAYTON & COMPANY

**INSTALLATION:**

BEDROOMS & SUITES, RESTAURANT  
& BAR, DRAWING ROOM, LIBRARY,  
GRAND STAIRCASE.













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## THE CHAPEL AT BEAUMONT ESTATE

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The origins of Windsor's Beaumont Estate can be traced back to the 14<sup>th</sup> century, at its heart sitting a grand 18<sup>th</sup> century mansion and chapel. Voted one of the top 100 wedding venues in the UK\*, The Chapel at Beaumont Estate is adorned with our bespoke axminster carpet in the same design used throughout other areas of this luxurious hotel, operated by Principal Hayley.

Installed by Pocklington Carpets, the design features a striking large-scale multi-layer damask overlaid on a contemporary stria. Fitting the heritage of the Beaumont Estate and working well with the intricate painted ceilings of The Chapel, the carpet reflects a status as a luxurious and thoroughly modern destination.

Paul Eade, Pocklington Carpets: "The planning in this project was particularly vital as the columns of The Chapel's architecture and complexity of the carpet design meant it needed to be considered at the design stage, so we supplied

Wilton Carpets with a floorplan. From this the design team developed CADs that saw the design fall accurately between pillars. The final look is impressive and shows that contractor and manufacturer working closely together yields the best results, while also making the whole process a better one for the client."

This is an opinion underlined by the General Manager of Beaumont Estate, Sven Steijvers, tasked with ensuring the installation went smoothly and within the high business demand of the luxury hotel:

"The process from quotation to installation was truly seamless and professional. Despite the complexity of the design and layout of The Chapel, we were able to install the carpet in the small window of opportunity presented by the high demand of this top 100 wedding venue.

"Good communication throughout really aided the process and has resulted in an enhanced product for guests to enjoy for years to come. Lifting the ambience of The Chapel, the new carpet has been instantly noted by our guests who booked prior to the installation and I would highly recommend both parties."

\*Voted for by Conde Nast 'Bride' magazine





## BEAUMONT ESTATE

**LOCATION:** WINDSOR, UK

**SECTOR:** HOTELS

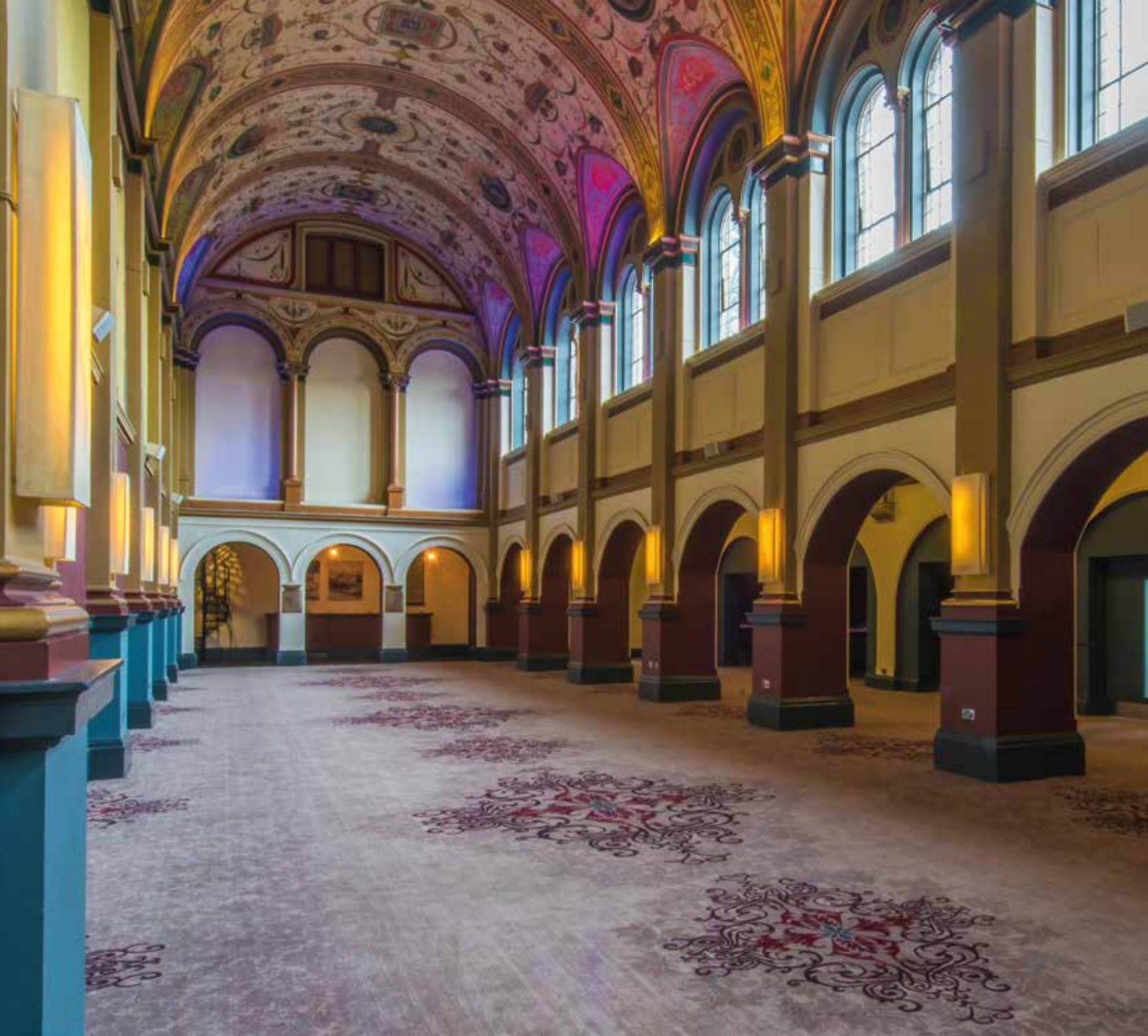
**RANGE:** AXMINSTER

**INSTALLATION:**

CHAPEL, CORRIDORS,  
FUNCTION ROOM.













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## JUMEIRAH CARLTON

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The five-star Jumeriah Carlton Tower, situated in London's prestigious Knightsbridge district, is renowned as a beacon of British style and sophistication. The luxurious 216-bedroom hotel enjoys stunning views of the London skyline, access to private gardens and one of London's most exclusive health clubs.

Our bespoke axminster carpets adorn the public areas of the Jumeriah Carlton, featuring a special shrink-resistant backing to withstand the vigorous maintenance schedule of the hotel. Recommended by contractor Countrywide Carpets & Flooring and working closely with the Jumeirah Carlton Tower Hotel management team, we began with a concept floor plan that drew inspiration from the ceiling of the hotel, which is adorned with Viennese Crystal chandeliers.

A magnificent golden chrysanthemum motif creates a focal point that reflects the luminous chandeliers, with the neutral palette of the carpet given an extra dimension with the introduction of

black to add definition, contrast and shadow. A modern leaf design continues the theme on out-fills and throughout the stairwells and other public areas, reflecting internal architecture and the ambience of the hotel.

Following from our installation of bespoke axminster within function rooms, the hotel went on to commission two designs for guest rooms and a further complementing pattern for corridors to bring a sense of flow.

Inspired by the spectacular leafy scenery of the nearby private gardens of Cadogan Place, Lynne Hunt London worked closely with our design team to create the carpet within the corridors. Using a trend-inspired colourway of mustard and midnight blue, this carpet incorporates a bold falling leaf design that lends modern elegance to the hotel's public spaces.

Lynne Hunt, founder of Lynne Hunt London: "The Jumeirah Carlton Tower chose Wilton because of the exceptional quality of its carpets. Having worked successfully together before, the hotel wanted to maintain the high level of product across their rooms for complete consistency. In terms of the design process, we aimed for an organic style and chose an autumnal colour palette of deep blues, mustards and greys. The carpet covering the corridors incorporates all the colours used in the guest bedrooms to ensure stunning coordinated style throughout the entire hotel."





## JUMEIRAH CARLTON

**LOCATION:** LONDON, UK

**SECTOR:** HOTELS

**RANGE:** AXMINSTER

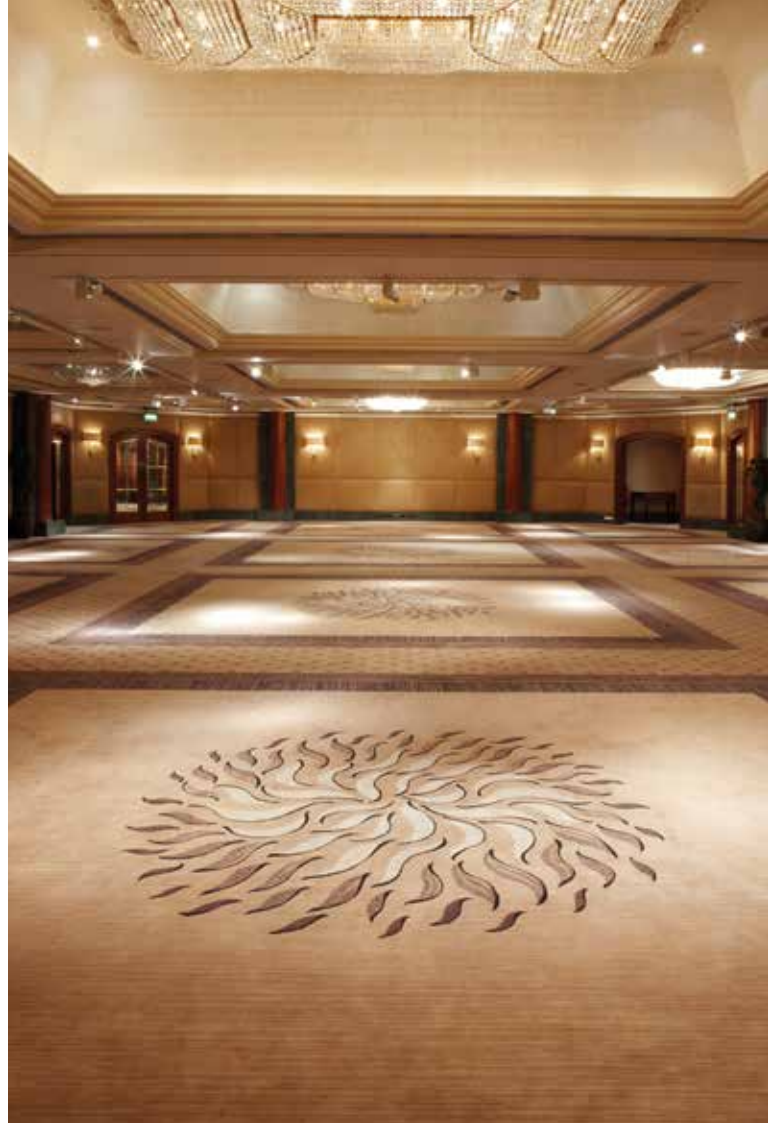
**DESIGNER:** LYNNE HUNT LONDON

**INSTALLATION:**

BEDROOMS & SUITES, BANQUETTING  
SUITE, MEETING ROOMS, STAIRCASES  
& BUSINESS CENTRE.













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## ABBEY HOUSE HOTEL

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Originally designed by famed architect Edwin Lutyens as a grand country residence that played host to King George V, the Queen Mother and even the Prince of Siam; the Abbey House Hotel in Cumbria is one of the Lake District's most desirable places to stay.

A palette of seven bespoke carpet designs in a mixture of woven axminster for the public areas, restaurant, bar, corridors and function rooms, along with tufted constructions for the bedroom; draw inspiration from the architect's interior influences.

APM Design provided us with the brief and design direction for the carpet, with our design team subsequently developing the detail. They turned to a combination of colours to coordinate perfectly with the luxurious jewel-toned velvet and plaid fabrics. Throughout all areas, slate and zinc base tones combine with fashionable plum, aubergine, lime and teal to create a harmonious flow of beautifully-rich colours.

A constant contemporary plaid flows through public spaces, with fresh elements and additional colours creating individuality in different areas, from beautiful organic scrolls to the stunning large scale overlaid lace-like effect in the Grand Hall.

Taking inspiration from the hotel's manicured gardens, the corridors are resplendent in a scroll leaf design that flows beautifully down the corridors and makes feature areas; while the reception, bars and lounge enjoy a muted take on geometric patterning based on an original tile. In the main bar this inspiration continues, with the tile-inspired design overlaid by a clever contemporary damask to soften the look.

In public areas, six bespoke woven axminster designs were created with a mixture of wall-to-wall carpet and rug inlays to the parquet floor. Within bedrooms, a tufted carpet in a bespoke striated design has been employed in a colour palette that echoes that found throughout public areas.

Andy McCluskey, design director, APM Design:

"We have worked very successfully with Wilton Carpets over the last few years and feel the team has an excellent understanding of just what commercial interior designers require. Its assistance in terms of design and support helps the whole process and as always, the quality of the carpets and their ability to be adaptable is crucial to achieving a successful outcome."





## ABBNEY HOUSE HOTEL

**LOCATION:** AMBLESIDE, UK

**SECTOR:** HOTELS

**RANGE:** AXMINSTER

**DESIGNER:** APM DESIGN

**INSTALLATION:**

GRAND HALL, BEDROOMS, BAR &  
LOUNGE, RECEPTION/LOBBY, PUBLIC  
AREAS, FUNCTION ROOMS.













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## GLENEAGLES

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Set in grounds of 850 acres and with one of the most famous golf courses in the world, the five-star Gleneagles Hotel is one of Scotland most recognisable hospitality locations and our carpets now adorn bedrooms and meeting rooms in two designs developed with Greyline Design, each with a subtle indigenous quality to reflect the heritage of the building.

Gavin Liddle, Greyline Design: “We were commissioned by The Gleneagles Hotel to refurbish a series of bedrooms and suites across a wing in two phases. The hotel was keen for rooms to have an indigenous quality, without the obvious recreations of Scottish tartans found in other hospitality venues. The result is carpet that is opulent and elegant in both areas, completely befitting the sophisticated and luxurious tone of the hotel.”

Using a colour palette of heather, silver and green tones inspired by the hotel’s outstanding natural surroundings, the carpet achieves its patriotic

outlook in bedrooms with a stylised thistle motif in a scale suitable for the sizeable bay window rooms. Then in suites and meeting rooms on the ground floor, a bespoke crackled design reminiscent of Scotland’s rugged landscapes in neutral tones has been created.

Across both designs a total of 2000 square metres of bespoke nine-row axminster has been installed. Woven on our axminster looms from a blend of 80% wool and 20% nylon to deliver durability and appearance retention, the carpet is providing The Gleneagles Hotel with a combination of durability and luxurious underfoot feel.











## GLENEAGLES

**LOCATION:** SCOTLAND, UK

**SECTOR:** HOTELS

**RANGE:** AXMINSTER

**DESIGNER:** GREYLINE DESIGN

**INSTALLATION:**

BEDROOMS & SUITES, CORRIDORS,  
FUNCTION & CONFERENCE ROOMS.









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## LUTON AIRPORT

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The opening of a prestige passenger facility for Signature Flight Support, at London Luton Airport, marks a European flagship for the company, the world's largest network of Fixed Base Operations. Within the stunning 3DReid designed building, our bespoke woven carpet, inspired by the building's modernist architecture, provides a luxurious floor to welcome flight crew and passengers.

The building's interior was designed by Hi Design, involved in consultancy since the plans for the facility were first conceptualised in 2011. Hi Design conceived a linear design that would respect the language of the space, while simultaneously offsetting the sinuous curves of the interior. Susan Whittle, managing director, Hi Design, explains:

"We focused on Signature Flight Support's clients and asked ourselves what kind of hotels they stay in, what are their homes like, what cars they drive and ultimately, what experience and level of finish they would expect in such a facility. We then concentrated on exceeding expectations."

Hi Design turned to the quality and luxury of our bespoke wool-rich woven axminster, creating a series of three coordinated stripe designs. At times, the carpet incorporates a border of corporate blue, to reflect the colour's use on high-gloss ceilings and walls, or is juxtaposed with hard flooring to create zones of luxurious relaxation.

Featuring in meeting rooms, VIP lounge, bar and crew facilities; each area has been given a bespoke variant on the stripe sequencing and colour selection, creating subtle distinction between areas, while providing a link to the next.

The simplicity of the carpet took time and patience to achieve, with multiple CADs and hand trials needed to make sure the finished carpet reflected the identity of Signature Flight Support and provided the luxurious atmosphere demanded by the operator's high-wealth clients. A nine-row construction was chosen to deliver appearance retention and quality, while still falling within a commercially viable budget. Susan Whittle, noted:

"Finding the right calibre of suppliers was key to the project's success as we needed to specify high-quality, luxury products that would reflect the tastes and expectations of Signature Flight Support's discerning clients. We worked closely with trusted suppliers, including Wilton Carpets, to design bespoke one-off pieces for the interior and we are delighted with the finished result."





## LUTON AIRPORT

**LOCATION:** LUTON, UK

**SECTOR:** LEISURE

**RANGE:** AXMINSTER

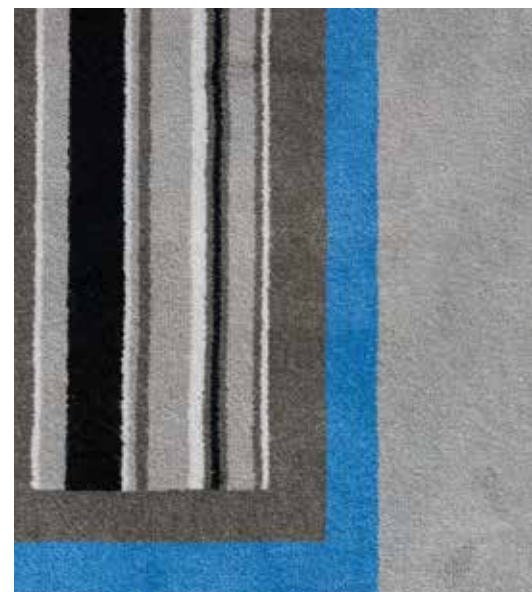
**DESIGNER:** HI DESIGN

**INSTALLATION:**

MEETING ROOMS, VIP LOUNGE &  
BAR, CREW FACILITIES.













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# LEEDS CIVIC HALL

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With huge proportions and millimetre precision required in design, manufacturing and installation, the bespoke carpets of city landmark, Leeds Civic Hall, required a total team effort between designer, manufacturer and contractor to ensure a stunning end-result.

We worked closely with contractor Kendal Quality Carpets to ensure that the design created by NPS Leeds, was realised with exceptional accuracy. While apparently a relatively simple carpet, replicating the original stone floor discovered in photographs of the original state of the building, the reality required exact calculations and meticulous manufacturing to accommodate the building's large proportions and architectural features.

Working with the interior architecture of the building, including the large columns of the ground floor, along with the grand staircase and its landing with mayoral chambers at opposing ends, required

several site visits before the design could be realised. With single uninterrupted runs of up to 30-metres and with widths of seven-metres or more, any planning or production error would have huge consequences.

David Greenall, Kendal Quality Carpets: "As one of the city's key features within its architectural landscape, the sheer scale and layout of Leeds Civic Hall meant we had to be exceptionally precise with every aspect of planning, as well as the eventual installation, and so we made several site visits to ensure we had every single measurement. Each carpet had to precisely fit with the next, creating a seamless look that keeps long linear runs straight and true while meeting key architectural features with repeated rigour.

"The scale of this installation really pushed every party to excel and test new levels of precision in carpet planning, production and installation. The grand staircase alone required three highly experienced installers all working in unison just to fit one step. The carpet had to work perfectly with repeating architectural elements, such as the huge green marble and gold columns, meaning that our installation had to be just as precise as planning and manufacturing. Wilton Carpets really did perform faultlessly and the carpet went down without problem. The results are simply stunning."









## LEEDS CIVIC HALL

**LOCATION:** LEEDS, UK

**SECTOR:** PUBLIC BUILDINGS

**RANGE:** AXMINSTER

**DESIGNER:** NPS LEEDS

**INSTALLATION:**

GROUND FLOOR, PUBLIC AREAS,  
STAIRS & MAIN LANDING.









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## GRAND THEATRE

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Our Ready to Weave concept proved an elegant solution fitting the Victorian interior of The Grand Theatre, Wolverhampton. Designed by eminent theatre architect, Charles J. Phillips, the theatre has been a focal point of the city since the late 19<sup>th</sup> century. As part of a refurbishment of the theatre, contractor Multifloor (Walsall) Ltd turned to us for a solution that could deliver within the tight timescale of the project.

Selecting one of our existing library designs in Kingston Pindot and using our Ready to Weave service to select a striking red and gold colourway in keeping with the auditorium's impressive period features, Multifloor presented the design for the theatre to the city council. 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

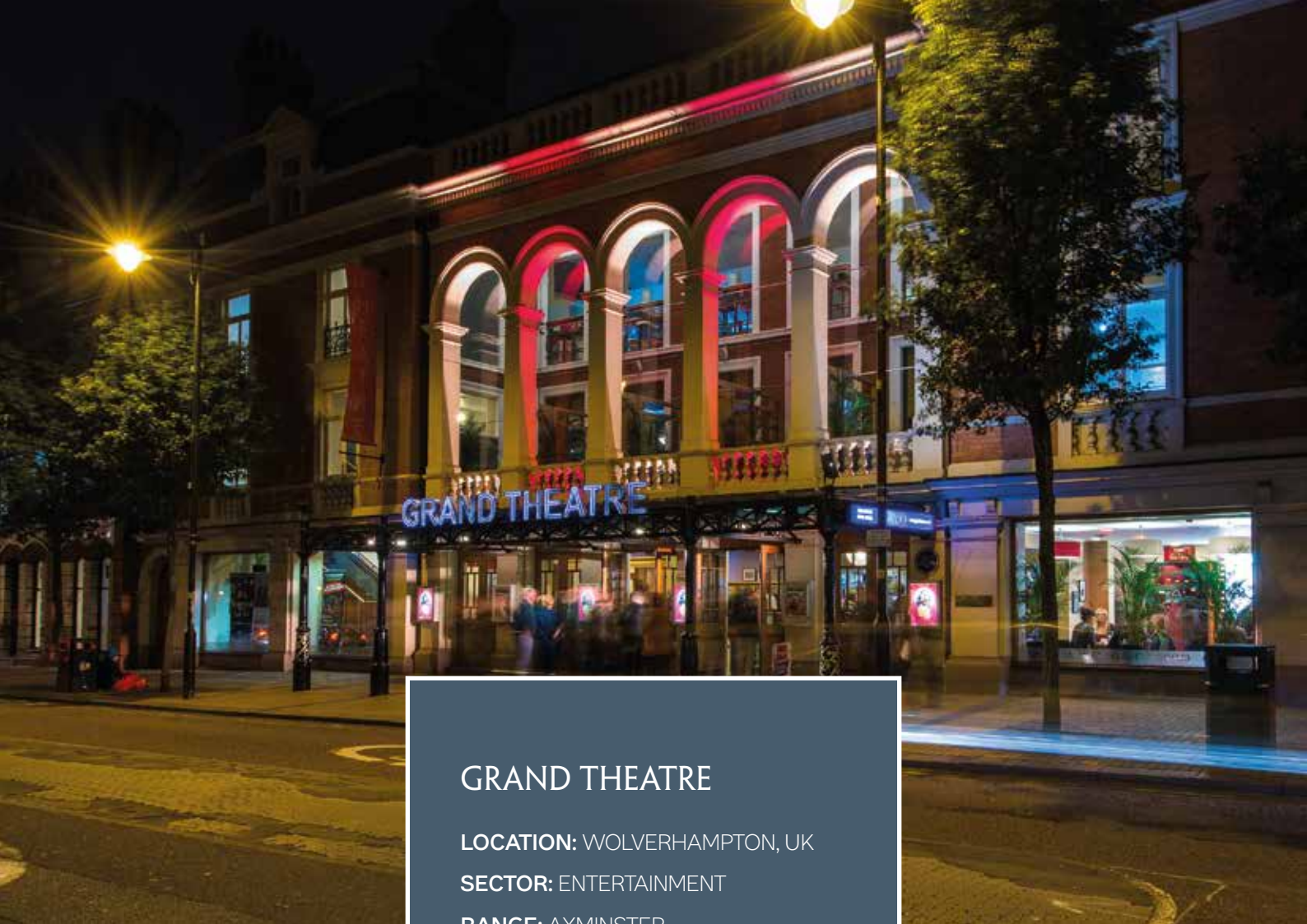
agreed that it was the right fit for the auditorium.”

Multifloor specified the wool-rich axminster carpet in our eight-row quality to ensure that it could withstand the footfall throughout the theatre's performances. Woven using British wool, the carpet was made within the tight deadlines of the project, with the grand opening coming shortly after planned completion.

“Wilton 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 took forward the same Kingston Pindot carpet to the main entrance at Wolverhampton Art Gallery.





## GRAND THEATRE

**LOCATION:** WOLVERHAMPTON, UK

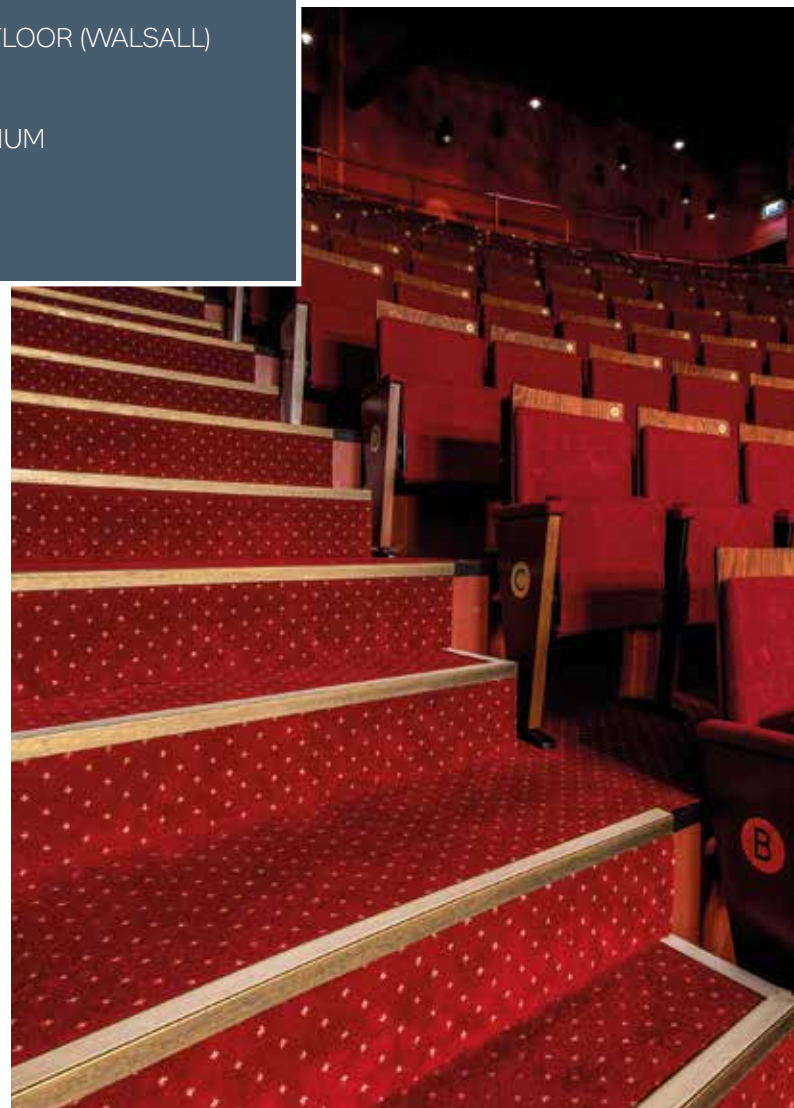
**SECTOR:** ENTERTAINMENT

**RANGE:** AXMINSTER

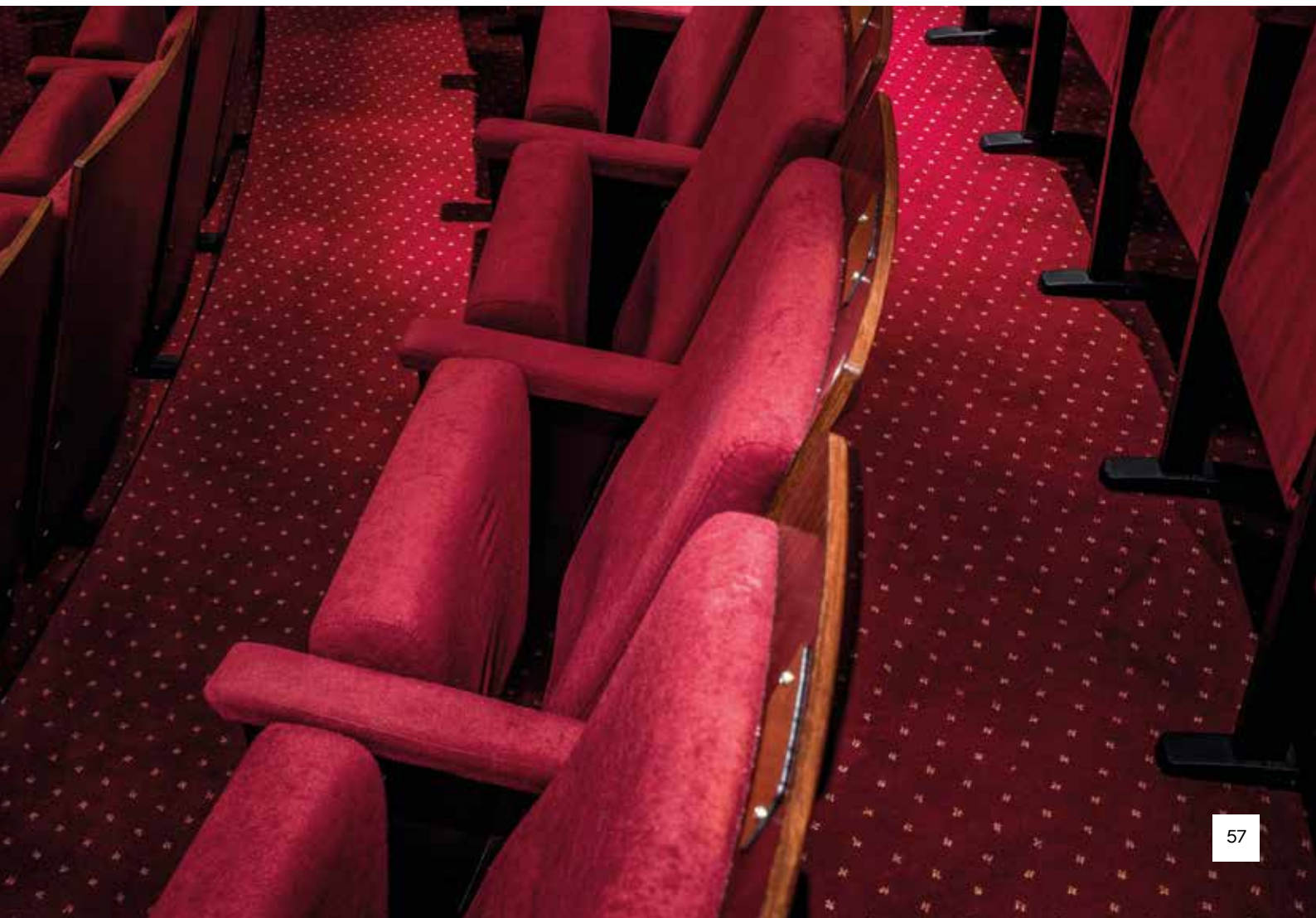
**DESIGNER:** MULTIFLOOR (WALSALL)

**INSTALLATION:**

THEATRE/AUDITORIUM













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## THE BLUE BELL

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As with many venues belonging to the popular JD Wetherspoons chain, The Blue Bell is located in a historical building with plenty of character and features a large open-plan dining space where customers can relax and enjoy food and beverages.

The carpet design for The Blue Bell had to balance the requirements of creating a bright and communal environment, suitable for the everyday demands of a busy pub establishment, yet still tie in with the historic elements of the surroundings. So, inspired by the Arts and Crafts movement, a glorious bespoke harlequin woven axminster carpet showcases the clever use of vibrant colour to reflect the changing seasons.

The interior designers at Architect CT collaborated with us early in the refurbishment. Sally Makinson, interior designer at Architect CT: “The carpet design had a big impact on the trading space, as the selected colours and style that we chose were reflected in the wall finishes, furniture and fabrics.”

The team sourced inspiration from the Arts and Craft movement of the early 19<sup>th</sup> century, which celebrated simple forms and the beauty found in nature. Coupled with a very simple yet highly effective symmetrical design, brilliant tones such as Lime Zest, Jade, Burnished Gold and Burnt Copper harmonise to bring the carpet to life.

With metallic hues interplaying with rich accents, the spring-like green and yellow tones found at the front of the pub gradually change through to warm red and gold hues signifying autumn as you make your way further into the interior.

The stunning result is a modern, symbolic representation of the changing of the seasons, and a mesmerising contemporary carpet that delivers an uplifting burst of colour and welcoming ambience to the pub. The woven axminster carpet features a dense nine-row construction to withstand the intensive use required from the busy public house and deliver a smart appearance for years to come.











## THE BLUE BELL

**LOCATION:** HEMSWORTH, UK

**SECTOR:** PUBS & BARS

**RANGE:** AXMINSTER

**DESIGNER:** ARCHITECT CT

**INSTALLATION:**

THROUGHOUT THE BAR &  
RESTAURANT AREAS.









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## ZEFFIRELLIS

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Visitors to the bustling Lake District town of Ambleside have always loved the award-winning restaurant, cinema and jazz bar, Zeffirellis, and our bespoke axminster carpets welcome them with the visual flair that the town's popular multi-purpose leisure venue is known for.

Using a palette of muted grey, soft cream and striking blue in an eye-catching abstract print, the carpet covers the restaurant and two cinema floors. Perfectly coordinating with the sumptuous upholstery and lavish soft furnishings in the restaurant and providing a striking contrast to the bold red cinema seats, the bespoke design was created by Zeffirellis' management team in conjunction with Kendal Quality Carpets and was brought to life by our design team.

Karl Greenall, coordinator, Kendal Quality Carpets: "After browsing through Wilton's stock designs, we were drawn to those with dancing flame-type motifs and knew that these types of styles would

inject the vibrancy that Zeffirellis was seeking. We then created a custom pattern in beautiful shades, with cream flame strands flying out from one wall and then dispersing amongst the bolder blue swirls for a high-impact look."

Not only offering a stunning aesthetic, the new carpet also provides the durability that this busy location demands with guests choosing to make a day of Zeffirellis by watching a film in one of the venue's cinema screens before moving on to the restaurant to enjoy fine Italian cuisine.

Dorothy Smith, managing director, Zeffirellis:

"When considering the new carpet, it was imperative that it offered 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 Carpets delivered this within a very strict timeframe so that we could open our doors to our loyal customers as quickly as possible."











## ZEFFIRELLIS

**LOCATION:** AMBLESIDE, UK

**SECTOR:** RESTAURANT

**RANGE:** AXMINSTER

**DESIGNER:** KENDAL QUALITY  
CARPETS

**INSTALLATION:**  
THROUGHOUT RESTAURANT  
& CINEMA









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## CHELTENHAM RACECOURSE

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Tasked to evoke the feeling of the rolling landscape in which Cheltenham Racecourse is found, architectural practice, Roberts Limbrick, worked closely with us through an evolutionary interior design process for one of the venue's grandstands.

Having developed original design briefs inspired by contemporary artists and involving wave elements across a palette of natural colours, Robert Limbrick worked with our design team to reinterpret these concepts into a simpler design that embraced the gold of owner, The Jockey Club. This simpler look was wholeheartedly embraced and formed the basis for carpets throughout the grandstand.

James Vincent, senior associate, Roberts Limbrick: "Our initial concepts reflected the course's intention for a design inspired by its surroundings, but after deliberation with Cheltenham, a simpler look first suggested for the Panoramic room was used throughout. The whole process involved a close working partnership with the design team at Wilton, with their input and expertise proving

invaluable as we looked for the perfect balance in colour and pattern. We worked from a palette of landscape tones to uphold the original brief of being inspired by the course's surroundings, balancing against natural wood finishes and the luxurious fabrics found in furniture."

While the finished designs could be seen as plain with detail highlights, the project was exceptionally complex due to the shape of the impressive building and that the apparently simple design features a complex integral border effect of darker texture. With over 3,300 square metres of bespoke woven carpet installed, including existing library designs in corporate boxes, Cheltenham was a sizeable project. Through numerous bars, members' areas, hospitality suites and corporate boxes; the grandstand exhibited a unique set of demands on carpet design.

"Apart from the need for a high-quality broadloom that offers ease of cleaning and longevity, the design of Cheltenham Racecourse and its need to be adaptable threw up several challenges along the way. Working with Wilton helped greatly in achieving an end-result that has left all delighted," continues James Vincent, Robert Limbrick. "From a brief that evolved considerably to finding the right colour and design combinations to suit the area in question, Wilton were highly influential in the design process."





## CHELTENHAM RACECOURSE

**LOCATION:** CHELTENHAM, UK

**SECTOR:** LEISURE

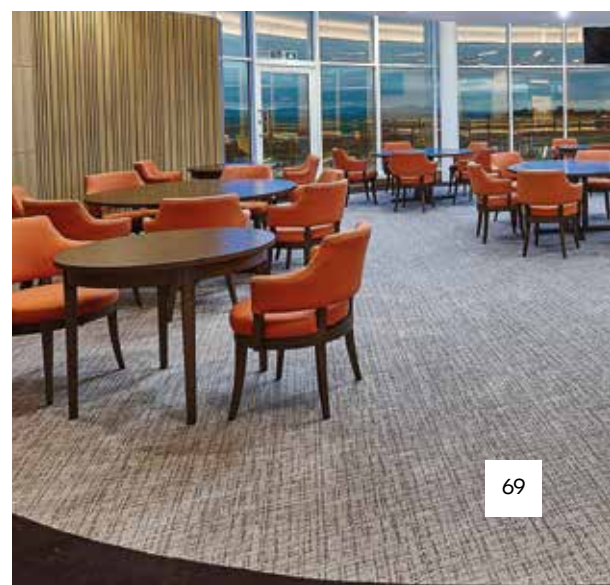
**RANGE:** AXMINSTER

**INSTALLATION:**

HOSPITALITY SUITES, CORRIDORS,  
BAR & RESTAURANT, HALL OF FAME.













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## DERBY COUNTY FC

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Part of an impressive renovation to Derby County's iPro Stadium, the club's facilities have been taken to the next level with our stunning bespoke carpet laid throughout corporate areas. Involved in wide-ranging commercial activity, and with facility requirements more important than ever, Derby County called interior specialists White Design of Sheffield. The company's designers were tasked with an extensive revamp, spanning both the bar area and Igor's restaurant.

White Design's brief stated that fresh and contemporary was the order of the day, creating a space where guests could gather for matches and functions. The carpet would have to embrace this modern feel throughout the rooms specified.

White Design: "We knew contemporary styling would work well in a newer-build stadium such as this, but one thing we didn't want to lose was the softer, relaxing feel. We met with Wilton to pick a design that would work with our overall

scheme, adjusting the colour to match, and the whole process was easy to manage. We always get great service from Wilton Carpets from design to completion, the design bank is vast and it will change and adapt wherever necessary."

The colour chosen featured neutral shades of grey and black complemented by accents of vibrant green, the end-result modern, unique and hitting White Design's brief. Reception to the carpet has been wholly positive, from managers and bar staff to guests and supporters. The team at White Design were equally impressed with the way in which this bespoke option fitted their scheme:

"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 looks 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."







## DERBY COUNTY FC

**LOCATION:** DERBY, UK

**SECTOR:** LEISURE

**RANGE:** AXMINSTER

**DESIGNER:** WHITE DESIGN

**INSTALLATION:**

BAR & RESTAURANT













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## HOUSE BAR

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A striking geometric print carpet from our In Stock collection adorns the floor of House Liverpool, a fusion of café culture and laid-back bar. Specified by the bar's in-house team, the retro-inspired pattern of Buzz in a standard colourway of black and grey, flows through the seating areas of one of Liverpool's freshest bar and restaurant venues. The arresting hexagonal carpet echoes the vibrant atmosphere and sets the mood for the nightly in-house live events, karaoke and music.

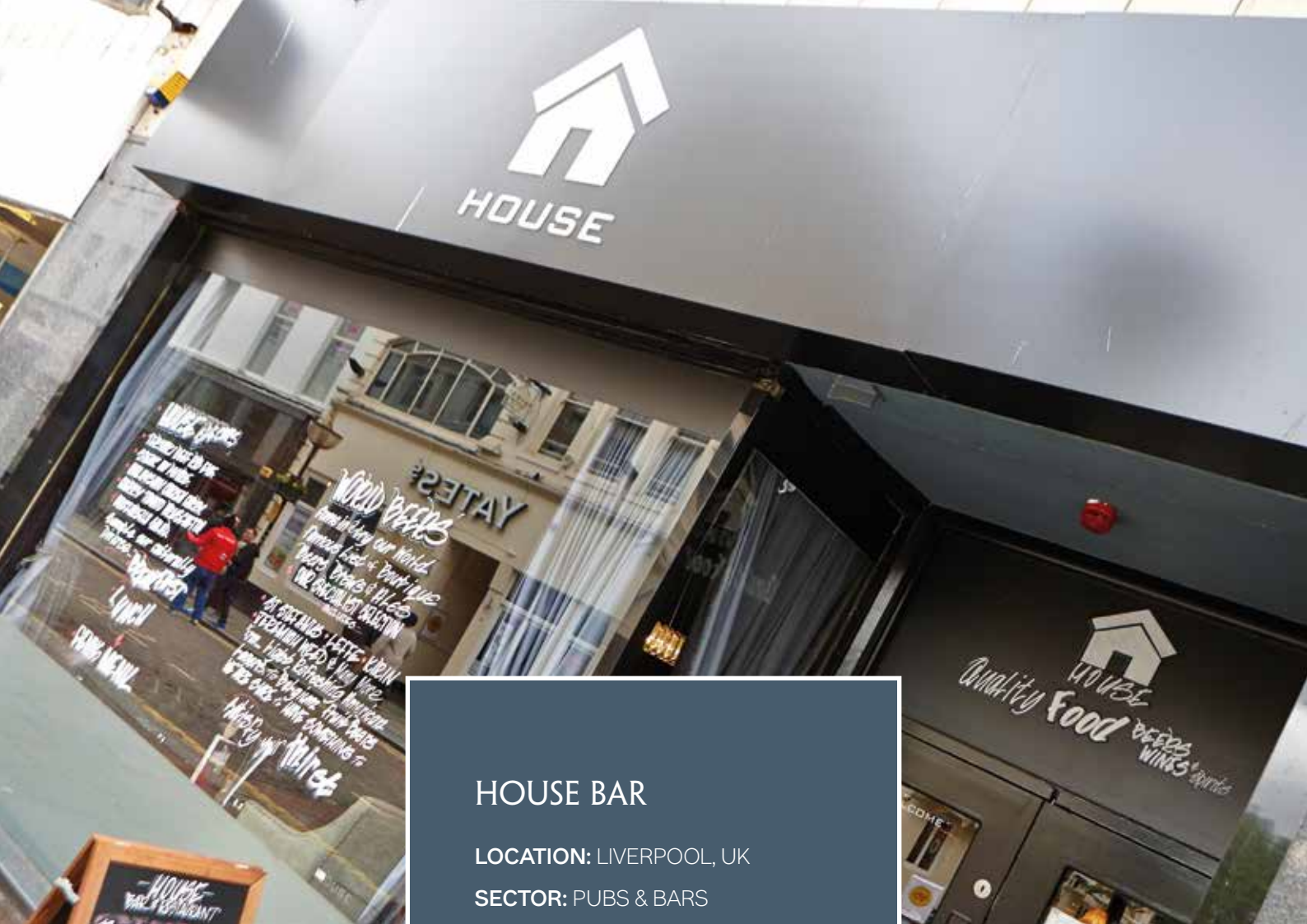
The team at House Liverpool: "House is a really unusual venue, where day seamlessly transitions into night so we decided on carpet as our flooring choice to lend a softer attitude that welcomes diners and socialites any time of day or night.

"However, given the expected popularity of the new venue, we were also acutely aware that the floor had to withstand high levels of footfall. We turned to Wilton's portfolio and reputation for quality and found just the solution in Buzz, which suited our branding and décor requirements."

As part of the Labyrinth family, Buzz sits alongside tessellating designs given a contemporary edge in colourways designed to perform in a wide range of hospitality environments. Woven from a high-performance blend of 80% wool 20% nylon at our Wiltshire facility, Buzz is just one of the numerous designs in the In Stock axminster and tufted carpet collection. Providing a stylish and fast carpet collection covering contemporary, textural effects, floral and classic influences, In Stock is the perfect solution for venues looking for a readily available and cost-effective carpet.







## HOUSE BAR

**LOCATION:** LIVERPOOL, UK

**SECTOR:** PUBS & BARS

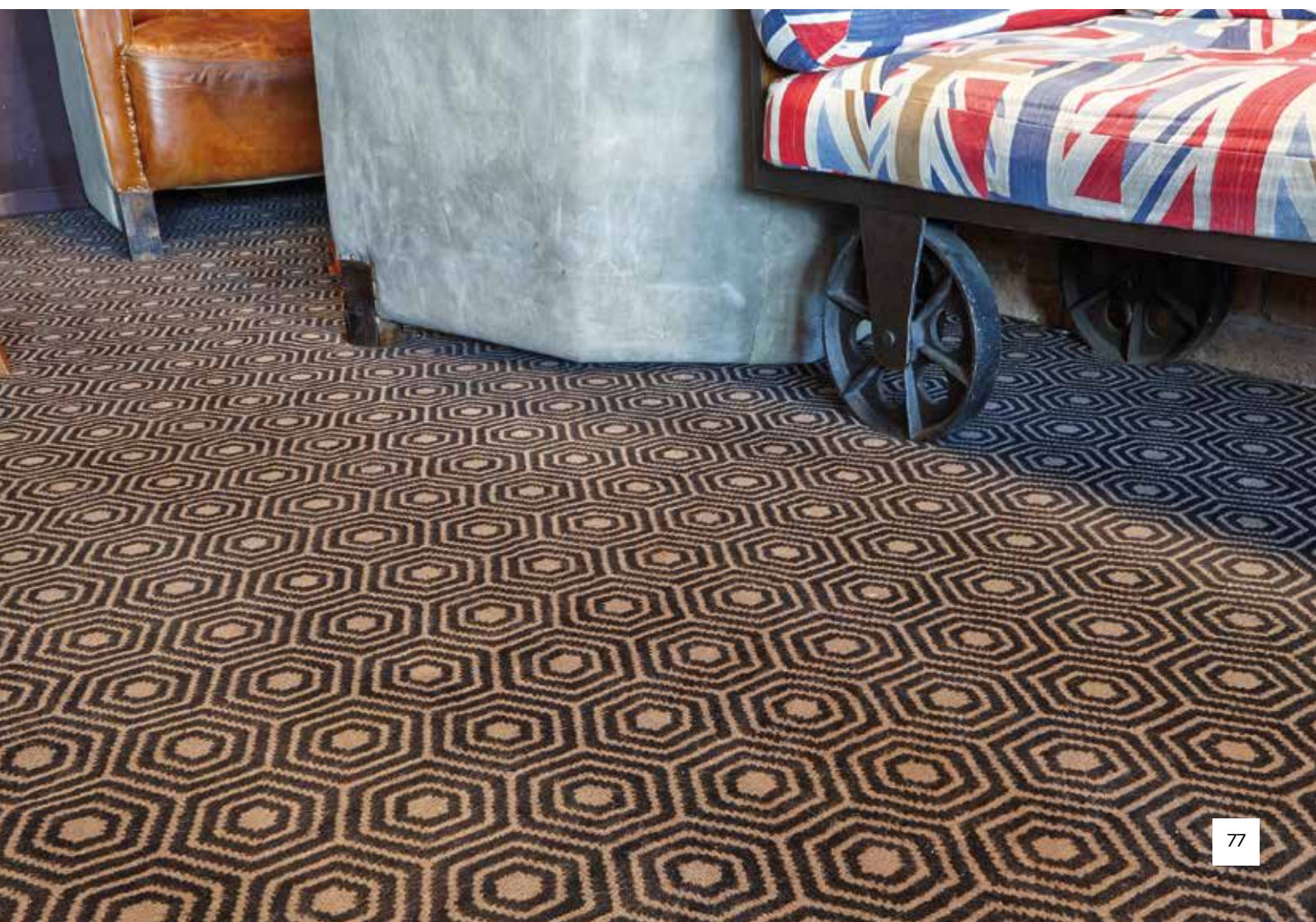
**RANGE:** AXMINSTER

**INSTALLATION:**

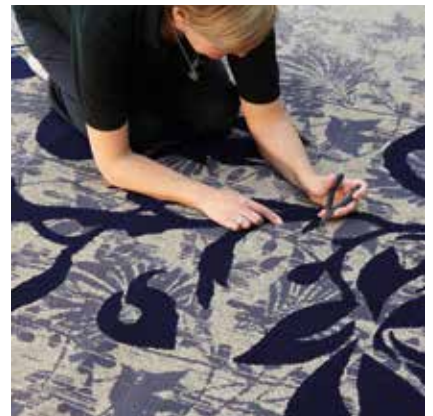
BAR & RESTAURANT.













## WHAT NEXT?

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For help, advice or to discuss your requirements please contact

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**[www.wiltoncarpets.com](http://www.wiltoncarpets.com)**

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