



THE QUEENS HOTEL

LEEDS, UK



Stunning bespoke woven axminster carpet, expertly crafted by Wilton Carpets, has been installed in the ballroom at The Queens, one of the most celebrated hotels in Leeds.



WILTON CARPETS



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Having redecorated the stunning art deco Ballroom of The Queens last year, the management subsequently decided to replace the carpet that was still in-situ and the impact was immediate:

“During the summer, we changed the carpet in the Ballroom to this beautiful woven axminster carpet from Wilton Carpets and the effect was instantaneous,” explains Wayne Topley, general manager, The Queens. “The feedback received has been superb and we have seen a direct increase in our conversion of events using the space. The carpet has literally transformed the space into a venue in which people want to be seen.”

The Queens asked the design team at Wilton Carpets to come up with a pattern that reflected the Ballroom’s art deco features. Senior designer, Matthew Robinson, rose to the challenge with a grand design inspired by Art Deco’s structured, elegant geometrics. Matthew also proposed a smaller scale design for use on stairs and breakout areas surrounding the Ballroom.

“The Queens wanted a carpet with a sympathetic nod to the building’s Art Deco style and they had already decided upon a colour palette, so I looked for architectural details I could tie into,” explains Matthew. “The iron work motifs found on railings caught my eye and so I used these as inspiration, interweaving different layers to bring a new and contemporary feel that could work on the scale required. I then worked up a smaller coordinate for the stairs and corridors.”

Wilton crafted Matthew’s design in a bespoke 10-row wool-rich axminster quality that is hardwearing, easy to maintain and which has had an impact on the client’s perception of the Ballroom:

“The design really shows off the space and the quality of the carpet has raised the presentation of the Ballroom to a new level. Last year, we had our most successful Christmas period in seven-years and hosted over 10,000 covers,” explains Wayne Topley.



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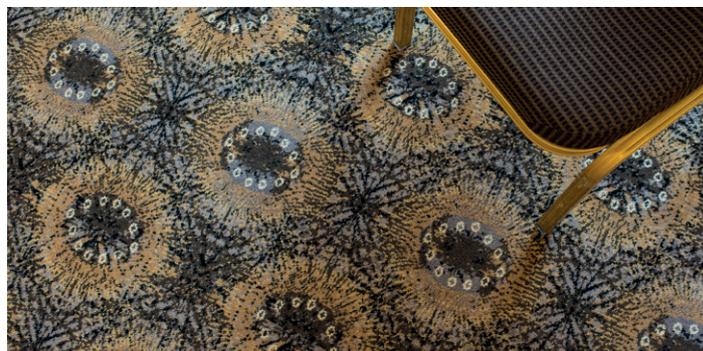


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“The carpet still looks stunning and I’m sure it will for years to come. I only ever dared hope for the impact this carpet has brought. It’s a pleasure to show clients our new look Ballroom and watch them fall in love with it before my very eyes.”

Woven in Wiltshire using British wool, the 800m2 of bespoke axminster carpet was installed by leading specialist flooring contractor, Pocklington Carpets.



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