



THE WINTER GARDENS PAVILION

WESTON-SUPER-MARE, UK



Bespoke Wonder at the Winter Gardens



WILTON CARPETS



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Woven axminster carpet by Wilton Carpets, has been installed in one of the South West's leading venues, the Winter Gardens Pavilion, Weston-super-Mare, bringing a sense of the historic with a beautiful and opulent design.

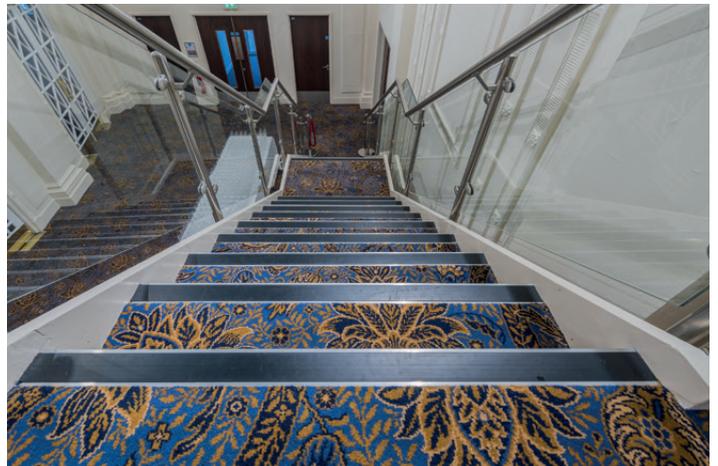
The Winter Gardens Pavilion, is one of the seaside resort's most famed architectural sights; a neo-Georgian building that first opened in 1927. After a £15m renovation under the ownership of Weston College, it is now one of the largest venues of its kind in the south-west of England, with an impressive ballroom that's ideal for conferences, ceremonies and events.

Wilton Carpets turned to its library of historic designs for the Winter Gardens, proposing the intricate and opulent floral of Malabar as the ideal design to complement the building's stunning interior. The pattern's bold look has proven to work well within the Pavilion's grand curved façade with its tall arching windows, columns and fine detailing.

Naomi Waterman, associate and head of interiors, AWW Inspired Environments, responsible for the design of the Winter Grands Pavilion refurbishment, comments:

“The carpet design was led by the client, as they had a clear desire for a traditional, opulent pattern for which Malabar was perfect. We felt a single pattern throughout the Pavilion would lead to a more cohesive overall design, leaving the individual spaces open and flexible enough to cater for the varied functions taking place within the building.”

AWW Inspired Environments proposed a colour scheme for the carpet centred around a royal blue base colour, influenced by Weston College's brand identity and a historical colour analysis of the building's era. With other colours to coordinate tones found within soft furnishings and curtains, the result is a carpet that is bright and modern, yet which references the building's formidable history.



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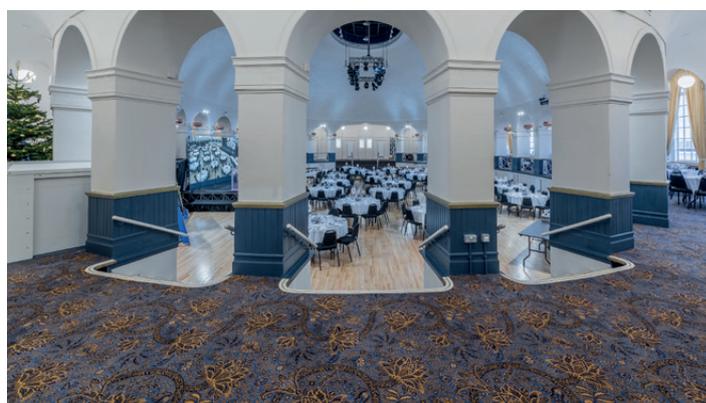
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“We were recommended Wilton Carpets by the main contractor on the project, Midas Group, and the process was simple and efficient,” continues Naomi. “Meeting tight deadlines, Wilton provided rapid sampling of the design in our chosen colourway so that we could arrange client sign-off. The carpet looks absolutely beautiful; both a testament to the building’s interior and Wilton’s craft.”

Using Wilton’s Malabar design, from its Classical Dimensions Ready to Weave collection, some 1180m² of British wool-rich woven axminster was made for the Winter Gardens Pavilion by Wilton at its Wiltshire factory. Using Ready to Weave, where library designs can be custom made in a choice of permanently loomed colours, allowed AWW Inspired Environments to meet the tight deadlines of the project, with the programme allowing custom carpet to be delivered in just four-weeks.

Made in a durable nine-row construction that promises to stand up to wear and with an ability to disguise dirt and soil, the carpet was installed by Rudge Brothers and James Flooring.



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