

Amtico shines at its Clerkenwell Design Week debut

Submitted by: Amtico International

Friday, 25 May 2012

Luxury flooring specialists Amtico International (<http://www.amtico.com/home.aspx>) has been showing off an exciting selection of its contemporary and stylish flooring designs at Clerkenwell Design Week 2012 (<http://www.clerkenwelldesignweek.com/>)

Right in the heart of London, Clerkenwell Design Week is fast becoming one of the UK's most appealing events for the UK design and architecture community. It is also developing a reputation as a must-attend show in the international design community calendar.

Designed and made in Britain, Amtico International makes flooring products (<http://www.amtico.com/pages/HubLandingPage.aspx?id=1396>) for domestic and commercial markets worldwide. It is well recognised for its award-winning and highly innovative approach to design.

Lorna Williams, Head of Amtico Product Development and Creative Branding, reports that this three-day festival and its open showroom styling make it a perfect environment for Amtico International to be seen in.

"The whole festival was buzzing with energy and jam-packed with some of the most stunning new ideas in design", says Lorna Williams. " Everything from lighting, soft furnishing, furniture and cabinet making Pop-up shops and displays were brimming with cutting edge products and there was a diverse range of talks from some of the leading commentators, opinion formers and bloggers in the design industry. It's hard to convey just how exciting it all is which is why we wanted to capture some of its essence on film, on our blog (<http://blog.amtico.com/amtico/clerkenwell-design-festival-2012/>) our Facebook (<http://ow.ly/b60fK>) and Twitter (<http://ow.ly/b7upY>)

Located in the Victorian Farmiloe Building, a former glass factory, the Amtico International showroom featured an interactive 'Union Jack' show piece.

Lorna explained: "The idea was to give people the chance to 'play' with Amtico flooring enabling them to get a true sense of just how versatile, flexible and clever Amtico products are. People loved it."

The Amtico range comprises 158 beautiful styles of flooring, including a range of natural-look woods, textured stones and inspiring abstracts which combine stunning looks as well as high performance, durability and low-maintenance.

The Collections:

The Woods collection combines rustic charm and modern simplicity and is available in variety of shades - Neutral, Golden, Warm, and Deep Warm.

For a strong, simple feel, the Stones collection includes Warm, Neutral and Cool ranges which can create both a grand or minimalistic look and feel.

The Abstracts collection adds a twist to the traditional design and shows Amtico at its cutting edge best with ranges including Elements, Indulgence, Serene and Kinetic.

As well as choosing from pre-designed layouts, buyers can utilise Amtico's bespoke service, and mix and match different tiles from the various ranges to create highly individual and customised flooring. Amtico Bespoke offers customers the opportunity to create, express and define their design vision and create a truly unique floor, exclusively designed for any space. This service allows the designer or specifier to accentuate furnishing, create stunning settings and express their own style.

The in-house design team at Amtico is committed to keeping the brand at the forefront of the constantly changing trends and translating them into stylish and inspirational flooring design. The designers have a wealth of experience in textiles and multi-media design and have a passion for observing style, texture, colours and trends from around the globe.

ABOUT AMTICO

Amtico products are designed and made in Britain, benefiting from almost 50 years of British design and manufacturing. The company supports its diverse product portfolio with first-class customer service, product performance and durability. Renowned for some of the world's best-selling flooring brands, Amtico International has become synonymous with quality, design and innovation, exceeding expectation every time.

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