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Alternative Flooring announce new collaborator...

Alternative Flooring is delighted to announce Ben Pentreath as its new carpet collaborator, adding great British pattern to the Quirky B collection.

Ben is one of the UK's leading interior and architectural designers. He is a great exponent of English style. From his two design studios in the heart of London's Bloomsbury, Ben works on a huge variety of buildings, ranging from large-scale urban master plans to large and small individual private houses. For example his architectural practice has worked on projects from new housing developments for The Prince of Wales to private houses in the UK, Ireland and the United States. He is renowned for his fresh approach to classical and traditional design and injects a strong use of colour and pattern into his interiors.

Pentreath & Hall, which Ben co-founded with Artist and Maker Bridie Hall, is one of the liveliest and most written about small shops in London. For Pentreath & Hall, Ben and Bridie have designed furniture, ranges of wrapping paper and notebooks, and a series of needlepoint cushions for the charity Fine Cell Work.

Ben comments "I was thrilled to be asked by Alternative Flooring to help design some new additions to their distinguished 'Quirky B' collection. Some time ago, we at Pentreath & Hall had designed a range of printed papers based on stone and marble flooring patterns by the prolific 18th century architect, Batty Langley. It was a delight to put these back where they belong, on the floor – but now re-worked in a range of vividly coloured patterns in the Alternative Flooring wools."

"The designs create complex three-dimensional patterns that trick the eye and play with space, in a way, which creates rich textures for the contemporary English interior. Rooted in tradition, I am always surprised how fresh and modern these classical designs can be, and it's been a real honour to work with the talented people at Alternative Flooring to bring this collection to fruition."



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The three designs are called 'Cube,' 'Tetra' and 'Lattice.' The twelve colourways are named after Georgian architects and fuse country-house with contemporary quirky.

- Talman, Vanburgh and Leoni: orange, plum and teal.
- Hawksmoor, Hooke and Adam: grey, moss and teal.
- Kent, Archer and Flitcroft: grey and olive with mustard.
- Webb, Gibbs and Campbell: grey, stone and chalk.

Quirky B carpets are woven on traditional axminster looms in Britain and are available in a 3.66m width. The composition is 80% Wool and 20% Nylon.

Alternative Flooring has also been voted CoolBrand 2015/16, for the third year running! This award-winning brand

embraces a creative spirit and head of creative, Lorna Haigh, is delighted to have Ben Pentreath on board.

She comments "Alternative Flooring leads the way in the patterned carpet revival with Quirky B. Last year we worked with Ashley Hicks and Margo Selby and to have someone as influential as Ben Pentreath as our new collaborator is a masterstroke. It is really refreshing to work with British designers from different fields as they all bring a new perspective to our flooring."

For more information on these new ranges contact your local representative, Alternative Flooring directly on 01264 335111 or visit www.alternativeflooring.com.

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