



Earls Court, London

## Gradus rolls out the carpet for award winning Earls Court

Host to many prestigious events, exhibitions and concerts, London's Earls Court welcomes over three million visitors a year. Opened in the 1930s, the award winning venue has recently been recognised for its sustainability initiatives, which include recycling, energy efficiency and waste management programmes.

Carpet and stair edgings from Gradus have been installed in the reception area of Earls Court, creating an attractive yet durable entrance at the busy exhibition venue.

The main reception, staircases and entrance to Earls Court have been refurbished with floorcovering from the Genus carpet range, installed in a circular design, with Chocolate (brown) colourway used to form a border around the main Cornfield (beige) carpet. In addition, both sets of stairs in the main entrance hall were fitted with aluminium stair edgings with Jet (black) inserts to define the step edge by providing a suitable colour contrast with the carpet, in line with Approved Document M of The Building Regulations 2000.

Robert Marks of Earls Court comments: "We're really pleased with the new reception area. Not only is it in keeping with the venue's modern style, it is also hardwearing enough to cope with the massive influx of visitors we receive each day. We were so impressed with the finished look that we employed the Gradus Design Service when we refurbished the catering and conference areas at Olympia. It gave us a lot of ideas and inspiration for the finished look and it was useful to take advantage of Gradus' expertise and experience.

"The reception area and entrance is frequently used by the public and members of staff, so safety was also top of the agenda. The stair edgings from Gradus perform an important safety function by reducing the risk of slips and trips on staircases."

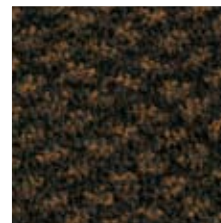
## the detail

- Project : Earls Court, London
- Installation date : August, 2008
- Area : Main Reception
- Product : Genus carpet (colourways - Chocolate and Cornfield) and aluminium stair edgings with Jet (black) inserts
- Construction: Genus carpet - Tufted Graphics
- Fibre: Genus carpet - 100 percent Marquésa SD
- Backing: Genus carpet - Bitumen
- Warranties: Genus carpet and aluminium stair edgings - 10 year wear warranty
- Client: EC&O Venues
- Installation contractor: John Stoner
- Carpet selected for its ease of maintenance, durability and modern style
- Stair edgings selected to define the step edge by providing a suitable contrast with the carpet

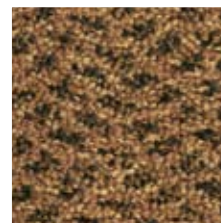


Durable and easy to maintain, Genus is ideal for busy hospitality environments with frequent footfall and, being easy to clean, it can significantly help to reduce maintenance costs, whilst preserving its attractive aesthetics.

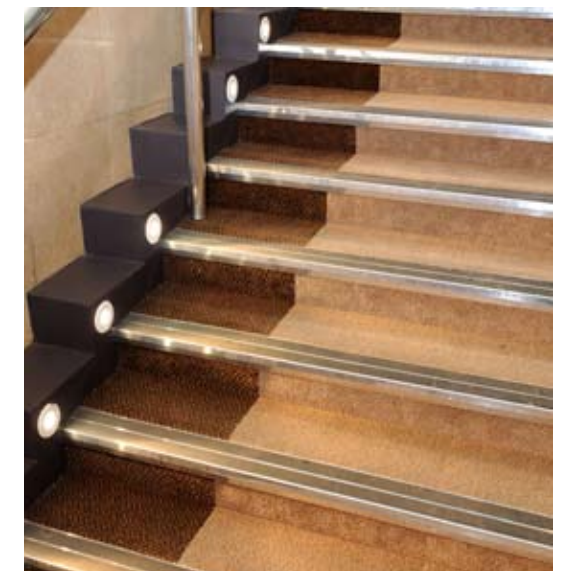
Genus (Chocolate)



Genus (Cornfield)



Available in a choice of 32 colourways providing a wide style choice for specifiers and contractors, Genus can be supplied in broadloom, impervious backed or tile format.



A double channel profile from the Gradus range of stair edgings was specified to highlight the step edge and to cope with the high levels of pedestrian traffic using the building.