

UK HOUSE AND GARDEN MAGAZINE - AMTICO FLOORING - 1993

HOUSE & GARDEN PROMOTION

In the great decorative scheme of things, what goes beneath your feet is all too often relegated to the bottom of your list of priorities. Floors are overlooked for a number of reasons – all quite unnecessary when you consider the variety of options available from The Amtico Company, Europe's leading manufacturer of luxury design floors, and part of Courtaulds plc. By developing an outstanding range of designs, colours, textures and effects, Amtico floors can provide the freedom to create the floor of your dreams. The Amtico Company, in conjunction with House & Garden, invited two of the country's top interior designers, Jane Churchill and Derek Frost, to throw caution to the wind and explore the floor with their own unique style. In tune with the traditional/modern theme at this year's Decorex Exhibition, the premier showcase for the British interior design world, Jane was asked to create a more traditional floor and Derek a contemporary one. This was the only design criterion given and the results are an indication of just what can be achieved using Amtico products. For the third year in succession The Amtico Company has been asked to create the entrance hall floor at Decorex held in Syon House, Middlesex. At Decorex last year the Amtico stand was voted the best at the exhibition and this year will display sections of both Jane and Derek's floors as well as part of the entrance hall floor.



Floor Show

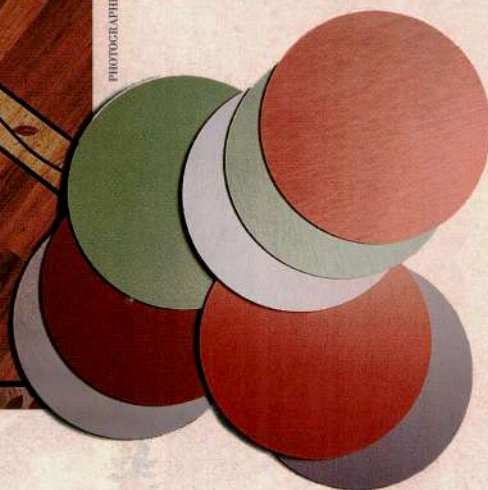
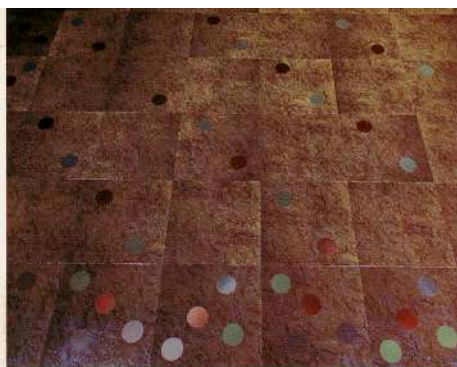
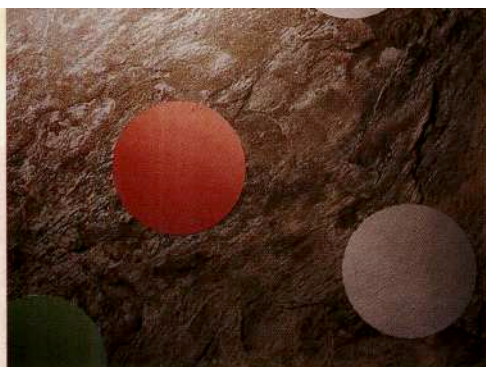
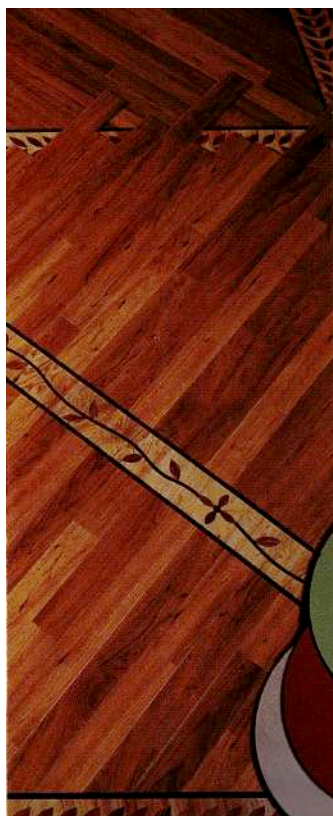
House & Garden and The Amtico Company invited two leading interior designers to cast their eyes downwards, let creativity flow and explore an oft overlooked area of the home. Jane Churchill and Derek Frost take the floor



Details of the computer-cut sections of the floor with strip accents and the finished flower motif.



Jane Churchill's unique style of interior decoration has attracted a loyal following of people to her premises at 81 Pimlico Road, London SW1 during the past 15 years. Her quintessentially English interiors grace a number of public and residential properties in London and the surrounding countryside but include houses in Barbados and the South of France for Robert and Susan Sangster, the private dining room at Wiltons Restaurant in Jermyn Street and the office and showroom for Dormeuil in Sackville Street. With her love of wood floors in mind, Jane approached the Amtico brief with enthusiasm. Her floor is inspired by an 18th century hexagonal wooden floor in a Swedish castle. The floor's rich, warm tones explore the variety of natural colours and grains in the Amtico wood palette. The central stylised flower and stem motif provides an instant focal point before the eye is drawn across the sectioned blocks by the leaf borders to the formal edging.



Derek Frost set up his own design company, Derek Frost Associates, 5 Moreton Terrace Mews North, London SW1, eight years ago after training under and working with David Hicks and Mary Fox Linton. He is renowned for innovative contemporary interiors that are the result of working very closely with the actual design process, and often involve specially creating fabrics, floor coverings and furniture to fit each brief. In tune with this hands-on approach, Derek produced not one but four 'modern' floors for House & Garden, each based around a flooring system devised by himself that would allow virtually an infinite range of choices. The floor on this page presents a fluid, playful pattern of dots, loosely bordered by waves of more dots. The design is given added depth by the refractive quality of the Norwegian Slate used as a background material.

The dots were set into the Norwegian Slate background as the floor was being laid. Top right, Derek's floor, seen in perspective, has great movement and fluidity.



THE HOUSE & GARDEN FLOOR DESIGN FORUM AT THE AMTICO STUDIO Meet Jane Churchill and Derek Frost at a design evening exclusively for House & Garden readers

House & Garden invites you to spend an inspirational evening in the company of Jane Churchill and Derek Frost at the Amtico Studio in Epsom, Surrey on Wednesday 2nd December from 6.30 – 9.30pm. The evening will be an ideas forum and comprise a series of informal talks about interior floor design and an introduction to the Amtico flooring system. You will have the opportunity to discuss your design ideas with both the designers and experienced staff from The Amtico Company. Numbers are strictly limited so to ensure a place, reply as soon as possible to: Karen Rowe at The Amtico Company Head Office, Kingfield Road, Coventry CV6 5PL. Tickets are £20 per person. Please mark your

envelope 'House & Garden Evening' and make cheques payable to The Amtico Company. Refreshments will be served during the evening and a donation to charity will be made from the ticket revenue.

The floors designed by Jane Churchill and Derek Frost have been created exclusively for House & Garden and cannot be purchased directly from The Amtico Company.

