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RYALUX TAKES CENTRE STAGE AT THE V&A MUSEUM!



Ryalux - the UK's leading authority on carpet innovation - has further strengthened its affiliation with London's V&A Museum by supplying its famous shagpile for the Exhibition of Design for Performance in the museum's brand new Theatre Collection Galleries.

Ryalux originally provided its Ryasax shagpile in 'Edelweiss' for the V&A Museum to accompany the Listening Shell in 2004. Dody Nash, the designer of the Listening Shell - a sculpture that visitors crawl inside to listen to specially composed sounds - was so delighted with how many visitors enjoyed lounging on the plush carpet while interacting with his sculptures that he approached Ryalux at the first opportunity to explore opportunities for working together when the Listening Shell reappeared this year.

Dody explains: "The audience feedback for the Ryalux shagpile was fantastic. The carpet itself stayed luxurious through all the heavy usage and proved easy to maintain, helping to make the Listening Shells hugely successful.

"Although I've tried the Listening Shell in combination with other surfaces, I've always felt that the ambience of the sculpture was ideally matched with the Ryalux shagpile carpet. These are two luxury design materials that both have such a strong connection to the V&A; the V&A's new café uses furniture made from the same material as the Listening Shells, and Ryalux has entire ranges inspired by the museum's collections."

For this year's exhibition, Ryalux has provided a sumptuous Ryasax shagpile in Chinese Violet, a strong colour that contrasts beautifully with the black base carpet and the neutral wall coverings.

Ryalux's brand manager, Tim Brown, comments: "It's great that we've been able to reinforce our association with the V&A Museum. We already enjoy a strong relationship, and have developed exclusive licensed colour collections together, comprised of twist and velvet carpets. It's a huge compliment to have been approached by Dody Nash to help bring his sculptures to life. Of course, we are delighted to help."

The Ryasax collection benefits from Ryalux's unique extra-wide service. Carpets can be supplied in any width up to seven metres, which eliminates waste and means that larger rooms can have a completely seamless installation. As part of Ryalux's service initiative, a special delivery service is offered for extra wide carpets - direct to site. Ryasax carpets can also be ordered to match any colour of the customer's choice through Ryalux's exclusive colour match service, offering consumers the chance to design a unique carpet to fit with their décor.

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Notes to editors:

- Ryalux and Burmatex are brands of AIREA PLC, the design-led specialist flooring company
- AIREA PLC is at the forefront of innovation, delivering high quality, original products and outstanding service
- Foremost in carpet innovation, Ryalux is one of the UK's leading tufted carpet manufacturers offering an extensive range of colour and texture
- Focussing on design and quality, Ryalux's unique product offering of custom made floor coverings and standard carpet ranges is available through carpet retail outlets
- Ryalux offers customers a colour matching service and carpets available in any width up to seven metres
- Based in the North West since 1970, the Ryalux Group employs over 300 people

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