



**ALLIANCE PHARMA,
CHIPPENHAM, UK**

A Case Study

Milliken™

Background

International healthcare company [Alliance Pharma](#) appointed interior specialists [Wylde IA](#) to redesign their Grade 2 listed headquarters building in Chippenham, Wiltshire. As part of a wider refurbishment project, their brief was to create a new entrance space and to improve the flow of Alliance's workspaces. This would enable its various teams to interact more effectively and to work more productively together.

Design approach

The Wylde IA design team have created a bright and inviting new office environment that now facilitates a modern, more collaborative workstyle. To achieve the floor covering aesthetic and performance they were looking for, the team chose [Tectonic](#) and [Hidden Plains](#) from Milliken's classic Nordic Stories modular carpet collection and its OBEX™ protective flooring Tile range.



Carpet : Nordic Stories - Tectonic

Making an entrance

On entering the building, you are welcomed into Alliance's impressive atrium installed with Milliken's high performance OBEX® Entrance Tiles that feel comfortable underfoot. Specified in *Grey*, the product's absorbent cut pile surface collects dirt and moisture from people's footwear helping to keep the other floor surfaces in this area clean and safe.

The powder coated steel and glass finishes around the large staircase connecting the ground and first floors reference the building's historical heritage. The mesh like structures of Milliken's [Tectonic](#) design grounds this space in the slate blue greys of *Rock Powder* and works beautifully set against these robust industrial materials. Thanks to the product's solution dyed nylon construction, the colours are rich, saturated and render the carpet inherently stain resistant. The floor covering's statement colours throughout the building reflect and reinforce Alliance's brand identity.



OBEX™ Tile Entrance Flooring and Nordic Stories - Tectonic

The company's new office environment feels spacious and flows with ease. Inspired by the wide-open landscapes of Scandinavia, the Nordic Stories carpet collection is ideal for creating a sense of movement across a floorscape. For this largely open workspace, a combination of [Tectonic](#) in the slate shades of *Rock Powder* and the rich and vibrant *Fika* blue, in both Tectonic and the softer, more tonal look of [Hidden Plains](#), coordinate harmoniously together.

The large conference room features both designs in all three colourations. Installed at an angle the cross-hatched Tectonic and transitioning tones of Hidden Plains juxtapose to create a dynamic vibe in this area.

The shifting linear shades of Hidden Plains lead you into the break-out and collaborative working spaces. Once again, the offset positioning of the furniture and carpet zones inject energy and vibrance into these more interactive areas inspiring Alliance's employees to think more freely and creatively.



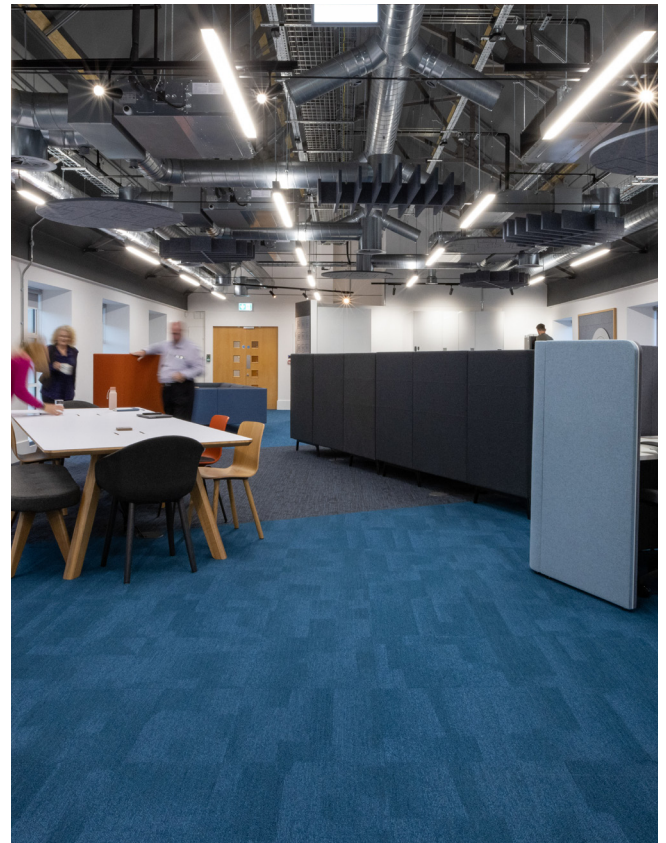
Carpet : Nordic Stories - Hidden Plains and Tectonic

Acoustic management

While the new interior has improved the flow of the workplace, acoustic management was also an important design factor for this more open building structure. With its Comfort Lite cushion backing, the carpet fully supports this requirement. With an Impact Sound Rating of 31dB, it is engineered to absorb unwanted noise helping to keep this multi-floor office quieter and less stressful to work in.

The cushion backing also provides additional underfoot comfort and absorbs wear allowing Milliken to provide it with a 12-year wear warranty. With 59% recycled content it is also sustainable and carbon neutral, thanks to [Milliken's M/PACT programme](#).

"The cross-hatched Tectonic and transitioning tones of Hidden Plains juxtapose to create a dynamic vibe"



Carpet : Nordic Stories – Hidden Plains and Tectonic



Carpet : Nordic Stories – Tectonic

Client	: Alliance Pharma
Location	: Chippenham, UK
Project size	: 1,600m ²
Design company	: Wylde IA
Floor coverings	: Nordic Stories – Tectonic and Hidden Plains, OBEX™ Tile

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