

Amtico Project

Grosvenor Casinos:
The Victoria



London, UK



Hospitality & Leisure



Amtico Signature

Designer

Julian Taylor Design Associates Ltd

Photographer

Mark Craydon Photography

The Rank Group



The Victoria at Grosvenor Casinos, part of The Rank Group, has been transformed into a striking destination following an extensive refurbishment. Designed by Julian Taylor Design Associates Ltd, the scheme blends considered spatial planning with a rich palette of luxurious finishes to create an elevated gaming and leisure experience.

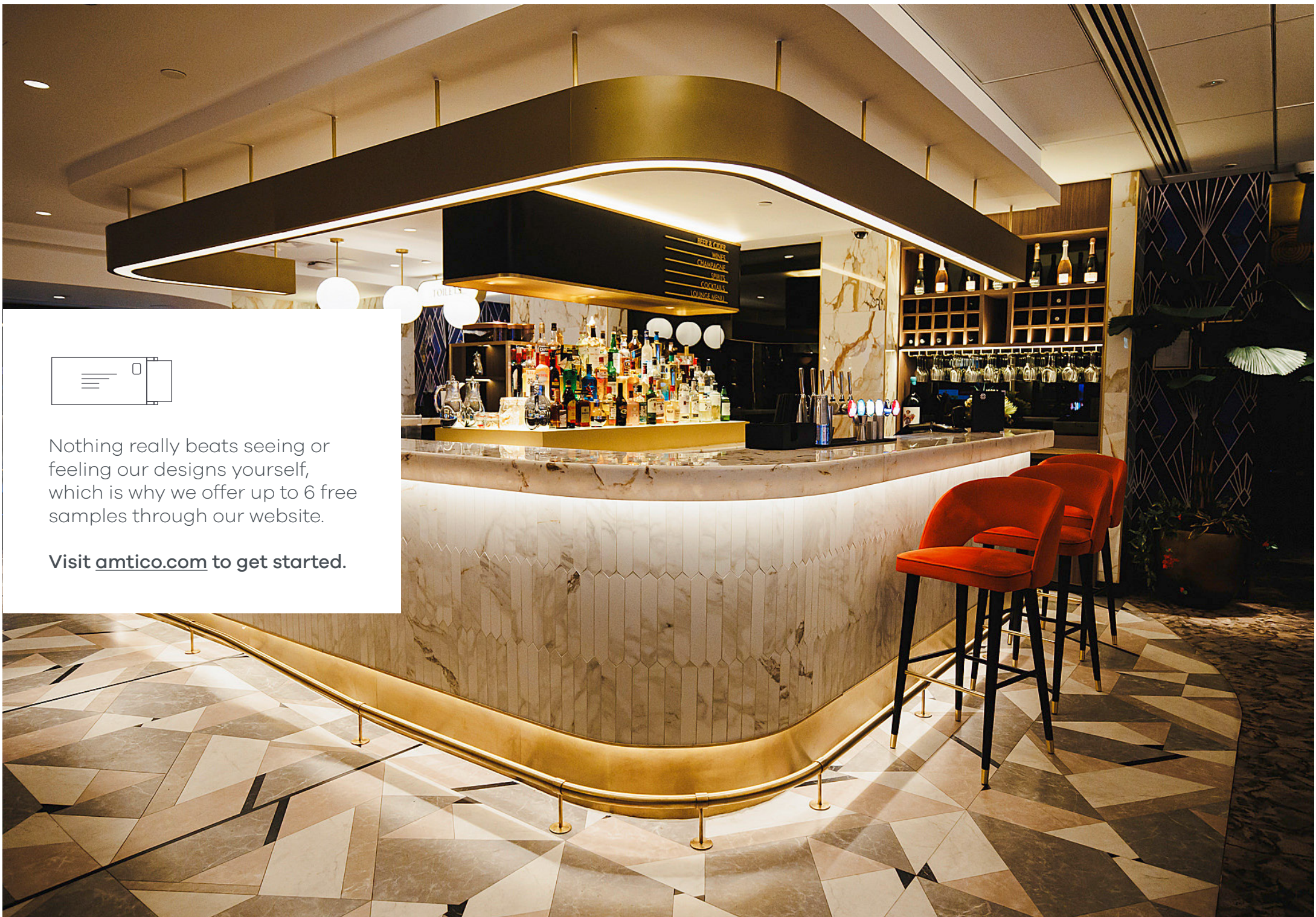
Bespoke flooring plays a pivotal role within the design, thoughtfully specified to define distinct zones and guide guests seamlessly through the expansive, multi-functional space. Subtle wayfinding is paired with statement features that introduce a sense of opulence, drawing on art deco influences through bold geometric patterns and a showstopping central motif.

This project demonstrates the versatility of LVT when used alongside complementary materials such as carpet. The result is a design that successfully balances durability and performance with visual impact - delivering a space that is both highly practical and undeniably elegant.



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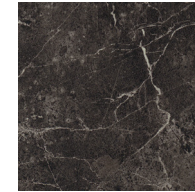


Lobby

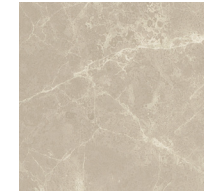
Featured Products:



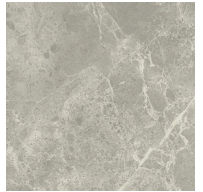
Bianca Classic Marble
AROSOM10



Nero Classic Marble
AROSCA20

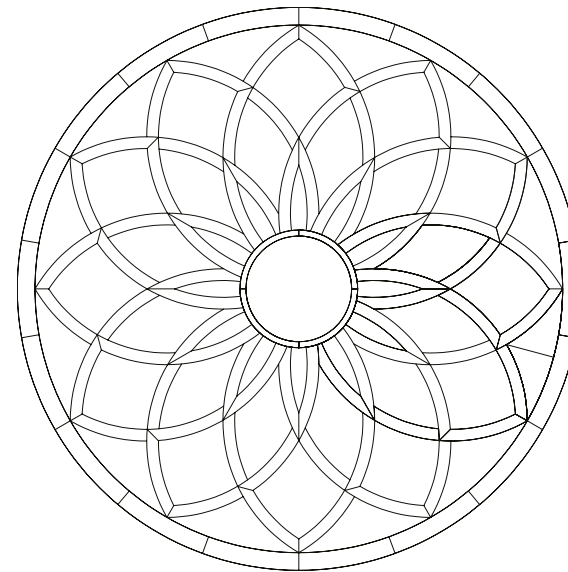


Tortora Classic Marble
AROSCA44



Grigio Classic Marble
ASOSCA37

Featured Pattern:



Bespoke Motif

Designed to mirror the striking light fitting above, this bespoke motif is intricately crafted using Amtico Signature marbles. Precision-cut tiles are expertly arranged to create a flowing, interwoven pattern, resulting in a truly showstopping feature at The Victoria.

Amtico's in-house CAD experts developed a custom drawing to bring the design to life, showcasing the full extent of what's possible with Amtico.



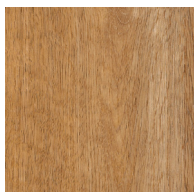
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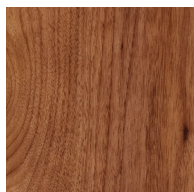


Reception

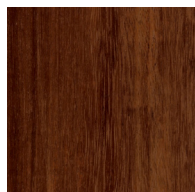
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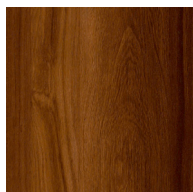
American Oak
AROW7050



Teak
AROW6990



Merbau
AROW7590



Rosewood
AROW7070

Featured Pattern:

Bespoke

The reception area welcomes guests with a bespoke pattern crafted from four Signature woods, each selected for its warm, complementary tones. The design has been carefully considered, with modules engineered to repeat seamlessly, ensuring perfect alignment throughout. Rich wood hues and soft curves enhance the overall aesthetic, harmonising beautifully with the deep wood panelling and the gently contoured finishes seen across the furniture and lighting.



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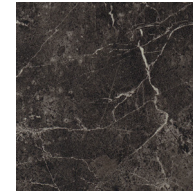


Walkways/Bar Skirts

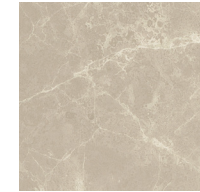
Featured Products:



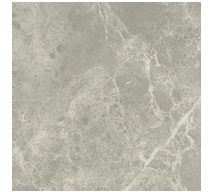
Bianca Classic Marble
AR0SOM10



Nero Classic Marble
AR0SCA20



Tortora Classic Marble
AR0SCA44



Grigio Classic Marble
AS0SCA37



Rosa Classic Marble
AR0SCA53

Featured Pattern:

Bespoke

Crafted from five signature marbles, this bespoke geometric design makes a striking statement across the bar skirting and walkways. Seamlessly echoing the central motif, it unifies the space with a sense of considered elegance, while subtly guiding guests through an intuitive journey. Inspired by the glamour of Art Deco, the pattern brings a refined rhythm and visual impact that elevates the entire environment - balancing functionality with unmistakable luxury.



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