

Boutique hotel attracts Cheltenham racegoers

Products - Claypaint

Project - Boutique hotel refurbishment

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The refurbishment of a Grade II listed townhouse hotel in Cheltenham was completed just in time for the town's major annual race festival.



No. 38 The Park is run by local hospitality group The Lucky Onion*, which belongs to Sam and Georgie Pearman and Superdry founder Julian Dunkerton. Its sumptuous, boutique hotel style was designed by Georgie and features bold paint colour choices which set the scene for a perfect marriage between new design and conservation.

Georgie said: "I wanted to emphasise the building's Georgian heritage while creating a luxurious, contemporary feel.

"We opted for Earthborn's Claypaint because it is ideal for lime plaster. It is exceptionally breathable, easy to apply and has an outstanding colour range that is perfect for conservation work. I am delighted with the combinations we have achieved using deep and earthy tones alongside light and airy colours."

The hotel underwent major refurbishment within a few months as the owners were keen to launch before the Cheltenham Festival. All the walls in the original part of the building were stripped and replastered with lime plaster.

Rod Jenner, Director of Dowdeswell Estates Building Contractors said: "Earthborn Claypaint



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dries very quickly, which was useful considering the timescales on this project. And the paint gives off no odours or harmful emissions, so we were happy for guests to occupy rooms within days of painting.

“Our painters had not used Claypaint before but they found it covered exceptionally well compared to the leading brands.”

Earthborn Claypaint is a unique clay based emulsion with a distinctive, ultra matt finish. Its advanced technology maximises the natural properties of clay to create a high performance, highly breathable paint. Being free of all harmful emissions and VOCs, it is also very environmentally friendly and carries EU Ecolabel approval.

Bryan Roe, Sales Manager at Earthborn stockist Bailey Paints, said: “Claypaint is microporous, which means it will allow the interior walls to breathe and it can also deal with the alkalinity of fully dried lime. It has a lot of body, giving excellent covering power and its colour range sits equally well in period properties or modern grand designs.

“There are 60 standard Claypaint shades but for No. 38 The Park Georgie selected several bespoke colours which we are able to mix on site here in Stroud.”

For further information visit:
www.earthbornpaints.co.uk
www.theluckyonion.com
www.baileypaints.co.uk



Front page (top) - No. 38 The Park is Grade II listed.

Front page (bottom) - Deep, earthy tones complement light, airy colours.

This page (top left) - Each room is individually styled and a range of bespoke Claypaint colours was created.

This page (bottom left) - A crisp shade of Claypaint helps flood this guest bathroom with natural light.

This page (below) - Georgie's bold paint colour choices underline the marriage between new design and conservation.



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