



Waterproofing Systems and Technical Solutions



Comedy Carpet, Blackpool

The Comedy Carpet on Blackpool's seafront has the town's famous Victorian tower as its backdrop. The carpet is a public artwork which celebrates the catchphrases and sayings of some of Britain's best-known comedians and entertainers. It forms part of a multi-million pound development of the tower festival headland which in summer hosts concerts and events by top names.

With more than 160,000 individual letters ranging in size from a few centimetres to almost a metre tall. During the course of the project PAREX UK developed and supplied three bespoke colours – two white and a blue – based on 100 Newton Grout to set in the letters that make up the names and catchphrases of some of the world's most celebrated comedians. A special white variant of PAREX CS GROUT was also used.

The PAREX UK Technical Team conducted exhaustive trials to ensure that the materials supplied would have the same resistance to wear as the granite elements of the feature.

More than 200 tonnes of PAREX grouts were used to create the 320 individual slabs which were joined together to create the 2,200 m² "carpet".

The Comedy Carpet, one of the largest public artworks projects in the UK was commissioned by Blackpool Council with part of a £4m grant from CABE's – the Commission for Architecture and the Built Environment – SeaChange programme.

APPLIED PRODUCTS



- PAREX 100 NEWTON GROUT FOR BEDDING
- PAREX CS GROUT FOR GROUTING BETWEEN THE GRANITE LETTERS

TECHNICAL DETAILS

- Surface : 2,000 m²
- Volume : 120 tonnes of 100 NGrout
- 100 tonnes of CS Grout Bespoke colours created

> LOCATION

Blackpool - Lancashire - UK

> CUSTOMER

Comedy Carpets Ltd / Humberside UK on behalf of Blackpool Council

> MARKET SEGMENT

Grouting

> SUBSEGMENT FUNCTION

Bedding & Anchoring

> YEAR

2013

BRAND

PAREX®

PAREX
Building expertise, together