

The Rex Rooms

London nightlife has a well-established history of attracting the rich and famous, with 151 King's Road having long been a high-profile option for those in the limelight. When the venue sought a fresh lease of life to usher in a new era, Polyflor's Water Jet Service provided a bespoke flooring design befitting of A-listers using a duo of Expona Commercial LVT shades.

Location: Chelsea, London

Products Used: Expona Commercial PUR

Sector: Hospitality



Nestled within the Royal Borough of Kensington and Chelsea, in central London, lies the vibrant purple doorway of 151 King's Road, a fashionable basement nightclub reimagined as 'The Rex Rooms at 151' (or simply The Rex Rooms) in March 2025.

It previously featured distinctive red doors when it was known as the '151 Club', a popular meeting place for celebrities during the Britpop era of the nineties and into the 21st Century.

Today, The Rex Rooms consists of two equally distinctive halves: the Main Lounge and its invitation-only 'King's 1942 Room'.

This exclusive hotspot boasts a surrealist décor that caught the attention of The Rolling Stones' Sir Mick Jagger, who celebrated his 82nd birthday at the venue with a star-studded party in July 2025.

Quadrant Design was responsible for the interior décor, partnering with British designer Marc Jacques Burton, who had previously worked on other high-profile nightclubs in the capital city.

Antoni Gaudí, the renowned Spanish architect and designer, best known for the Sagrada Família in Barcelona, inspired the design scheme.

Gaudí strongly favoured the organic shapes and webbed formations seen throughout The Rex Rooms.

In coordination with its front door, purple is the predominant colour used within the vibrant Main Lounge (and its adjacent reception area), featuring on the plush velvet banquettes, which are reflected by large, mirrored walls.

To bring the varying elements of such extravagant surroundings together, the Main Lounge entranceway and bar area each required a showcase flooring installation.

Quadrant Design therefore sought inspiration from the Expona Commercial PUR brochure before specifying two opposing yet complementary shades:

- Arctic Mosaic (5094)
- Granite Mosaic (5095)



They requested that Polyflor's Water Jet Service create the Gaudí-esque designs, with manager Paul Bayfield bringing the ambitious concept to life.

Beyond its modern, harmonious aesthetic, the chosen flooring combination provided much-needed durability underfoot, making it ideal for this busy commercial hospitality environment.

Bayfield regularly consulted with Quadrant Design and was heavily involved in establishing the preferred layout, providing assorted options before manufacturing the final design at Polyflor's production site in Whitefield, Greater Manchester.

Furthermore, by also working alongside Neil Croucher from NCI Flooring, the specified flooring contractor based in Essex, Bayfield was able to simplify the installation process and minimise wastage.

The Rex Rooms continues to pride itself on offering a premier experience to its guests in every respect.

Polyflor was proud to see the doors of this outstanding location open to a brilliantly creative design that highlights Expona Commercial PUR in an inventive fashion.

“ This was an exciting project to work on. We went through various revisions with the client, as it was essential that we were closely aligned with their concept. Expona Commercial PUR ensured that we achieved the desired result. It is always great material to work with and has proven to be the perfect product for The Rex Rooms.

Paul Bayfield, Water Jet Cutting Manager, Polyflor Ltd.

