



PAREX products perform on prom

PAREX high performance grouts played a crucial role in a new high profile £2 million "Comedy Carpet" feature for Blackpool seafront.

The major hard landscaping feature celebrating comedy greats who have appeared in the Lancashire resort was "rolled out" by king of laughter Ken Dodd. It forms a dance floor for a new outdoor arena at the Tower Festival Headland site.

Parex was involved from the outset, developing special variants of its proven product range for the Humberside-based Comedy Carpets Ltd who designed and manufactured the thousands of pieces of granite "type" that make up the design.

Artist Gordon Young, in association with design agency Why Not Associates, created the Blackpool Comedy Carpet. More than 850 writers and comedians are represented on the Comedy Carpet - 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 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 CS Grout was also used.



The Parex 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.