

Graceland



Elvis Presley changed the world forever when he burst onto the music scene in the 1950s. As John Lennon said: "Before Elvis, there was nothing." Since Elvis, generations of pop stars have been influenced by his unique talent and showmanship.

Dying at the age of just 42 in 1977, the life and times of Elvis have created a whole industry of memorabilia and tourist attractions, especially in his home town of Memphis.

Ever-popular is the Graceland Mansion - Elvis' former home which is now a museum attracting over 600,000 visitors every year. Two more-recent commercial developments include the Heartbreak Hotel and Elvis Presley's Memphis, a 300-seat restaurant and live entertainment facility.

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Heartbreak Hotel is a fashionable boutique hotel named after one of Elvis' greatest hits, and a convenient base for visitors to Graceland. Apart from its 128 handsomely appointed rooms, the hotel boasts four themed suites with décor



inspired by Elvis' life, career and personal style.

Similarly, at Elvis Presley's Memphis, the great man's influence is everywhere: from the singer's favourite recipes, to



state-of-the-art live music facilities which have more than an echo of the Las Vegas venues where Elvis gave some of his most memorable performances.

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A key figure in ensuring that the overall design concepts at both the Heartbreak Hotel and Memphis were in keeping with the star's image was Amy Silberberg, a designer with Elvis Presley Enterprises.



Who worked on the two venues from their inception.

"We used as many local suppliers as possible for things like contemporary furniture, lighting and accessories," said Amy. "This was so we could watch the progress on the work and exchange ideas as the work went along,"

As part of her self-imposed brief to create total authenticity and an ambience



redolent of Elvis' free-ranging sensuality, Amy and the design team looked to Ambico for creative flooring solutions:

"At Memphis," she said, "Antique Wood strip provided a rich backdrop for Elvis' signature in the beaten metal finish of Meteor Gold.

"For Heartbreak Hotel, the flooring was an integral part of the design which had

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to be extremely durable, and yet stand out and make a statement of its own."

Amtico Coral Shell, for example, was central to the rich, romantic feel of 'The Burning Love Suite', whilst 'The Gold & Platinum Suite' celebrated Elvis' recording career with a retro feel in relevant metallics. For 'The Graceland Suite', the star's mansion was replicated to include a black marble floor and an inset record turntable. And in 'The

Hollywood Suite', art deco styling with Amtico Imperial Marble Plum commemorated Elvis' movie career.

Asked about the creative potential of Amtico products, Amy was totally positive:

"There are virtually no limits," she enthused. "The design flexibility of Amtico lets you be as creative as you can whether you have budgetary constraints or the sky's the limit.

Design: Elvis Presley Enterprises

Amtico Products: AMT232 Astral Lead
W711E Golden Elm with MP78 Signature
IM13CT Imperial Marble Grey
NM5CT Florentine Wine, NM2CT
Florentine Black