



Press Release

Brintons

November 2017

Luxury Hotel Walther in Switzerland reveals new Brintons Carpets in anniversary revamp

In celebration of its 110th anniversary, the Hotel Walther commissioned Brintons to translate the elaborate designs of interior designer Virginia Maissen into woven Axminster rugs and fitted carpet to complement the refurbishment of the hotel.



The concept of the design was to create a modern, inviting and comfortable feel in this grand hotel with inspiration taken from its surroundings and history. Zürich-based interior designer Virginia Maissen worked with Brintons to redesign the interior to highlight the heritage of the hotel, but also incorporate modern art installations by Rolf Sachs and Sandro Fabbri.

The newly refurbished hotel, a member of the Relais & Châteaux group, unveiled its updated design earlier this year. The 17 bespoke carpet designs throughout are bold and abstract, in a colour palette of reds, greens and yellows that reference the hotel's alpine surroundings.

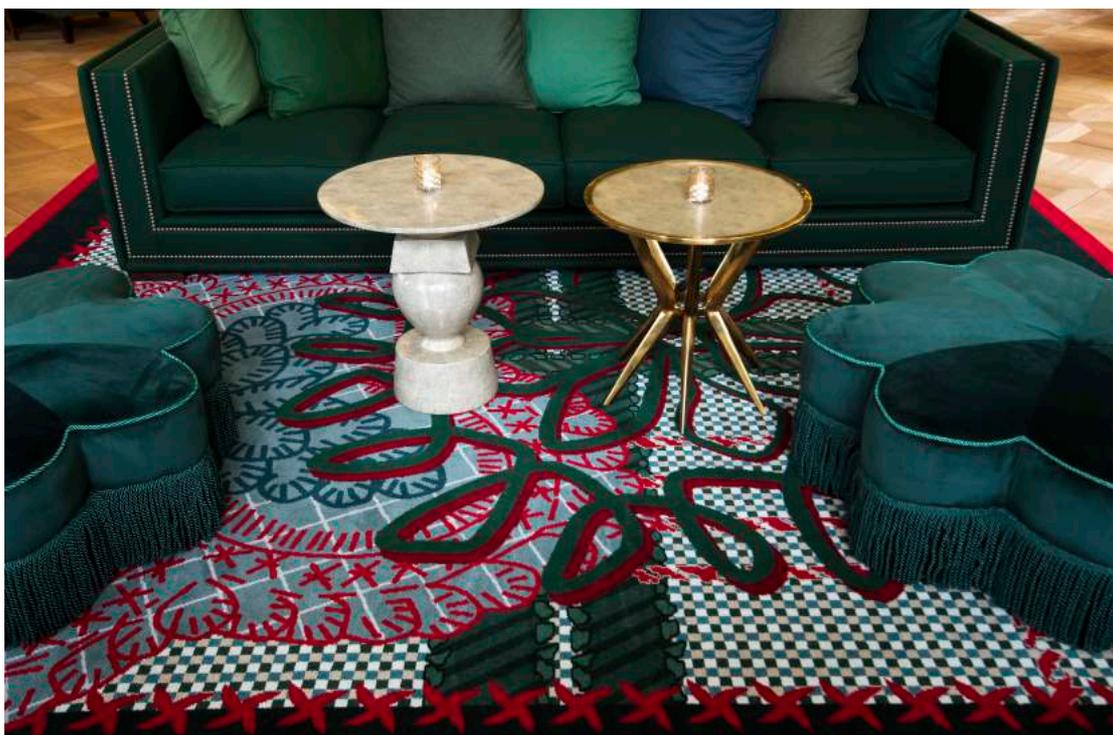
Brintons collaborated closely with Virginia Maissen to translate her designs into Axminster carpet. The layering of imagery within the designs, mixing bold colours

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and the subtle photographic representation exploited the full range of the carpet manufacturer's 32-colour High Definition Weave; a unique Brintons' innovation that allows for infinite design possibilities and highly dynamic visuals.

The end result is a beautifully detailed collection of bespoke carpets in the lobby, fine dining room, stairs and smoking lounge of the hotel.





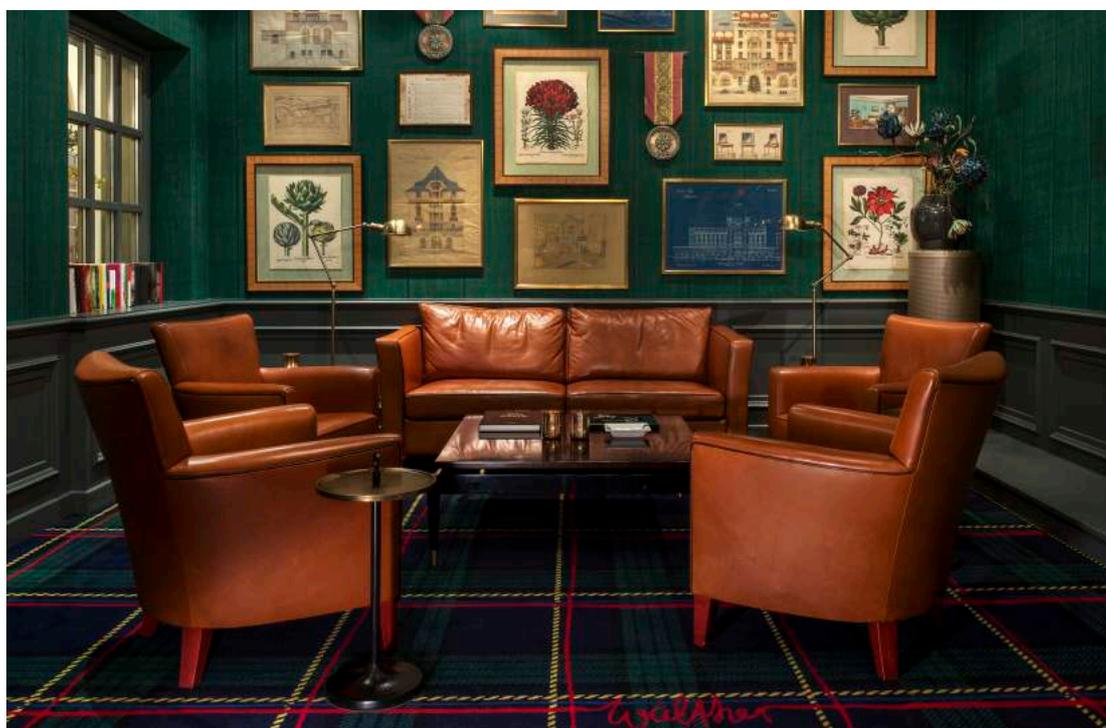
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Virginia Maissen comments 'I am so proud of the bespoke carpets, Brintons translated all my designs perfectly, the stand out details coupled with a classic pattern brings together both of our design visions. The 17 unique carpet designs demanded special attention from both sides, and Brintons delivered on time and within budget. This project perfectly demonstrates Brintons' skill in creating one-off pieces to a client specification.'

Antique treasures and decorations have been reinterpreted to reflect the hotel's history: original ceilings and rounded archways from the early twentieth century have been exposed with the help of local craftsmen. Specially designed wall tapestries, curtains, and carpets created by Brintons have been added to complement the furnishings of each room.

The 4-Star Hotel Walther is a third-generation family-run business, currently headed by Anne-Rose and Thomas Walther. Brintons is well known in Switzerland for its design expertise and market presence, and has an established reputation for high quality custom Axminster carpets and rugs.





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Editors Notes

About Brintons

- Brintons is a world-leading supplier of premium quality custom-designed and stocked carpet to the residential and commercial sectors (hospitality, public spaces, marine, leisure and gaming).
- With over 230 years of heritage creating beautiful bespoke woven carpet for some of the world's most prestigious buildings including Royal palaces, historic houses and luxury hotels, Brintons is today the trusted partner of choice for designers looking for expert design input in addition to exceptional quality products.
- A global network of design studios and a unique pattern archive offer clients a powerful creative resource that inspires people to think differently about colour and pattern.
- Brintons' team of leading designers works closely with client project teams to create designs that meet the needs of individual projects of every size, specification and level of design complexity – be they classic, traditional or contemporary in style.
- In addition to custom-designed carpet, Brintons offers stock collections of premium woven Axminster and Wilton broadloom carpets, tiles and tufted broadloom. A regularly updated portfolio of designs created specifically for the commercial market by trend-leading expert designers including Kelly Hoppen, Timorous Beasties and Stacey Garcia offers designers, specifiers and architects an unusually wide collection of contemporary patterns and palette.
- Brintons offers a total project management service to its commercial clients.
- Axminster and Wilton carpets manufactured by Brintons contain a patented blend of 80% wool / 20% nylon, an innovation developed by Brintons and now considered the global standard of the industry.

<http://www.brintons.net/europe/en>

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