



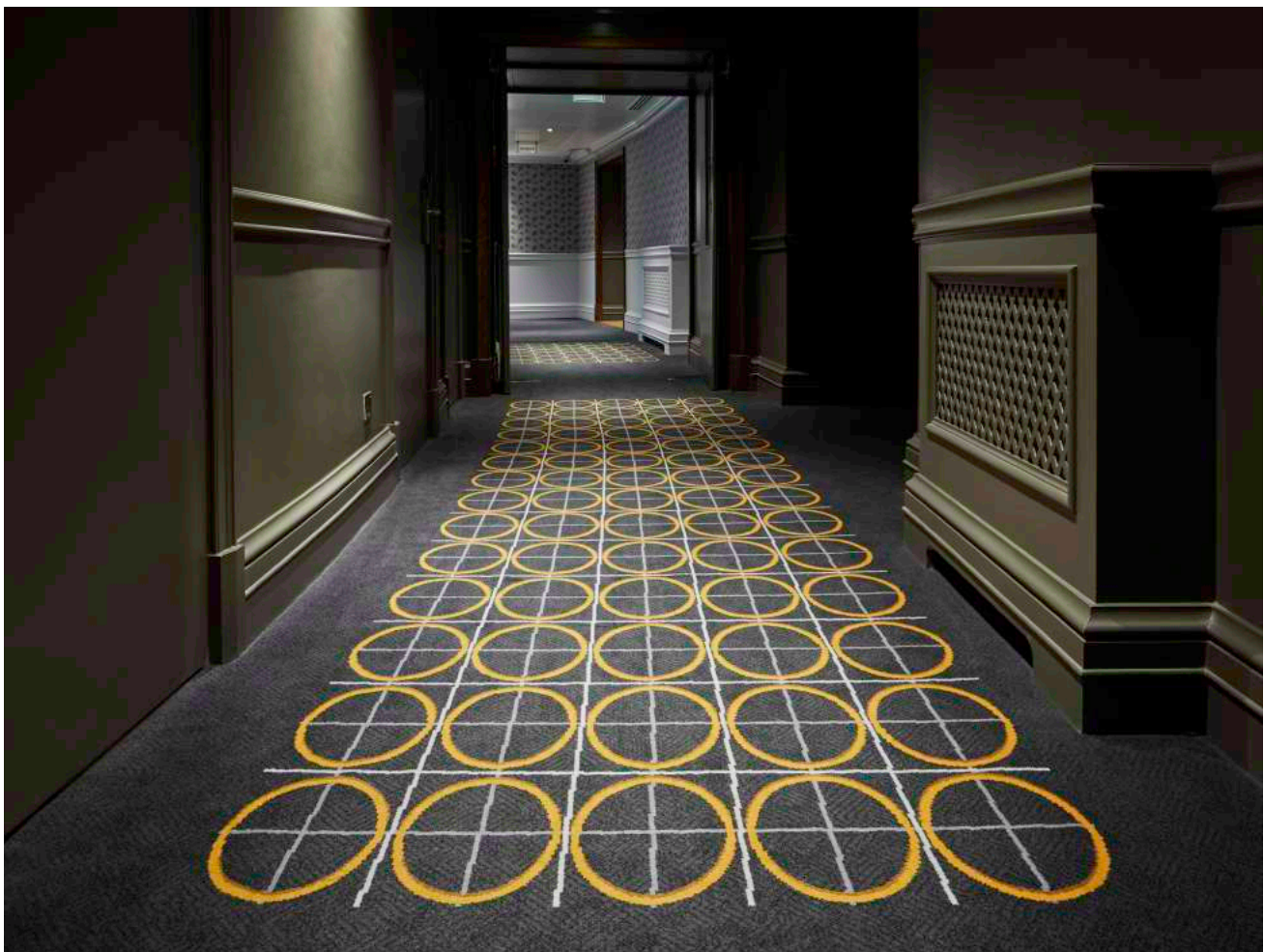
Press Release

# Brintons

July 2017

## **Brintons Carpets selected to partner with RPW Design in spectacular transformation of landmark London hotel**

Set on the vibrant South Bank, London's County Hall is one of the city's most impressive and best-known landmarks. Although opened in 1922 as the seat of London's local government, since 1998 the historic building has hosted the iconic London Marriott Hotel County Hall. Having recently undergone a major transformation by RPW Design, the five star hotel now brims with distinctive contemporary British style and character.



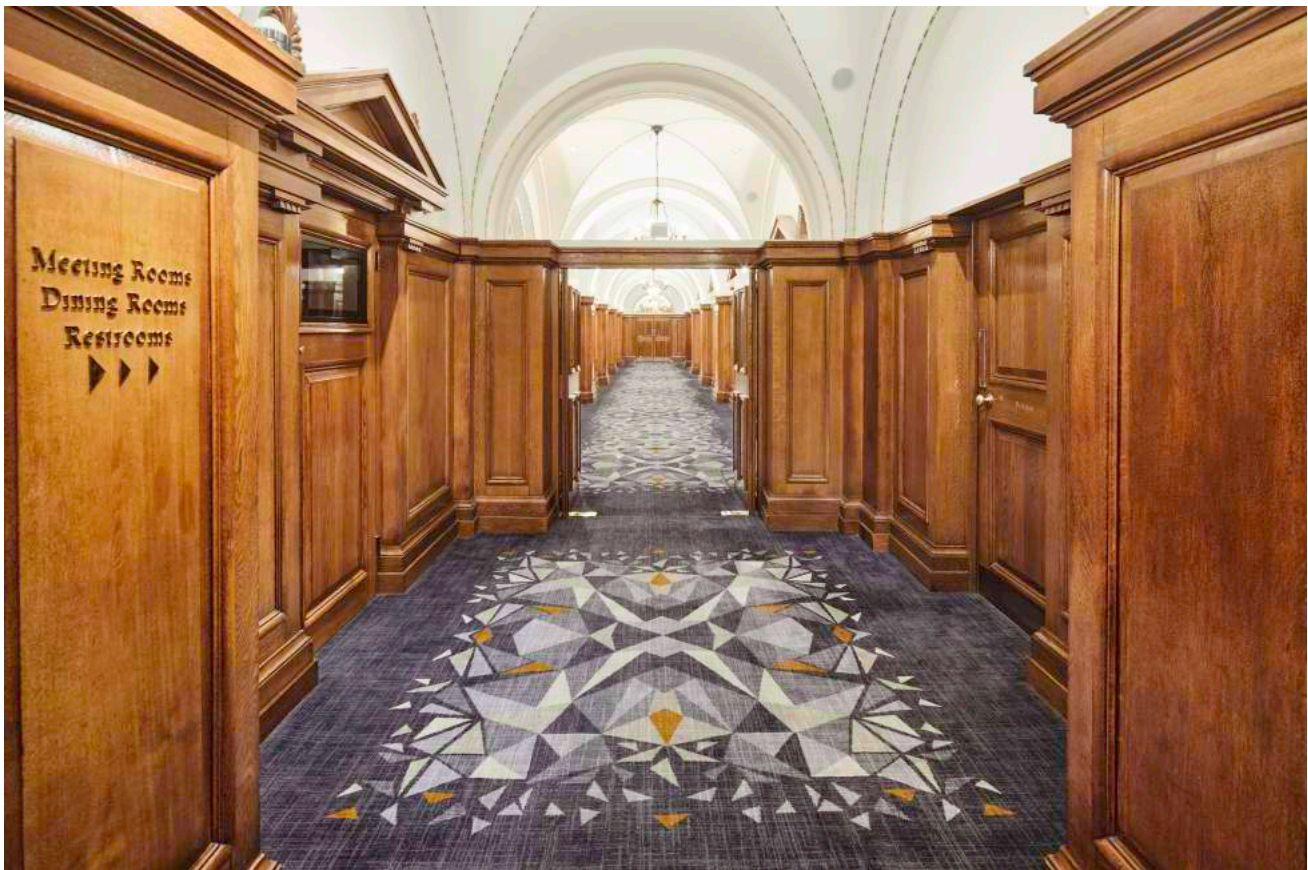
Above: Brintons bespoke Axminster design for curved corridor, London Marriot Hotel County Hall



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Leading international carpet company Brintons was delighted to partner RPW on the design and manufacture of bespoke-made Axminster carpets for this technically demanding yet spectacularly creative project.



Above: Brintons bespoke Axminster carpet design for corridor, London Marriot Hotel County Hall

Working in close collaboration with RPW, the Brintons team drew on the decorative Art Deco architectural components of the building, including listed wooden panelling, geometric wrought ironwork and vaulted ceilings of the principal corridors, as inspiration for its contemporary carpet designs.

A muted contemporary palette that echoes the subtle hues of the historic stone, soft metals and watery greys of the Thames unites the luxurious bespoke-made carpets made by Brintons for the corridors, guestrooms, presidential suite, and meeting rooms.



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Given the historic and unusual geometry of the Grade II listed building, the project was not however without its technical challenges. A gently curved corridor, mirroring the crescent-shaped façade of the main building, presented an opportunity for Brintons to demonstrate its expertise in problem-solving as it overcame the unyielding geometry to design and manufacture a wall-to-wall carpet that followed the curved limits of the floor while maintaining a perfectly aligned central patterned panel.

*“Due to the complex geometry of the Marriott County Hall guest corridors, the Brintons’ team had to overcome mathematical and decorative challenges to accomplish the objectives of the brief, to have our design follow along the complex curvature of the building,”* explains Ariane Steinbeck, Managing Director RPW Design. *“We appreciate Brintons’ expertise in bringing our vision to fruition”.*

*“At RPW we routinely insist that our suppliers, who we consider partners, go the extra mile. We expect our suppliers to think outside the routine parameters and to push manufacturing options to the limit,”* continues Ariane, *“Only when we have this type of dedicated collaboration do we truly come up with a product that is not only beautiful, but gives both parties a sense of pride and accomplishment.”*



Above: London Marriot Hotel County Hall



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For more information on Brintons and its range of products and services for the commercial sector, visit [www.brintons.net](http://www.brintons.net) or call 01562 635665.

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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 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 blend of 80% wool and 20% nylon, an innovation developed by Brintons and now considered the global standard of the industry.

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

#### About RPW Design

- Established in 1988, RPW Design is one of the world's leading hospitality interior design practices specialising in the creation of stunningly individual interiors. While varied in context, function and budget, all our projects are characterised by coherence and an elegance that results from a fully collaborative design process.

<http://rpwdesign.co.uk>



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### **About the London Marriott Hotel County Hall**

- Centrally located on London's South Bank, the luxury 5\* London Marriott Hotel County Hall is traditionally elegant with views overlooking Big Ben, the Houses of Parliament and the River Thames. The hotel, the former home of the Greater London Council, currently has 206 spacious guest bedrooms and suites, all of which are air-conditioned and many offering river views and balconies. The hotel boasts Gillray's Restaurant and Bar plus The Library Lounge offering scrumptious traditional afternoon teas in a delightful and tranquil setting, also looking out on to the River. Gillray's Restaurant & Bar is the most English of English dining destinations playing homage to top quality beef. The menu features nine cuts of steak – bone-out and bone-in – and is all about indulging in great English produce with sweeping views of the River Thames. Gillray's Bar specialises in English gins with more than 100 gins and English bar snacks with views of the Houses of Parliament. Guests can enjoy complimentary use of the leisure club at County Hall, featuring a 25m indoor pool and gym. With 8 dedicated meeting rooms, the hotel can also create bespoke events and first-class catering.

[www.MarriottHotels.com](http://www.MarriottHotels.com)