



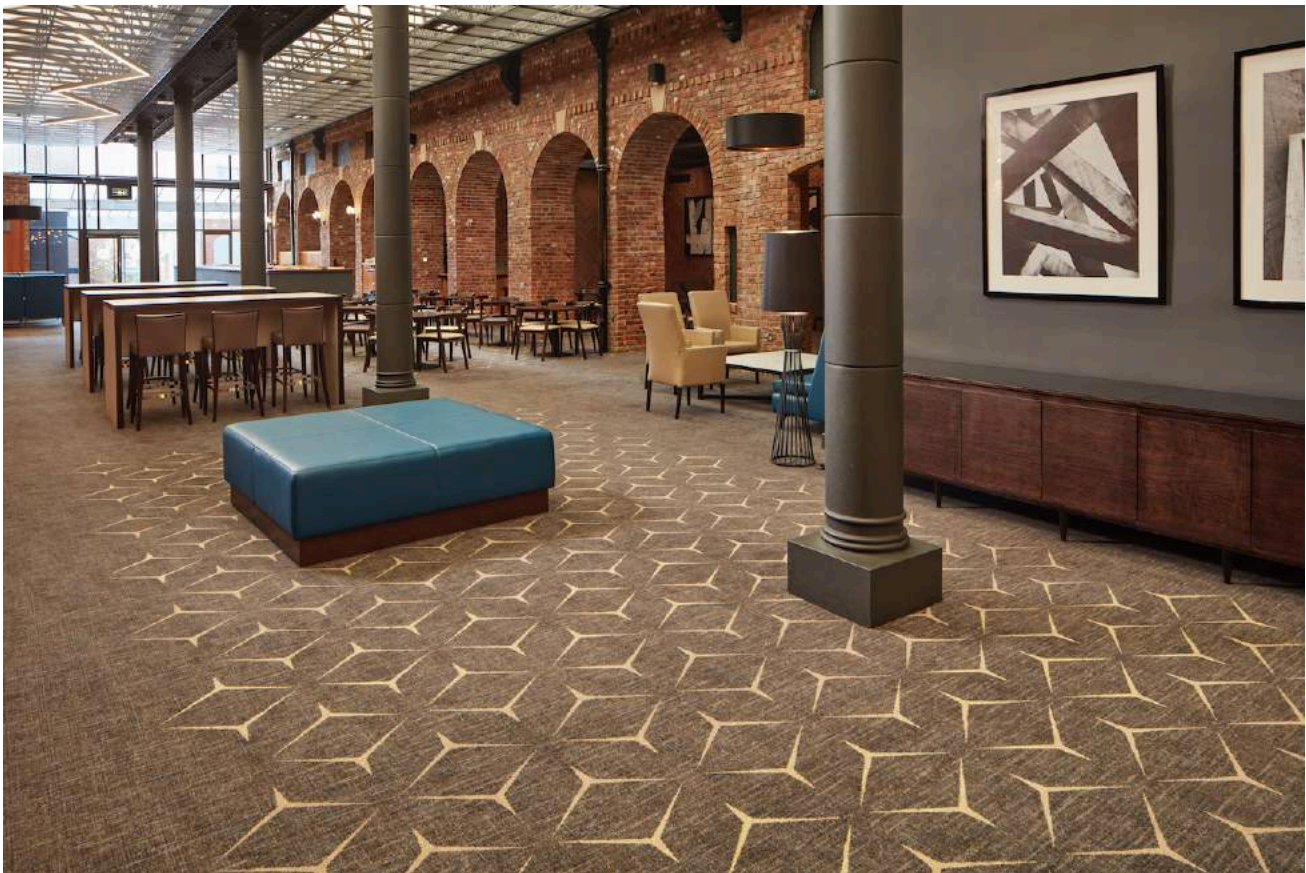
Press Release

Brintons

November 2017

Crowne Plaza Nottingham commissions Brintons to design luxurious carpets throughout its contemporary hotel

Crowne Plaza Nottingham is a luxurious 4 star hotel, centrally located in Nottingham's bustling city centre. The hotel has recently commissioned Brintons to design bespoke Axminster carpets, specifically adapted from the company's Vector Concepts collection in the corridors and public areas throughout the hotel.



Above: Brintons Q01/A016718VR design, adapted specifically for the hotel from the Vector Concepts collection, located on the ground floor bar area.

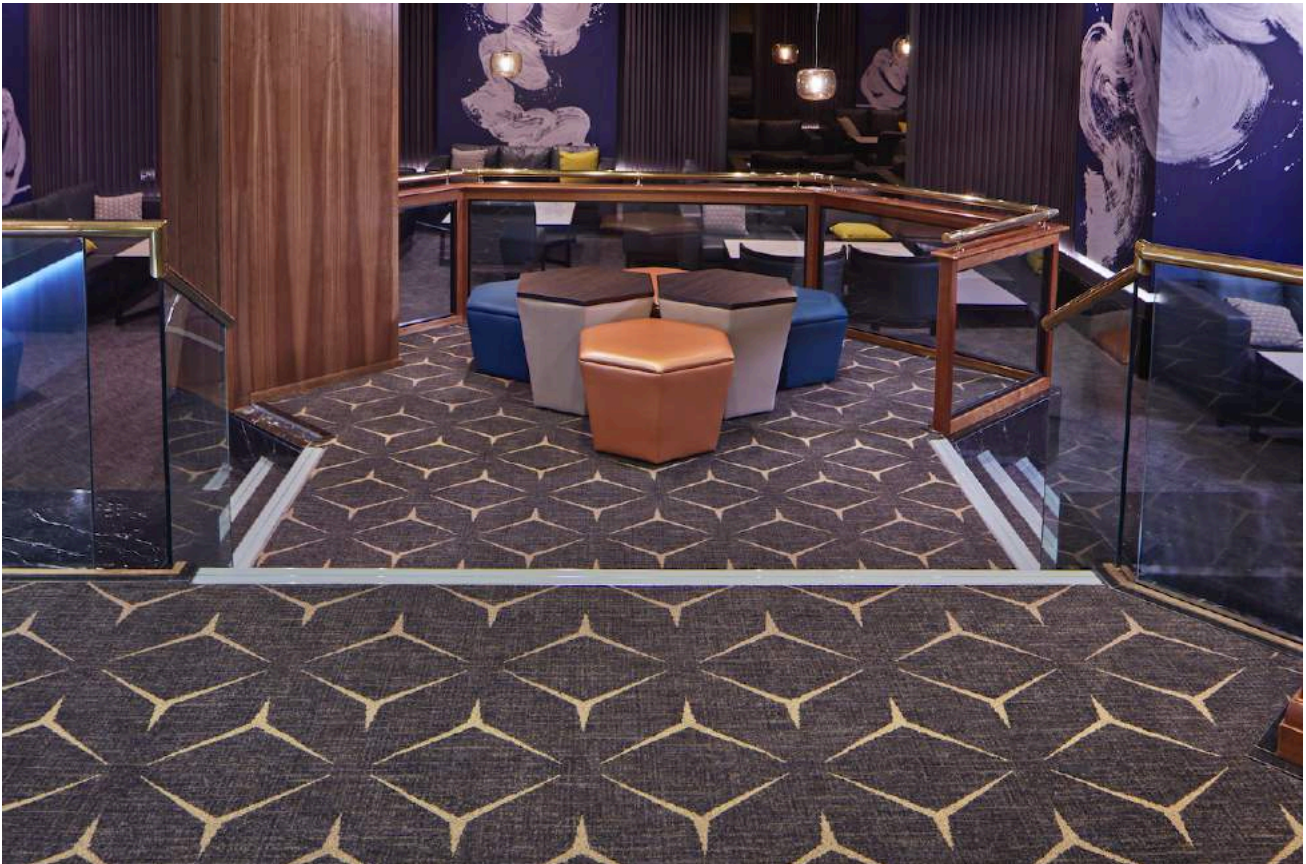
In a prime location, Crowne Plaza Nottingham is right in the heart of Nottingham's cultural hub, offering short walks to the Concert Hall, Playhouse, Cathedral and Old Market Square. The artistic and cultural influences that surround the hotel are echoed in its interiors. The Vector Concept designs selected for this project are in delicate hues of gold and cream, a colour palette that is appropriate to the surrounding architecture of the medieval city. With its subtle shades and playful geometric patterns, the designs from Brintons are a fitting addition to the hotel.



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The Vector Concepts collection has been carefully developed by Brintons' design team to offer a bespoke programme for the commercial and hospitality sectors, a collection that offers complete customisation. Divided into four distinct style statements, specifiers can select a colourway and alter any element of the design using the Brintons state-of-the-art design service and standard colour system, offering a wide selection of colour palettes, specifiers have the option to adapt and recolour the carpet design.



Above: Brintons Q01/A016718VR design, adapted specifically for the hotel from the Vector Concepts collection, located in the reception and lobby

A key focus of the brief for this project was to create areas of pattern, and generate seating zones for the hotel. The bespoke nature of Brintons Vector Concepts collection supports the creation of this 'zone' concept, creating subtle divides, in otherwise open plan public areas. With such a unique design there was a lot of planning and project development involved, as Jodie Hatton, Brintons lead designer for the project, explains: *"The basic design was chosen from the Vector Concepts collections and then textures and colours were adapted to update the pattern for its new purpose. The strategic grouping of the Vector shapes in this design create zones in the open plan hotel"*

Brintons worked closely with the hotel to improve the overall feel of its interior spaces. David Clements, General Manager at Crowne Plaza Nottingham commented on how the designs have positively changed the spaces: *"The carpet looks fabulous - It is clearly of good quality and the look and feel of the hotel has been transformed."* He adds: *"Our customers love the new look and have nothing but good words to say about the renovation."*



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For more information on Brintons and its range of products and services for the commercial sector, visit 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>

Crowne Plaza Nottingham

The Crowne Plaza Nottingham is part of IHG. IHG Hotels provide more than 744,000 guest rooms globally, serving 150 million guests each year.

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