

Historic King's Court Hotel in Warwickshire commissions Brintons to design bespoke carpets as part of large-scale refurbishment

Brintons have transformed the reception of the the Grade II listed building for the second time with premium, bespoke carpets. The King's Court Hotel commissioned Brintons to create a contemporary design to provide a sense of continuity between the building's authentic 16th century facade and the modern refurbished interiors.



Custom Brintons design featured in the King's Court Hotel lobby area

Key facts at a glance:

- Project: King's Court Hotel
- Project start and completion dates: October 2016 - May 2017
- Brintons worked with Jones architecture+design on the refurbishment
- Brintons created bespoke carpet for the reception area of the hotel - a total of 160.00sqm
- Craig Siwicki, Commercial Business Manager, led the project for Brintons

Project details:

- This bespoke pattern is an original and new design by the Brintons team and is woven in the Brintons signature 80/20 blend of 80% wool 20% nylon. The contemporary style carpet uses grey and blue tones with fleeting accents of colour. Floating panels have been incorporated as a unique, modern feature, with patterns designed to reflect the ornate wall light fittings.
- The hotel dates back to the Tudor period and has 62 en-suite bedrooms. Brintons collaborated with Abi Perry Jones at Jones architecture+design to carefully construct a pattern fit for the reception area of the hotel, to add immediate impact as guests arrive at the property.
- Location: the expanded 16th century farmhouse is situated in the heart of Shakespeare Country in the village of Kings Coughton, which makes it the ideal base for visiting the most popular Midlands attractions with easy proximity to Stratford-upon-Avon, Birmingham and the NEC.

Comments from the team:

- Craig Siwicki says “It was a pleasure to design this bespoke carpet for such a central public area of the King’s Court Hotel. It was imperative that our expertise was reflected in both the quality and the design of the carpet, especially since the client had already had such a positive experience with Brintons”
- “We approached Brintons specifically for this project as we knew that they had the creative expertise to realise our concept design. From experience, Brintons make the process really easy from design to installation. The resulting carpet is now installed and has exceeded our expectations - it is a timeless pattern with a bright and fresh, contemporary colouring. The carpet is a fundamental part of our design scheme and sets the scene for really great hotel experience” Abi Perry-Jones, Creative Director of Jones architecture+design
- “A reception area sustains a lot of footfall, so it was important for us to have a carpet that would continually last. Our previous carpet had also been a Brintons design and had sustained over 20 years of use, so when Abi approached Brintons we were confident that the end result would look marvellous, and continue to impress us for years to come” Georgie McGrath, Owner of the King’s Court Hotel



The bespoke Brintons carpet featured throughout the King's Court Hotel lobby area



Brintons

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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 hand tufted rugs. A regularly updated portfolio of designs created specifically for the commercial market by inspiring, trend-leading expert designers, including Timorous Beasties, Kelly Hoppen 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>

www.jones-ad.co.uk

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