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Hannover Messe, a contemporary H4 Hotel, commissions Brintons for large-scale renovation

Internationally renowned H4 Hotels have commissioned premium carpet manufacturer Brintons to design carpets for luxury 4 star hotel, Hannover Messe. Strongly influenced by the close proximity to Hannover's business centre, Brintons created carpets to suit the modern feel combined with structures and textures of nature.



Winter Garden – custom Brintons design

Key facts at a glance:

- Project: H4 Hannover Messe Hotel, luxury 4 star hotel
- Brintons worked with interior design experts JOI-Design and hotel development company Feuring Hotel Consulting GmbH on the renovation.
- Brintons created bespoke axminster carpet for the hotel, as well as selecting a range of existing designs from Brintons' well-known collections.
- Brintons carpets can be seen in the hotel's guestrooms, corridors, meeting rooms and ballroom – a total of 8,355 m².



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Project Details:

- Location: Hannover, Germany, situated close to the trade grounds and expo fair venues, museums, the tourist attractions King's Gardens in Herrenhausen and Lake Maschsee.
- The themes of technology and nature informed the carpet selection, creating clean lines and a contemporary feel.
- The chosen carpets are woven axminster designs with 80% wool 20% nylon pile blend, 7 row for the guestrooms, 8 row for the corridors, and a higher-pile 9 row quality for the meeting rooms. A beautiful 9 row design, for high traffic areas, was chosen for the bar.
- H4 Hannover Messe Hotel's renovation used designs from the following Brintons collections:
 - The Deep Grid collection by Studio Zuzunaga, throughout the corridors
 - Brintons Inspirations collection in the guest bedrooms
 - Brintons Cavan Plaid from the Abbeyglen collection features in the Irish Bar
 - Timorous Beasties Collection by Brintons, Gold Atholl Gardens design in the meeting rooms
 - Brinton custom designs in the restaurant areas of the hotel
- Brintons have been commissioned to re-design the hotel's ballroom later this year.

Comments from the team:

Heinrich Bohn, Senior Designer & Associate at JOI-Design comments: "The surrounding industry fairs played a central role in the original design inspirations of the hotel. With technical innovations evolving and no longer being an isolated field, technology is now merging more than ever with nature and the ideas that surround sustainability – IT and biology will continue merging in the future"

Nick Oakley, Brintons Sales Manager for Germany, Switzerland and Austria explains: "Our selection of Brintons premium axminster carpet for H4 Hotel, Hannover Messe gives excellent performance, unbeatable appearance and retention for many years, whilst importantly giving guests the pleasant, luxurious feel of wool-rich pile under foot. Axminster also has excellent sound absorption qualities, ensuring a quieter, more relaxing ambient stay for guests"

Azim Nabi, Assistant General Manager of Hannover Messe comments: "Brintons provided a reliable and quick service and accompanied us through the carpet selection process, giving excellent advice and providing a mix of technical and more 'natural' designs. The result is that each area of the hotel has its own individual feel, which is just what we were looking for."



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Gold Atholl Gardens design from the Timorous Beasies Collection



3/X5228CZ from the Zuzunaga Deep Grid collection



Cavan Plaid from the Abbeyglen collection



Custom Brintons design



X5830IN from the Inspirations Collection



X5830IN from the Inspirations Collection



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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 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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