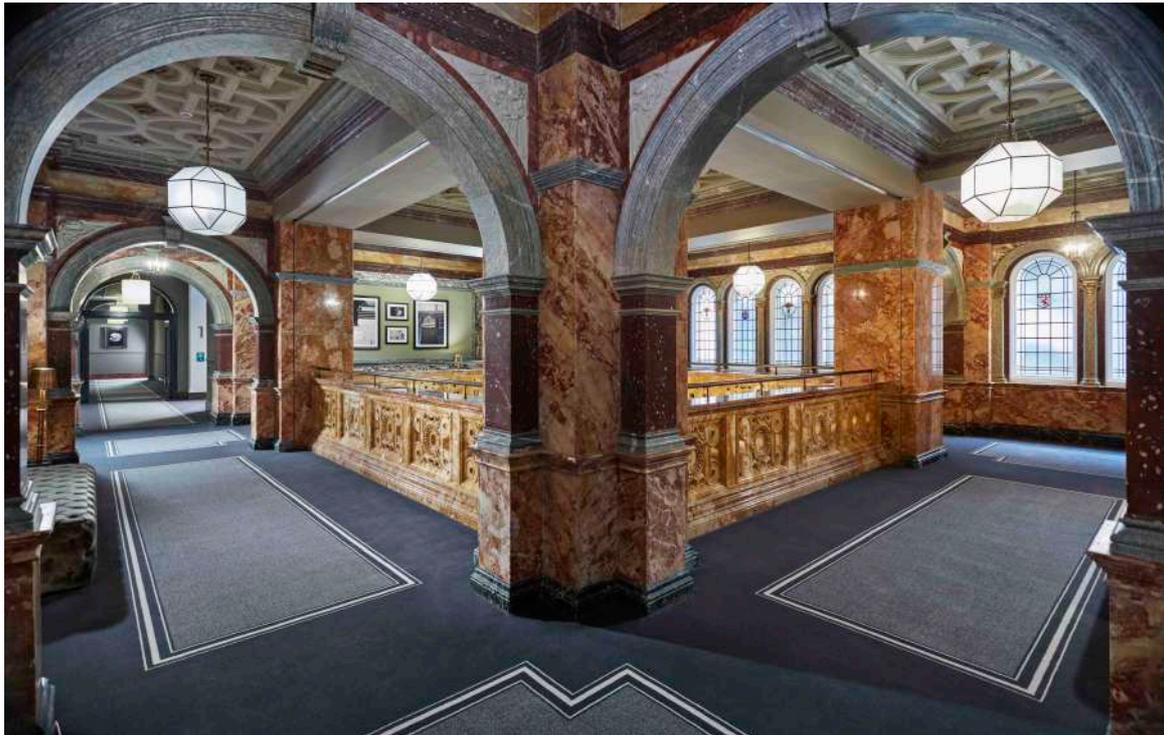


Luxury five-star hotel The Principal London commissions Brintons carpets for £200m refurbishment

Brintons supplied carpets for key public areas within the five-star hotel The Principal London, a Grade II listed landmark building, which dominates the eastern flank of Russell Square in Bloomsbury. The Principal London re-opened in April 2018 after undergoing a multi-million pound renovation.



Bespoke Brintons carpet featured in the upper floor corridors and gallery of The Principal London

Key facts at a glance:

- Project: The Principal London
- Client: Starwood Capital, Principal Hotel Company
- Renovation start and completion dates: February 2015 – April 2018
- Brintons created 4,600 sqm of bespoke carpets for the hotel's corridors from floors one to eight, including the main staircase and the gallery
- Brintons have supplied bespoke carpets for Principal Hotels in Manchester, York, Glasgow and Edinburgh
- Brintons worked on this project alongside interior design practices Tara Bernerd & Partners and Russell Sage studio
- Chelsey Siwicki, Project Manager, and Andrew Howell, Senior Creative Designer, led the project for Brintons

Project details:

- Brintons created a bespoke, contemporary carpet design for key public areas within The Principal London as part of an extensive refurbishment programme. The pattern features a strong linear border, bringing a modern element that harmonises with the period of the building
- The herringbone design requires an imaginative technical solution to adapt the pattern around corners. Brintons created a mitre in the carpet at each corner, to ensure that the pattern formed a cohesive and united design
- The carpet features a steel grey and neutral colour palette, which complements the sophisticated and contemporary interiors
- This renaissance-revival building features a 'thé-au-lait' (tea with milk) terracotta façade, which coordinates beautifully with the decorative decisions made by Tara Bernerd and Russell Sage for the interiors. The designers chose to use cream drapery with light and feathery fabrics and featured artwork that responds to the Bloomsbury neighbourhood's artistic and literary heritage.
- Designed by English architect Charles Fitzroy Doll, who was also responsible for the design at the RMS Titanic, the grande dame was originally opened in 1898
- The main staircase features original 19th Century stair rods, meaning that the carpet had to be designed and manufactured to fit the existing space
- This three-year renovation, overseen by the Principal Hotel Group, has successfully maintained many stylistic elements of the hotel's exciting past through the interior décor. The hotel features over 300 rooms and is close to many central London destinations, including the British Museum and Lamb's Conduit Street.

Comments from the team:

Chelsey Siwicki, Project Manager at Brintons, comments "This was a very exciting project for Brintons to work on, considering the historical importance of the building. We were delighted to partner with the design teams at Tara Bernerd and Russell Sage to deliver a product that was on time and on budget, and that reflected the prestigious nature of this project. I think that the final result is extremely successful; it's amazing to see Brintons carpets in yet another exceptional hotel by the Principal Hotel Group"

Andy Howell, Senior Creative Designer at Brintons, comments "The technical challenge was finding a workable solution for the corridor turn points, as the herringbone design doesn't always lend itself that well to being mitred. We created panels so that the herringbone design flooded through to create an aesthetically pleasing result where the design changes angle"

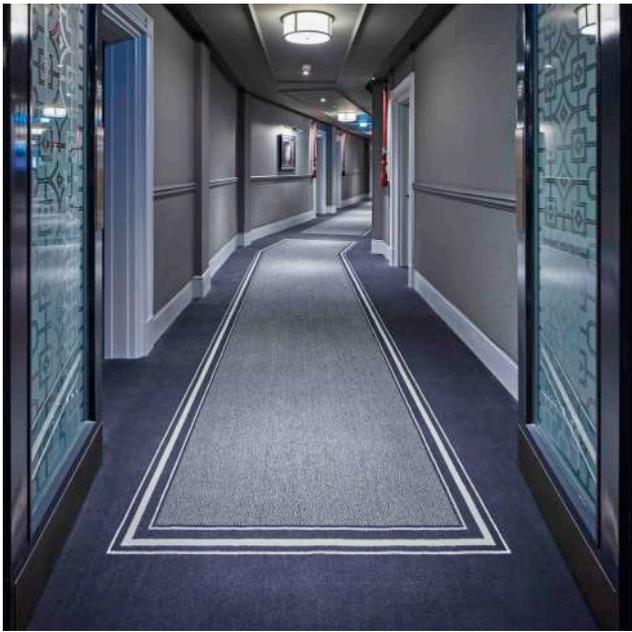
Tara Bernerd, Chairman of Tara Bernerd & Partners comments "It was key that the interiors of The Principal London reflected the building's history in a contemporary way. We worked with Brintons to come up with a timeless herringbone design, which they were able to adapt to the corners within the space. Brintons' expertise was invaluable when transforming our design into a large-scale carpet suitable for such an impressive hotel"



Two of the staircases in The Principal London, both featuring Brintons custom carpets



Custom Brintons carpets in the main hallway on an upper floor of The Principal London



From left to right: the gallery of the Principal London, the main staircase of the hotel, and the guest corridor, which outlines the adapted corner of the herringbone design



A close up of the bespoke herringbone carpet design in The Principal London

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.
- 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.
- In addition to their own designs, Brintons also offer stock collections of premium woven axminster and Wilton broadloom carpets, tiles and hand tufted rugs.
- 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/>

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