

## **Grade II listed luxury hotel The Principal Manchester commissions Brintons carpets for extensive refurbishment**

Principal Hotel Company Ltd and Starwood Capital Group commissioned premium carpet manufacturer Brintons to design the carpets for luxury 4 star hotel, The Principal Manchester. Brintons created bespoke carpets to suit the hotel's colour palettes and listed period details.



Custom Brintons design in guestrooms of The Principal Manchester

### Key facts at a glance:

- Project: The Principal Manchester, 4 star luxury hotel.
- Client: Principal Hotel Company Ltd and Starwood Capital Group.
- Renovation start and completion dates: January 2015 - November 2016.
- Brintons created bespoke carpets for the hotel's guestrooms, corridors and staircases – a total of 15,000m<sup>2</sup>.
- Brintons worked with local firm 3DReid as lead architects on the project, London-based interior designers Alex Michaelis and Luke Rowett of Michaelis Boyd Associates and project management company Benjamin West on the renovation.
- Sarah Thorpe, Commercial Business Manager led the project at Brintons.

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## Project details:

- Brintons created a bespoke grey and white herringbone-patterned carpet to complement the guestrooms' colour palette of bronze, cream and grey, and bespoke geometric-patterned carpets with a tonal colour palette for corridors and staircases.
- The terracotta Grade II listed Victorian building was the former headquarters for the Refuge Assurance Building in Manchester, designed by Alfred Waterhouse and built in 1895. With an extension added onto the main building in 1912 designed by his son Paul Waterhouse, which included the introduction of the building's characteristic clock tower, it became the home to The Palace Hotel in 1996. Following extensive renovations some years later, the Principal Manchester opened in 2016.
- The 25 million pound renovation now hosts 270 guest rooms with details that reflect the building's period, including wood paneling and tiled brickwork. The numerous designs Brintons created for the rooms all reflect the building's original purpose.
- Opposite Oxford Road Station and just a 10-minute walk from Manchester Piccadilly, The Principal Manchester is perfectly placed for business travel and weekend getaways, and is close to many of the city's attractions.
- Brintons have also supplied bespoke carpets for Principal hotels in York, Glasgow, Edinburgh and recently London.

The renovation has been recognised by:

- 2017 BD Architect of the Year Awards – 3D Reid, Refurbishment Architect of the Year (Winner)
- 2017 London Design Awards Interior Design – Hospitality 'The Refuge by Volta' (Silver Winner)

## Comments from the team:

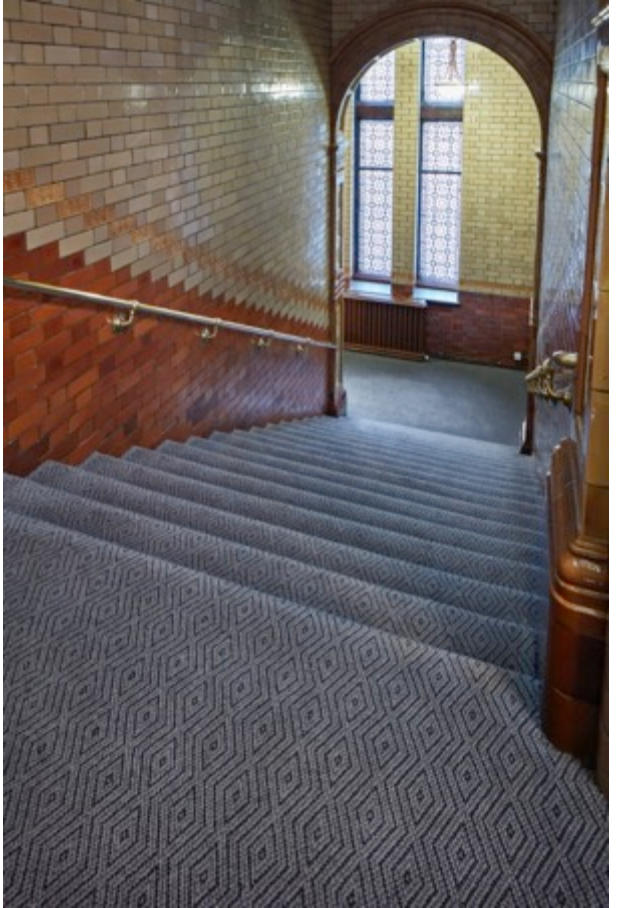
Sarah Thorpe, Commercial Business Manager at Brintons comments:

“Our Brintons bespoke carpets are a significant element to the hotel's renovation. The design details and colour scheme of the carpets highlight the classic Victorian features, from wood panelling and fireplaces to tiled brickwork, evident in the majority of the venue's guestrooms and common areas.”

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Custom Brintons designs in the hallway and staircase of The Principal Manchester

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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>

### Press contacts

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