



Press Release

Brintons

April 2017

Sheraton Grand Park Lane commissions Brintons for extraordinary renovation

Sheraton Grand Park Lane, the famed Art Deco hotel in the heart of Mayfair, has recently reopened after a luxurious renovation programme, led by MKV Design, which celebrates the hotel's glamorous 90-year history.

Premium carpet company Brintons is proud to have collaborated on the opulent restoration and redesign of this *grande dame* of London's most sophisticated hotels, having been selected to design and manufacture woven Axminster carpet for the 1920's inspired guestrooms, famed Grade II listed Art Deco Ballroom, Silver gallery, Oak room and corridors.



Above: Sheraton Grand Park Lane hotel, Mayfair, London. Entrance design from the Stacy Garcia Speakeasy collection. Design: RW47CSG



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Above: Brintons' designs throughout the renovation, designs shown left to right: Hallway design: Stacy Garcia Speakeasy collection design: M060ZSG, Pre-function Silver Gallery design: QK58Z, Corridors design: a custom Brintons design, Hallway design: Stacy Garcia Speakeasy collection, design: M060ZSG

The multi-million pound renovation project draws on the property's rich heritage while adding modern stylish touches throughout the historic property. From its heyday as the hangout of choice for socialites, artists and aristocracy, the Sheraton Grand London Park Lane has a long history of bringing people together to celebrate, to dine, to party and to dance.

Working closely with MKV Design, and the Sheraton brand's global design team, Brintons, led by project manager Lisa Clarke, selected designs from Stacy Garcia's Speakeasy collection for this wonderful and



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ambitious project. The luxuriously textured carpet was selected and specified not only for the specific use of each space, but also to reflect the lavish 1920's inspired architectural details.

While the design of each Brintons carpets is therefore different, each pattern is a modern interpretation of bold Art Deco motifs inspired by the refined elegance of the 1920s born of the art movements of the period and the early years of the silver screen and cruise travel. An elegant palette of mauves, purples, golds and neutral greys and browns – and a recurring geometric droplet form - unite the carpet designs to bring a seamless feel to the opulent décor of the overall scheme.

“Brintons spent a considerable amount of time planning the areas and developing designs. The design and planning processes started in 2013 with final approvals in 2015. There were a number of unique challenges to overcome along the way, including designing an area of removable carpet for the famous Ballroom that would allow the dancefloor to be revealed. But working closely with MKV we found a solution that’s resulted in a very successful installation”, explains Lisa Clarke.



Above: The Hotels Ballroom using Stacy Garcia's Speakeasy collection, design: RW47CSG

"We are very grateful to Brintons for their part in delivering a design product that sits at the heart of our ambitious renovation of the Sheraton Grand London Park Lane. Working closely with ourselves and MKV Design, the team at Brintons were able to fully grasp our vision for the scheme, brand and heritage when interpreting the design brief and brought the project to life on time and within budget", Kieran Quinn, Hotel Manager at Sheraton Grand London Park Lane hotel.



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Above: Sheraton Grand Park Lane hotel, Mayfair, London

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



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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>

Sheraton Park Lane

From its heyday as the hangout of choice for socialites, celebrities and the aristocracy, Sheraton Grand London Park Lane has a long history of bringing people together in the heart of Mayfair, providing a series of well-connected spaces where business and pleasure seamlessly combine. The 303 guestrooms offer an elegant, luxury hotel experience, capturing the spirit of the Art Deco era, whilst the 21 suites take full advantage of leafy views over Green Park. For business travellers, the 43 Sheraton Club Rooms offer exclusive access to the Sheraton® Club Lounge as well as complimentary use of a private meeting room for up to eight people. The hotel's famous Palm Court Lounge serves breakfast, Afternoon Tea, dinner and cocktails in a grand setting in-keeping with the tradition of the grand hotel lounges of the 1920s and 30s, whilst authentic Italian restaurant, Mercante, offers fresh and seasonal dining for hotel guests and visitors alike, and the 1920s themed bar, Smith & Whistle, serves cocktails and craft beers alongside British-inspired sharing plates.

Sheraton Grand London Park Lane – rates starting at £249 for a classic room. For more information or to book, please visit www.sheratonparklane.com

About Stacy Garcia

Founded in 2004, Stacy Garcia is a leading global lifestyle brand with roots in hospitality design, offering inspired product collections across a number of categories including textiles, carpet, wallcovering, furniture and lighting. Renowned for its signature bold and colorful designs and in-depth trend forecasting, Stacy Garcia is the first and only design house to offer a complete design story for the hospitality industry.

Headquartered in New York, the privately held product design company is helmed by founder and Chief Inspiration Officer, Stacy Garcia, who sees design as an empowering form of communication and the brand as one that connects to a lifestyle less ordinary.

Stacy Garcia products are available through exclusive partners and showrooms worldwide. For more information, please visit www.StacyGarcia.com, follow us on Facebook, Twitter and Instagram and read more on the Life-Styled.net blog.

Issued on behalf of Brintons by Caro Communications. For further press information please contact:

Melinda Chandler
Caro Communications
Tel: 020 7713 9388
Email: melinda@carocommunications.com

Lucy Price
Caro Communications



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Tel: 020 7713 9388

Email: lucy@carocommunications.com

Mary Bowkett

Caro Communications

Tel: 020 7713 9388

Email: mary@carocommunications.com