



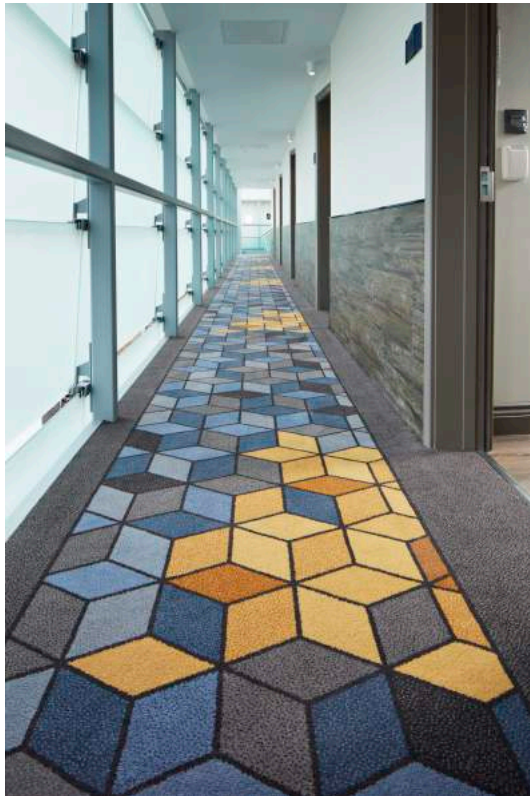
Brintons

Press Release

January 2018

South Point Suites Hotel commissions Brintons bespoke axminster carpet for refurbishment

Located in the bustling and stylish neighborhood of Bermondsey, London, Starwood Hotels Group has recently opened a contemporary aparthotel, centrally situated amongst the converted warehouses, unique eateries and cultural hotspots the area has to offer. South Point Suites Hotel, commissioned expert carpet manufacturer Brintons to design custom axminster carpet to run throughout the corridors, and to create a hand tufted rug area for the reception, each echoing the contemporary feel of the hotel setting.



Brintons worked with leading international architecture and design practice Aedas Interiors on the project; together creating carpets to suit both the business traveller and tourist guest of the hotel. The bold, geometric carpet designs seen throughout the corridors of the hotel reflect its contemporary feel, while the sharp hexagonal 'tumbling block' shapes that form the design enhance the hotel's modern structure.

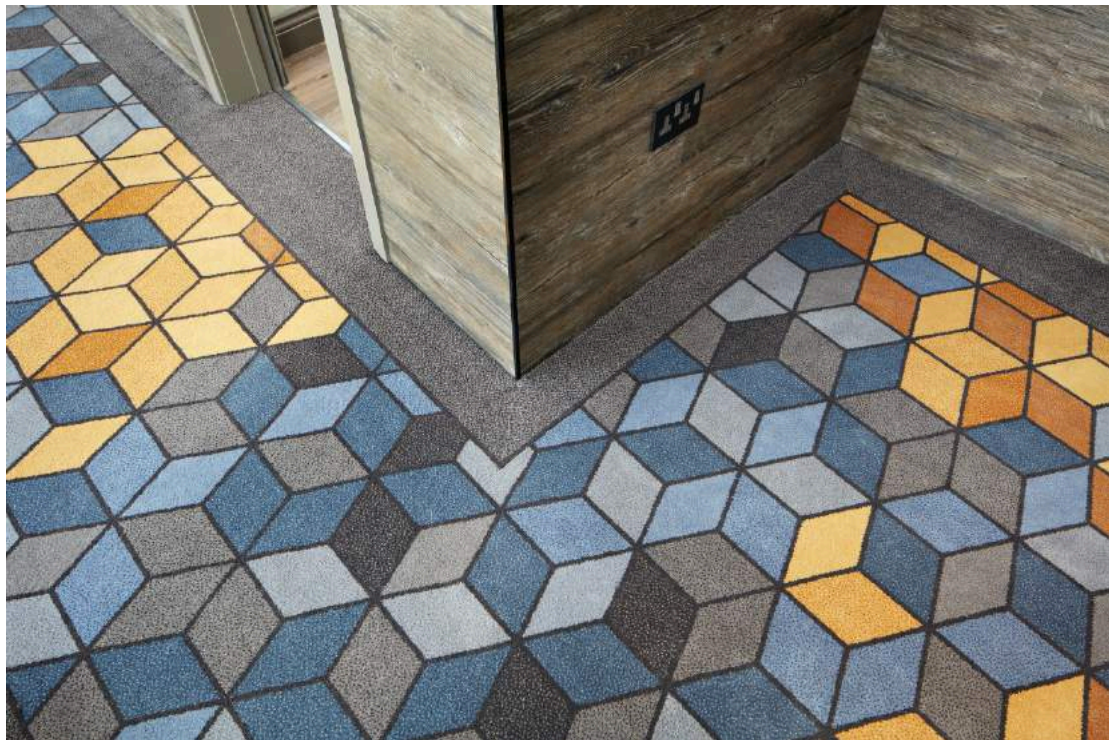


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Brintons' bespoke axminster design offers a coherent hexagonal pattern that can be seen on every floor of the hotel's corridors, giving a sense of continuity throughout the space.

Creative Designer at Brintons, Jodie Hatton, explains: "The geometric 'tumbling block' design complements the rest of the contemporary design scheme created by Aedas Interiors. The choice of alternating levels of colour gives a great perspective when looking down from a higher level. From blue and grey, to green and purple, the selected two-way colour palettes give each floor a unique feel."



Due to the intricate nature of the hotel corridors, Brintons bespoke carpet design for this renovation had to be completed as an entire piece.

Jodie Hatton comments: "The corridors in this hotel were a really challenging shape for this type of design, each offshoot of the corridor needed to be designed to work around the corners, which involved more consideration from a planning perspective, as it meant all of the carpet had to be made and fitted travelling in one direction with no turn points."

To overcome this design challenge, Brintons used their planning expertise to provide a solution to the problem, manufacturing the borders separately and the pattern to piece together like a jigsaw with no mismatch or turn points. This was achieved using a unique Electronic Jacquard loom.

Loughton Contracts were commissioned to install the carpet for the project. Steve Paylin, Loughton Contracts Divisional Director worked closely with Brintons, he comments: "While working alongside Brintons on this challenging project brief, it soon became apparent that the Brintons team had achieved the almost impossible, designing the carpet with such



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accuracy, each yellow cluster of the hexagon carpet pattern falls smartly in every doorway. It is this eye for detail that makes working with Brintons such a pleasure.”

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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