

Brintons



BRINTONS DESIGNER WEAVES FOUND OBJECT ARTISTRY INTO RUSTIC MODERN CARPET COLLECTION

ATLANTA, JANUARY 29, 2024 | Global industry leader in luxury woven carpets, Brintons, debuts their Winter 2024 Self Expression design collection, *Modern Drift*.

Found object art, a creative realm where discarded materials and everyday items transform into artistic expressions, takes center stage in the work of Brintons Senior Designer Terrien Hale. Beyond her role in carpet design for Brintons, Terrien channels her passion for this unique art form during her creative pursuits. Her time outside the design space becomes a canvas for breathing new life into overlooked treasures and repurposing discarded materials. Terrien took this artistry and used it to inspire the newest Self Expression collection titled *Modern Drift*.

Modern Drift blends eclectic rustic charm with the organic elegance of wood materials offering an ode to the raw, the reclaimed, and the resplendently modern. Easily captured are the delicate notes of tree bark and driftwood textures meticulously incorporated into five neutrally colored patterns.

Terrien describes how she gathers inspiration from old materials saying, “My process begins with a keen eye and a curiosity. I like to explore in the Mojave Desert, flea markets, and old ghost towns unearthing objects that have been overlooked, discarded, or outgrown. Each of these objects, though separated from their original purpose, carries the echoes of history and memory.”

A captivating fusion of innovation and nature-inspired design, *Modern Drift* narrates a tale of rebirth transforming forgotten elements into contemporary masterpieces.

Originally designed as Axminster patterns, the collection’s designs can be reworked across various constructions (Axminster, Wilton, Hand Tufted or Machine Tufted). Clients can choose the patterns as they are originally shown or customize them to specific needs. Join in the self expression at Brintons Design Studio Online (dso.brintons.net).

Modern Drift will debut Monday, January 29, 2024 on the Brintons website and Design Studio Online. For more information or to explore the full collection, please visit www.brintons.net.

About Brintons

Brintons Carpets is a market-leading supplier of woven carpets to the worldwide hospitality, marine, gaming, leisure, private and public sectors. Committed to the concept of thinking globally and acting locally, Brintons has design studios, offices and agents in all of the major markets around the world.

Press Release | Brintons designer weaves found object artistry into carpet collection

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Brintons Carpets product portfolio includes premium woven Axminster and Wilton broadloom carpets, carpet tiles, machine-made rugs and hand-tufted rugs. The company operates wholly owned ISO 14001 accredited facilities. Manufacturing is located in Portugal, Poland and India. www.brintons.net

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Pictured 1: Design Q01/A073336MD





Pictured 5: Design Q01/A073403MD | Pictured 6: Designs Q01/A073403MD, Q01/ A073340MD, & Q01/ A073338MD