



Press Release

Brintons

October 2017

Brintons' fast turnaround QuickWeave™ collection used in luxurious refurbishment of historic Lake District Hydro Hotel

Brintons' involvement in the recent renovation of the elegant Hydro Hotel, a historic 81-room hotel that overlooks Lake Windermere in the Lake District, proves that trend-leading carpet design and fast delivery times need not be mutually exclusive.



Above: Hydro Hotel corridor, design: Z8568

Led by interior design practice Not A Box, this stately hotel has undergone a major refurbishment to transform it into a premier destination for discerning leisure and business travellers seeking luxurious contemporary style and sophistication with modern comforts in the Lake District.

As with the majority of hospitality refurbishment projects, the project team was required to work to tight deadlines, with no option of over-run, to deliver a complete high quality refurbishment on time with minimal disruption to the hotel's business.

For this reason, Not A Box chose to collaborate with leading carpet supplier Brintons whose QuickWeave™ collection of high quality Axminster woven carpets can be delivered in only six weeks.



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Above: Hydro Hotel ballroom, design: QuickWeave™ Inception 4/B1717



Above: Hydro Hotel bar, design: Z2966

QuickWeave™ is an award-winning collection of contemporary patterns including plaids, stripes and abstract layered designs. The range has been developed to work within contemporary design-led schemes including 'boutique-style' formats across leisure and hospitality projects. Clever texturing techniques including mottles, striés and fades have been used within the patterns to give depth to the designs whilst optimising practical application – and a broad spectrum of colours is available.



Above: Hydro Hotel restaurant, design: QuickWeave™ Inception 1/B1725



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Brintons carpets are seen throughout the renovation of the Hydro Hotel, including in the guestrooms, corridors, ballroom and restaurant. The designs throughout the hotel vary, so each fitted carpet suits the specific finished space accordingly.

Brintons Regional Sales Manager, Ian Barton explains that “Brintons have flexible order quantities in the QuickWeave™ collection, offering small or large quantities of carpet so we can supply a range of designs for different rooms all within one project, large or small. Hydro Hotel is a perfect example of this”

Brintons’ in-house design team worked closely with Not A Box MD Heather Bennani to select and specify demure tartans, neo-classical geometric patterns and a thistle-based abstract design, all in cool, contemporary palettes to reflect the fresh neutral tones of the scheme as a whole.

Heather Bennani, MD & lead designer at Not A Box, explains:

“I love experimenting with new concepts and surface patterns and with such a trusted reputation, Brintons was always going to be my first choice for the refurbishment of the Hydro. Their expertise is invaluable to the designer wanting to create something unique – with tight deadlines”.

Bennani continues: “My favourite carpet is the bar area. It takes the humble thistle to new heights with its oversized design and pared back colour palette. The range of contemporary patterns in Brintons QuickWeave™ collection is vast so there’s no need to compromise on design in the name of speed. The result is beautiful, quality carpets throughout the hotel, delivered within a very tight deadline.”

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



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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 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.

www.brintons.net

About Not A Box

Not A Box, based in Knutsford, is a premier lifestyle store and interior design service. We source high quality, unique, contemporary furniture, lighting, art, home accessories and wedding gifts.

www.notabox.co.uk

About The Hydro Hotel

The Hydro Hotel and Conference Centre was originally built as a water cure Hotel in the late 19th century. Catering to the wealthy industrialists from Manchester, Leeds and Liverpool, this elegant Victorian hotel, with its breathtaking views of Lake Windemere is now a fine hotel and conference centre.

www.squirehotels.co.uk/windermere

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