



**Brintons**

# the **self-expression** project

#TheBrintonsSEP

Group 3, Video





## The Self-Expression Project

### Group 3, Video

**Translating Texture:** In continuing the experiment, the third group of axminster carpet designers respond to an obscure sixty-two second video. Designers pulled inspiration from the disconnected but fluid nature of the film's cadence, while expressing themselves without any parameters to follow. Each designer seems to be drawn to a different aspect of the video; material contrasts, audible texture, or the overarching theme of time and change.

[Watch here.](#)

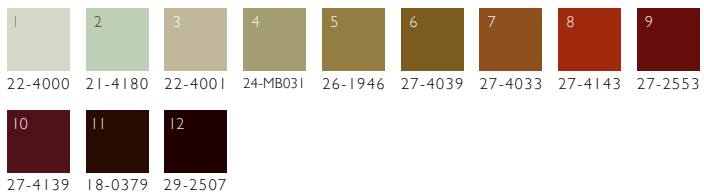






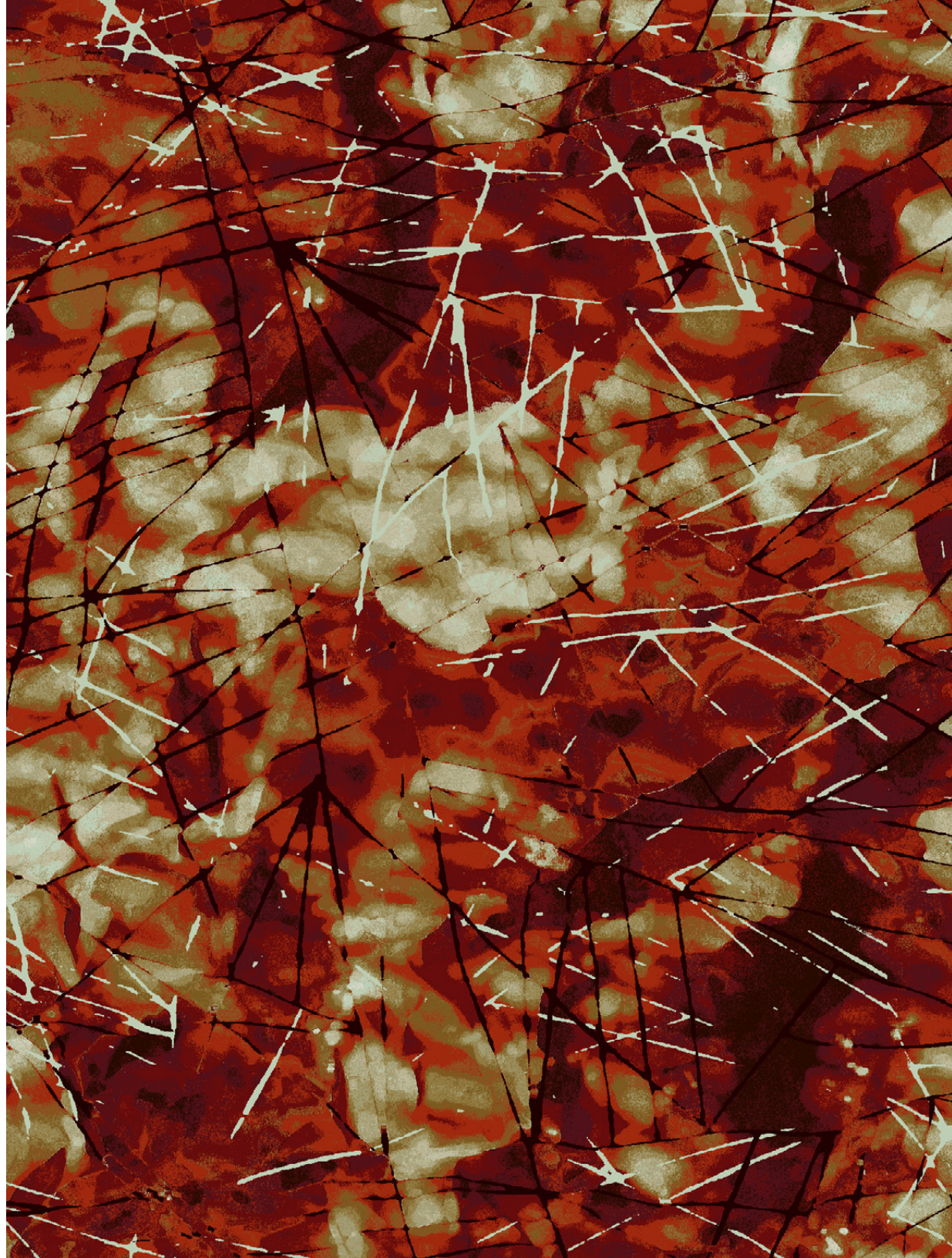
**Rachel Smith, Senior Designer, Brintons Americas:**

"The video we were shown for the Self-Expression Project inspired me to get away from my desk, remove myself from my office and start my design process somewhere completely unrelated to carpet. I needed to step out of the axminster box to create something not just for the sake of flooring but for the sake of invention and beauty."

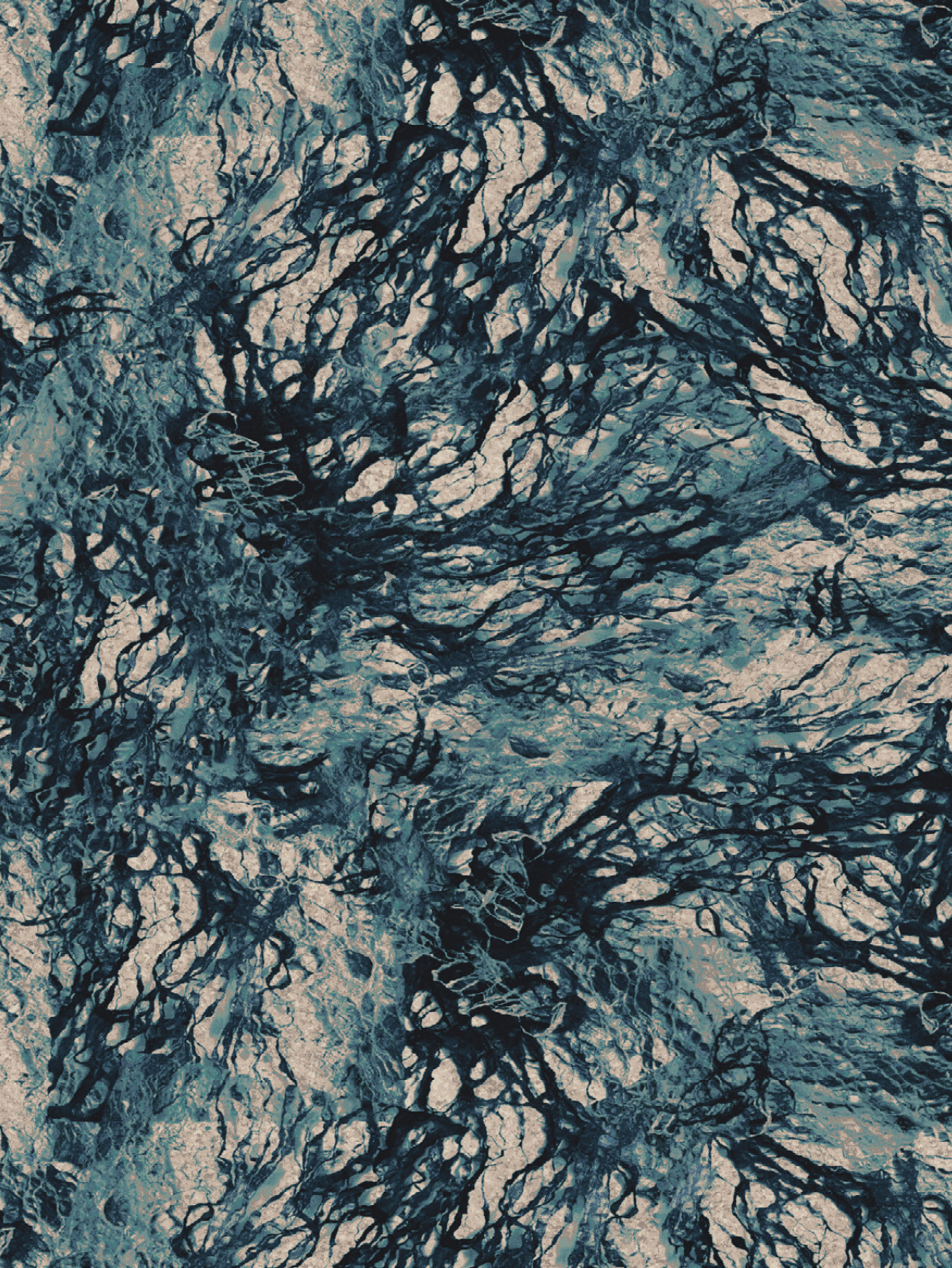


Design: Q01/AI6725ZSE

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**Sara Di Carlo, Design Consultant, Brintons Americas:**

“Time and change were the concepts I concentrated on. All of the elements in the video experienced some sort of physical change: pieces of paper were burnt or crumpled, surfaces were stained, and objects were moved out of place. Everything changes constantly, and the passage of time implies this change. I started the design process with an image of a worn out piece of cloth – something that had already existed as different things during its life – and played with movement, color, and depth to achieve my final design.”

1	2	3	4	5	6	7	8	9
L 7 3 2 1	22-T0599	L 9 9 0 3	42-T7797	23-4153	23-3313	23-4149	23-4152	23-4117
10	11	12	13	14	15			
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Design: Q01/A20334ZSE

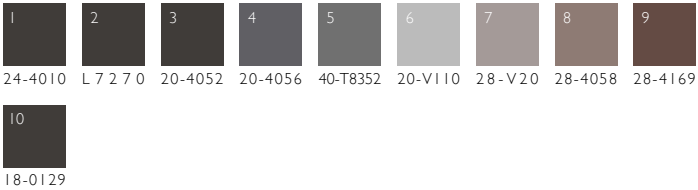
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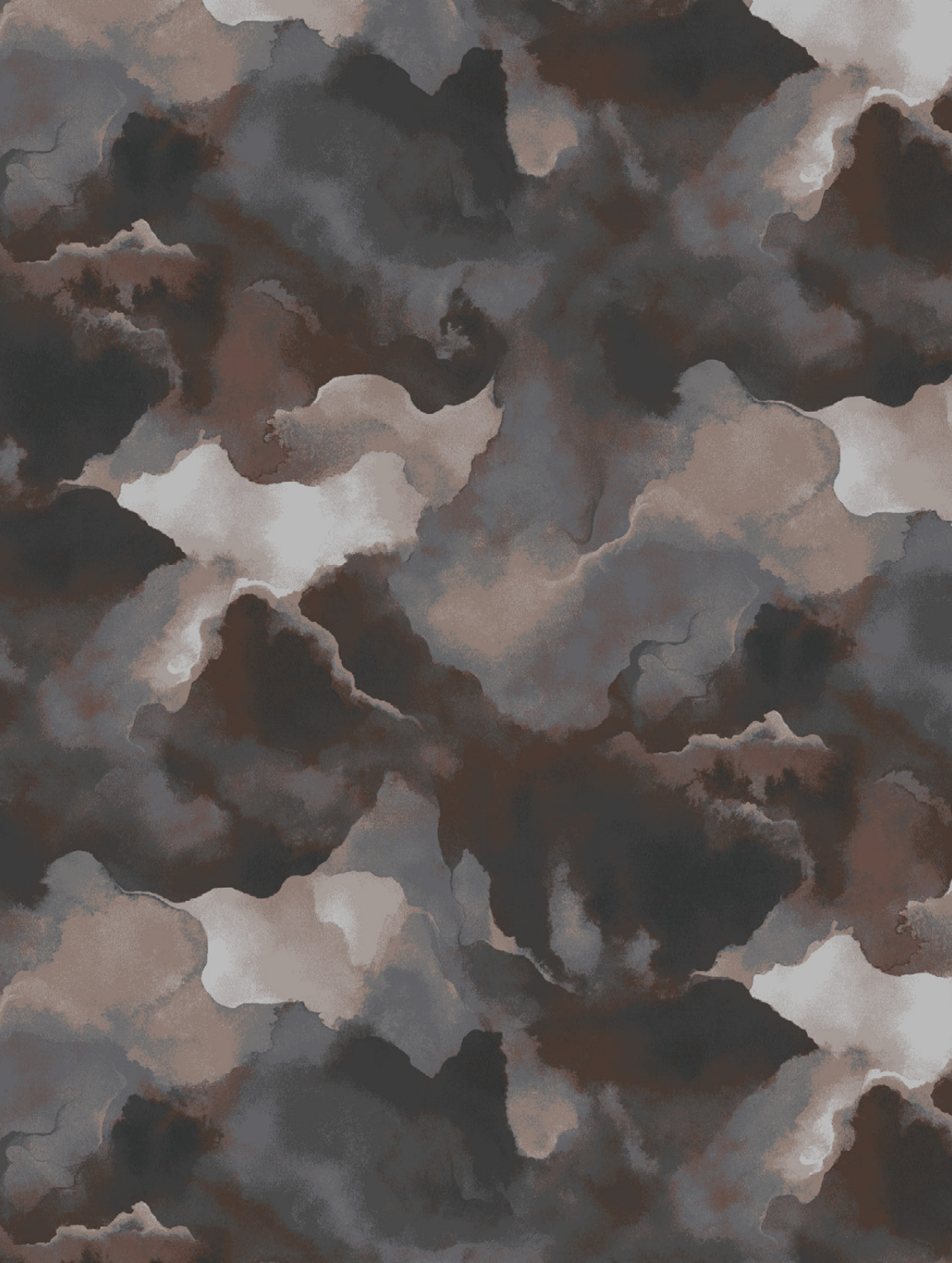
**Susan Draper, Senior Designer, Brintons Americas**

“It was a refreshing exercise to find inspiration in a video. I initially went in several directions, seeing the film as both fragmented but rhythmic and displaced but direct. I was influenced by many of these little moments but, ultimately I wanted to do something by hand. Inspired by the repetition of pathways, I painted with ink and watercolor then drew into it following the flow of edges created by the settled paint. I used the natural texture of the paint on paper and the final palette reflects the same subtle tones in the film.”

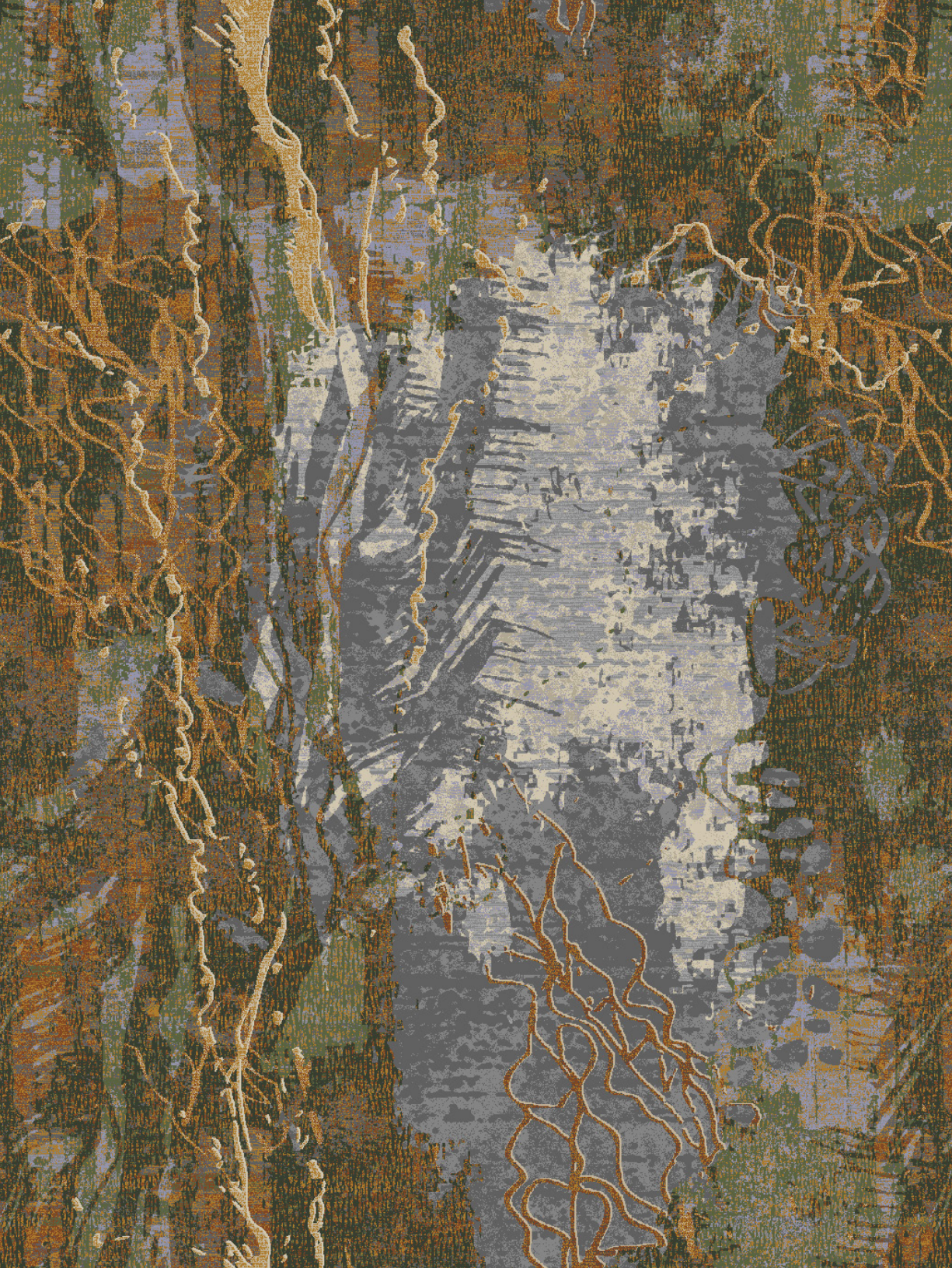


Design: Q01/A033336SE

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**Juliana Green, Designer, Brintons Americas:**

“Mixing different organic elements, rhythms and temperatures were the inspiration for this design. I approached this design like a kid making a playful chemical experiment with stuff from his garden.”

1	2	3	4	5	6	7	8	9
24-2449	40-T7573	27-3057	14-0366	40-T8106	26-3236	40-T8352	20-4193	40-T5688
10	11	12						
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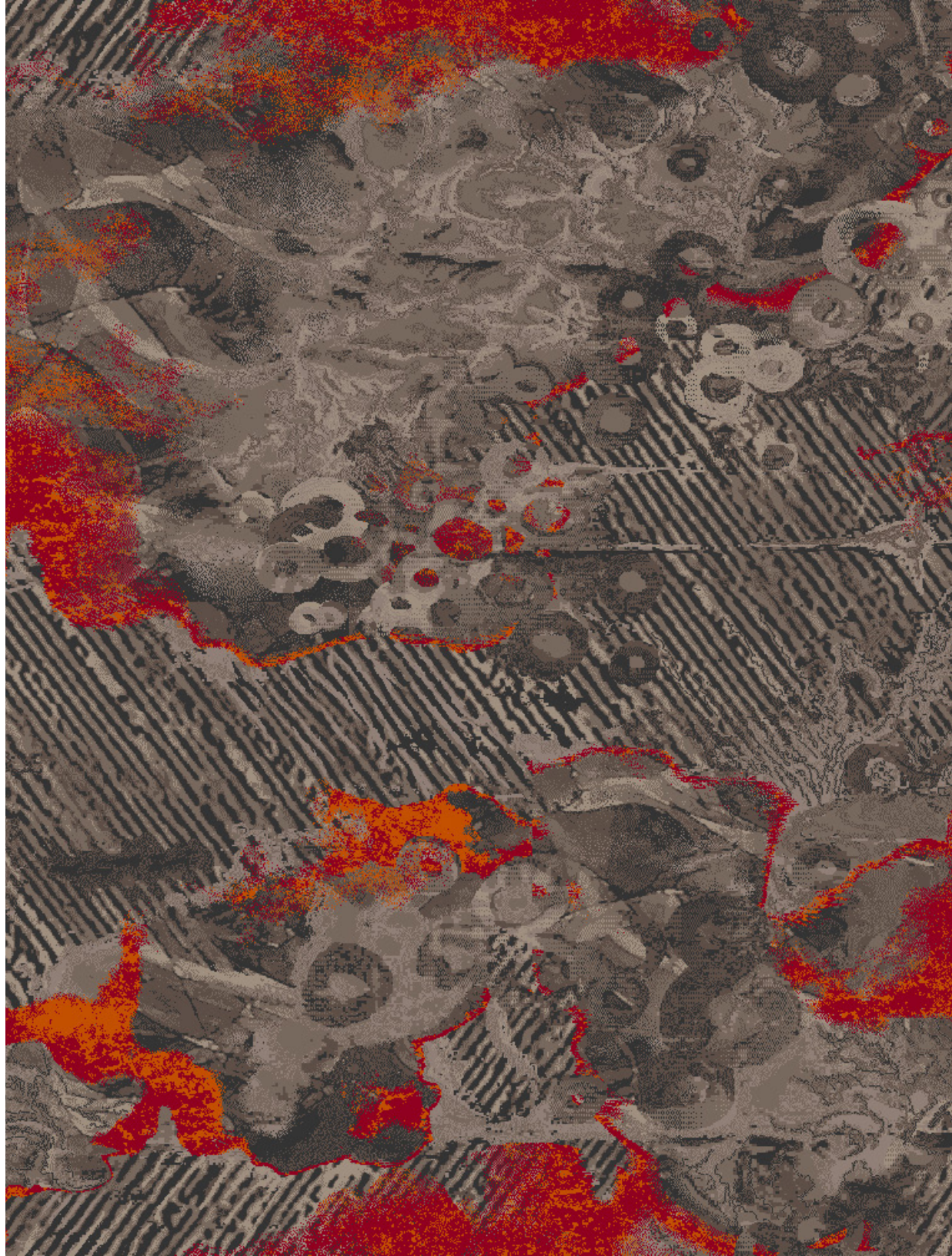
**Kristen Evans, Designer, Brintons Americas:**

"The idea of finding inspiration from moving images was very intriguing. As the video played on, there were unexpected sparks of interest; each frame evoking a new idea by giving the viewer a glimpse of raw textures against smooth forms. This enabled unique designs to form from ideas that I would not have normally put together. From the beginning, I was drawn toward the idea of combining unexpected elements – the circle shape of the water drain meets lines from the pine straw and the organic volume of the smoke harmonizes with the texture formed from simple tissue paper."



Design: Q01/A033094SE

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watch the Self-Expression Project video [here](#)



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