



Press Release

Brintons

From Eiffel Tower to Freedom Tower - famous buildings from around the world feature in first ever 180-metre carpet design for Burlington Arcade's iconic runway

LINLEY and Brintons have collaborated to transform Burlington Arcade's 180 metre long iconic carpet runway into a showcase of the highest quality British design and craftsmanship and provide a welcome to international visitors of an unparalleled nature

The new carpet was unveiled on Monday 17th June by The Rt Hon Hugo Swire MP, Minister of State at the Foreign & Commonwealth Office, with Burlington Arcade's famous Beadles – the liveried guards wearing frock coats and braided top hats who have policed the Arcade since 1819.

This is the fruit of a collaboration between internationally renowned bespoke furniture and interior design company LINLEY and Brintons Carpets, who have united their talents to welcome international visitors to London's most iconic shopping arcade.

Following a year when the eyes of the world were on London, thanks to the Queen's Diamond Jubilee and the London 2012 Olympic Games, shops in Burlington Arcade celebrated a 42% increase in purchases from international visitors, helping to cement its position as a worldwide shopping destination.

Keeping the international spotlight firmly on London's famous shopping experience, Burlington Arcade commissioned Brintons and LINLEY, to create a brand new, bespoke carpet that runs the full length of the longest and most beautiful covered shopping arcade in Britain. The focus of the design is to welcome international visitors to the luxury landmark, whilst acting as a showcase for British creativity, wit and design.

The contemporary design features iconic structures from every continent around the world; from bridges to cultural venues and centres of industry and business. Whilst contemporary, the design is still very much connected to traditional LINLEY marquetry and furniture and exemplifies architecture and heritage.

The design includes the Eiffel Tower in Paris, St Pauls Cathedral in London, Italy's Duomo di Milano, Reichstag in Berlin, Seattle's Space Needle, New York's Empire State Building, Chrysler Building and Guggenheim Museum, the Christ Redeemer in Rio, the Sydney Opera House, Moscow's Dormition Cathedral, The Aspire Tower in Doha, India's Taj Mahal, China's Pearl TV Tower and Forbidden City and The Sail in Singapore.

The carpet also features a few design surprises, and visitors who look carefully might see Mary Poppins flying over the London skyline, Quasimodo make an appearance in Paris and King Kong on New York's Empire State Building.

Boris Johnson, Mayor of London, said: "As well as its reputation for heritage and culture, London offers unbeatable shopping, which draws people from across the globe and brings in millions to our economy. Burlington Arcade is one of the capital's great treasures of shopping and this marvellous rug showcases great British design and manufacture. It's a magic carpet ride across iconic buildings from around the world that will add to the arcade's allure for Londoners and tourists alike".



Press Release

Brintons

FCO Minister, Rt Hon Hugo Swire, said: "London is an internationally renowned shopping destination, respected the world over. Seeing all the work that has gone into the unique designs here in Burlington Arcade reinforces this reputation. It also highlights our strengths in manufacturing, design and craftsmanship to the large number of overseas tourists visiting this iconic location. There is an appetite worldwide for luxury British goods and London will always be the showcase for them."

Ellen Lewis, Marketing Director of Burlington Arcade, said: 'We asked LINLEY to consider our increased number of international visitors when developing ideas, and the evolved design is something that will certainly convey a highly distinguished British welcome.'

David Linley, founder of LINLEY, commented: 'This is the longest and most complicated carpet we have ever designed. It has taken us around 250 hours to design, and comes from an enduring affection for Burlington Arcade. We are proud to have been part of this landmark project that adds a touch of the LINLEY signature to a unique and historic London destination'

Sarah Draper, European Marketing Manager at Brintons, said: 'We're delighted to have worked so closely with LINLEY and Burlington Arcade. As a UK manufacturer, it's a great way to showcase and celebrate British design and craftsmanship to an overseas audience, something which all British manufacturers along with the government are looking to achieve.'

Editors Notes

- With 230 years of experience Brintons is proud to call itself a British brand.
- Unlike most other carpet manufacturers, Brintons designs and develops all of its own looms.
- Markets: Brintons supplies carpet to both commercial and residential markets globally. Major commercial sectors include hospitality, public spaces, marine, leisure, and gaming. The residential side of the business supplies carpet through a network of high quality retailers.
- Products: The Brintons product portfolio includes premium woven Axminster and Wilton broadloom carpets, tiles, tufted broadloom and hand tufted rugs.
- Services: Brintons global design team works closely with interior designers, architects, specifiers and end-users to create bespoke carpet solutions. Brintons offers a total project management service to our commercial clients.
- Brintons is committed to the concept of thinking global and acting locally. It has design studios, offices and agents in all of the major markets around the world.
- When you invest in a Brintons carpet, you can expect a product of the highest quality, which is practical as well as beautiful and will look good for years to come.
- Burlington Arcade, situated between Bond Street and Piccadilly, is one of the world's oldest and most celebrated shopping arcades. Almost two hundred years old, the arcade has a rich and varied history. It was the retail destination in Victorian London favoured by royalty and the cream of British society and even set its own "rules of conduct" many of which are still upheld today by the infamous Beadles.
- Contact Sarah Draper on 07825 661263 or sldraper@brintons.co.uk for more information.