

Brintons

press release

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Brintons archive provides 'Ballet Russes' inspiration

Kidderminster, UK – Brintons carpet has revealed that its extensive design archive – dating back to 1791 – was used to provide inspiration for carpet designs that were created at the request of Marcel Bequillard Interior Design (MBID) for use at the Renaissance Moscow Hotel in the Russian Federation.

The design inspiration for the interior at the hotel was based on the 'Ballet Russes' Russian dance company that captivated audiences in Paris, London and New York between 1909 and 1929.

In order to capture the spirit of the dances, costumes and exotic themes associated with this revolutionary dance company, Marcel Bequillard chose to work with Brintons because of the depth of its extensive design archive and the company's ability to develop and bring stunning interior concepts to life.

Working closely with Marcel Bequillard, Brintons used its design archive to inspire the development of contemporary Axminster carpet designs for 22 separate areas at the four-star hotel, totalling an area of 21,000 sq metres. The archive material that was used dated back to the 18th century, had a distinctive feel of 'Art Deco' and was rich in colours that were regal and rich.

The final designs were predominantly developed by Marcel Bequillard, with Brintons using its technical expertise to realise the concepts. The designs were developed from Brintons' 'Genesis' and 'Fusions' collections and have been praised because they reflect the movement of 'Ballet Russes' dance and compliment the fluidity of the patterns used for the interior architecture, custom lighting, textiles and artwork at the hotel.

Marcel Bequillard of MBID said: "After a lot of work in the development of the patterns, the solution that was delivered by us and the Brintons design team in London fulfilled our expectations. Everyone is very pleased with the carpet designs that were delivered by Brintons and they have created quite a stir and prompted some very positive comments."

Nicola Hewitt, Brintons Marketing Director said: "This was the kind of job that we relish. We were carpeting 22 different areas – which is extensive – and the period theme was a real test of our creativity. The Brintons design archive played a big part in the success of this project and it was particularly interesting to see period inspiration from the archive being used to develop contemporary designs from our custom collections."

For further information about Brintons and its design archive e-mail solutions@brintons.co.uk or telephone 01562 635665.

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NOTE: The attached images should be credited as: **Renaissance Moscow/Marcel Bequillard Interior Design** if they are used in print or online media.

EDITORS' NOTES

- Brintons Carpets is a market-leading supplier of carpets to the worldwide hospitality, marine, gaming, leisure, private, public and residential sectors.
- Brintons Carpets 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.

- Brintons Carpets product portfolio includes premium woven Axminster and Wilton broadloom carpets, tiles, tufted broadloom and hand tufted rugs.
- The company operates wholly owned facilities in India and Portugal and United Kingdom. It is soon to expand into a purpose-built manufacturing facility in China.
- As an ISO 14001-accredited company, the Chinese factory will be the first LEED accredited axminster factory in the world.