

# Brintons

## press release

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### **Brintons carpet helps Fox to snare top award**

The impact made by a stunning Art Deco carpet that was designed and manufactured by Brintons has helped one of the company's customers to win a prestigious award from America's National Trust for Historic Preservation.

Brintons was commissioned to supply more than 2,500 sq metres of Art Deco-themed Axminster carpet to the restoration of the Fox Theater in Spokane, Washington, and the quality of the final results at the venue has prompted the National Trust for Historic Preservation to award a prestigious 'Preservation Honor Award' to the 1,600-seat Fox Theater.

The venue was originally constructed at the height of the Great Depression in the 1930s and was held aloft as one of the biggest and best entertainment venues in the region. It played host to performers that included Bing Crosby and Frank Sinatra before falling into a state of disrepair.

However, a donation of \$3 million from a local resident provided the necessary funds to begin restoring the venue and Brintons' experience in delivering brand-new carpet to period restoration projects, meant it was commissioned to supply the Art Deco-themed carpet that would be used throughout the expansive venue.

Brintons' design team used original photography from 1931 as inspiration for the development of a brand-new Art Deco carpet design.

The stunning results at the Fox Theater have breathed new life into the entertainment venue and also protected its historical legacy for many more years to come.

Stephanie Meeks, president of the National Trust for Historical Preservation, said: "The Fox Theater is a community treasure and is a key part of the ongoing economic revitalisation of Spokane. Even when the stage is not being used, the building's stunning interior features put on a show worthy of a standing ovation."

Nicola Hewitt, Brintons Marketing Director, said: "We were thrilled when we heard that the Fox had won such a prestigious award and it was pleasing to know that we had played a part in the restoration project.

"The carpet we supplied creates a stunning Art Deco backdrop for the rest of the interior features at the theatre and the design is so historically accurate that it almost defies belief. There is no doubt that the overall results achieved at the Fox Theater are among some of the best we have ever seen in a restoration project and that's something that we are immensely proud of."

Annie Matlow, a spokeswoman for the Fox Theater, said: "The fine replication of the original carpet from the 1931 Fox Theater was an important part of the quality of preservation that earned this important National Preservation Award."

For further information about Brintons and its period and contemporary design capabilities, e-mail [solutions@brintons.co.uk](mailto:solutions@brintons.co.uk) or telephone 01562 635665.

## **ENDS**

### **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.