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Brintons carpets specified in award-winning refurbishment of The Principal York

Luxury lifestyle hotel The Principal York, formerly the Royal York Hotel, opened in November 2016 after an award-winning remodelling and refurbishment programme that includes bespoke carpets and rugs designed and made by premium carpet manufacturer Brintons.



Interior design practice Goddard Littlefair's overall ambition was to "breathe life back into every artery, giving a nod to tradition and heritage, whilst creating a light, welcoming and contemporary environment in the form of a modern and softer country house interior", explains Jo Littlefair, Director and Co-Founder of Goddard Littlefair.

Brintons was delighted to be selected to help achieve this ambitious design of the grand 155-room Victorian hotel, located next to the railway station in the historic city of York. Working closely with Goddard Littlefair, Brintons own design team, led by Hannah Rogers, helped to design and manufacture over 1700 sq. m of custom Axminster wool carpet and rugs used for the scheme in corridors and stairs, guestrooms, meeting rooms and private dining room. "It was a privilege and a pleasure to work with Goddard Littlefair and the wider team on this wonderful project that allowed us to demonstrate Brintons' strength in design as well as manufacturing," says Hannah Rogers.



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Although inspired by the intricate patterns and motifs of the original architectural and decorative features of the hotel, "the designs of the carpet and rugs are 'classic contemporary'. Luxurious textures and a palette of soft, neutral tones convey a sense of relaxation and comfort", explains Hannah Rogers.

"We are so grateful to Brintons for their part in delivering an award-winning design product at The Principal York. As always, they worked closely with us to understand the scheme and interpret the design brief until we realised our vision - and brought it to life on time and within budget. We look forward to the next exciting joint venture." explains Michelle Holland, Associate at Goddard Littlefair.





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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 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.
- Axminster and Wilton carpets manufactured by Brintons contain a blend of 80% wool and 20% nylon, an innovation developed by Brintons and now considered the global standard of the industry.

<http://www.brintons.net/europe/en>

About Goddard Littlefair

- Goddard Littlefair was founded by Martin Goddard and Jo Littlefair in 2012. Both founders have a reputation for innovation, creativity and exquisite detail in their main spheres of hotel, leisure, spa and residential design, having worked on many of the capital's landmark hospitality and luxury residential projects.
- The company's ethos is all about human responses to an environment - space, light, textures and finishes – and the great creative collaboration that comes from having real trust and understanding with each and every client, partner and supplier on the team.
- Clients include: Ennismore, Canary Wharf Group, Qatari Diar, Corinthia Hotels, Hilton Hotels, Berkeley Homes and Starwood Capital Hotels.



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- In 2015, Goddard Littlefair projects have won eight awards in the past year, including a Sunday Times British Homes Award, an Evening Standard Property Award, a Restaurant & Bar Design Award and a Gold Award at the London Design Awards.

<http://www.goddardlittlefair.com>

About The Principal York

- Originally opened in 1878 as The Royal Station Hotel, adjacent to York train station.
- Refurbished in 2016 to designs by Goddard Littlefair as part of a multi-million pound investment by Starwood Capital.
- Rebranded as The Principal York in November 2016, one of the launch hotels (with Edinburgh and Manchester) of PRINCIPAL, a collection of landmark, city-centre hotels in exceptional locations across the United Kingdom.
- The Principal York had a double victory at the 2016 Visit York Tourism awards, winning gold for Hotel of the Year and Conference Venue of the Year, and also won gold at the 2016 London Design Awards for Hospitality Interior Design.
- The Principal York is part of the The Principal collection of city-centre hotels based in landmark buildings in exceptional locations across the United Kingdom

www.theprincipalhotel.com/york