



Press Release

Brintons

Brintons helps transform Sheffield's historic Lyceum Theatre

Brintons, the world's leading carpet manufacturer, has designed and supplied a custom Axminster carpet as part of a landmark project to refurbish the Lyceum Theatre in Sheffield.

Built in 1879 to a traditional proscenium arch design, the grade II listed Lyceum Theatre has undergone a £1.9 million transformation to create a more comfortable experience for audiences and improve technical and operational equipment.

Working in partnership with Sheffield Theatres Trust and contractors Johnson Wright Flooring Ltd, Brintons utilised its commercial design archives and historical pattern library to identify a carpet that would complement all the public spaces within the theatre and its new colour scheme.

Jane Bradley-Bain, Designer at Brintons, commented: "A key challenge in the design process was choosing a carpet that would marry both the original part of the building with its newer extension. Working with Brintons' dedicated Archivist, we selected a Japanese design, which was then recoloured using a warm and tonal colour palette to match the interior of the building.

"Our range of commercial carpets are custom-made for individual applications. Our Axminster carpet combines quality and innovative design with outstanding performance, providing end-users with a distinct look and fantastic comfort underfoot, noise reduction and improved air quality, amongst a host of other features and benefits."

Sheffield's Lyceum Theatre, with 1068 seats, hosts a number of touring West End productions, operas, comedy shows and locally produced events. Along with the new Brintons carpets, the £1.9 million project also included refurbishing the balcony seating, installing a new lighting and sound system and solar energy panels.



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John Bates, Building Manager for Sheffield Theatres Trust, said: “Brintons’ expertise in design resulted in us having a carpet that truly compliments the theatre’s architecture. It was planned and installed by Johnson Wright Flooring to a first class standard and the project overall has been a great success.”

The £1.9m project, which was completed over a 10-week period, was funded by the Arts Council England, Sheffield City Council, several trusts and foundations, the local business community and theatre audiences.

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

- 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.

Contact Sarah Draper on 07825 661263 or sldraper@brintons.co.uk for more information.