



Press Release

Brintons

Brintons supports the future of design

Royal warrant holders, Brintons, has collaborated with Birmingham City University at this year's prestigious January Furniture Show.

Attended by over 16,000 buyers and 4,000 exhibitors, the four-day show at Birmingham's NEC arena depicts the latest interior and furniture trends for the coming year.

BA Textile Design students from Birmingham City University used Brintons' latest technologies to create two carpet designs, depicting how key interiors trends can be transformed into physical products and designs. The students showcased their latest work at the show as part of their final year trend project.

Currently in its eighth year, the project encourages students to create a range of designs inspired by industry trends. The project focuses upon the power of collaboration within different disciplines, joining science, technology, design and art together with renowned brands such as Brintons.

Charmaine Stint, Programme Manager for the Institute for Creative Innovation at Birmingham City University, said: "Challenging our students, staff and partners to come up with brand new concepts which are fresh, engaging and new, generates some truly innovative content. It's this innovation which drives us and our partners to push the boundaries and is one of the most motivating elements of this showcase."

As part of the project, each year students unravel two future trends, creating a portfolio of moodboards and a final project. Influenced by Colour**hive's** Autumn / Winter 2016/17 forecasts, this year's project was inspired by two trends: 'Strata' and 'Play.'

Inspired by the Natural World and its significance with the everyday, 'Strata' focuses upon the importance of geology and the unrefined beauty of the earth. Student Rosie Williams' monochrome room set simultaneously explores human influence on nature.

Student Chloe Baker's 'Play' vibrant room set focuses upon the creativity and optimism possessed by our inner child.



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Charmaine continued, "This is a fantastic opportunity for us to work with Brintons, through using its revolutionary 32 colour High Definition looms, allowing us to showcase our students new thinking and impressive designs.

Brintons worked in partnership with the University and the students to help support their design development and creative potential.

Sarah Draper, Commercial Marketing Manager for Brintons, said: "At Brintons industry trends constantly shape our designs and collections, so we were extremely excited about the opportunity to collaborate with the students at Birmingham City University.

"The future of design lies with upcoming students and being able to help them achieve their vision is a fantastic process."

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.

For further information please contact:

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