

Brintons wins Designer Collaboration of the Year at the 2018 Wool Carpet & Rug Awards

Premium carpet manufacturer Brintons has been awarded Designer Collaboration of the Year at the 2018 Wool Carpet & Rug Awards for its Craigend collection, designed in collaboration with Timorous Beasties.

The award honours the creative partnership between designers and manufacturers, with the judging panel commending the Craigend collection as “a beautiful product that plays to the strength of both collaborators.” Judge Melanie Sherwood, Editor of Homes & Antiques magazine, commented “I adore the richness of colour in these designs – real impactful, wow-factor creations.”



Above left: Ian Motteram, National Sales Manager at Brintons, with the award; Above right: Paul Simmons and Alistair McAuley of Timorous Beasties and Jodie Hatton, Creative Designer at Brintons, with the Craigend collection

The Craigend collection was launched in May this year and consists of nine designs that are inspired by textures and surfaces found naturally underfoot, all reimaged in the Brintons' signature 80/20 blend of 80% wool and 20% nylon.

In designing Craigend, Timorous Beasties called upon their fascination with the often-brutal beauty of the natural world, as well as taking aesthetic inspiration from different crafting materials including paint, ink and fabric.

Sponsored by The Campaign for Wool, in association with British Wool, the Wool Carpet & Rug Awards celebrate excellence in wool carpet and rug manufacture. Now in its third year, the event helps to promote the many benefits of wool flooring to a wide and varied audience.



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Brintons

The awards attracted over one hundred entries across its twelve categories, with the ceremony held at the Harrogate Flooring Show. Brintons was also a finalist in the Commercial Woven Carpet of the Year category, for its renovation of the Victoria Palace Theatre in London.

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 hand tufted rugs. A regularly updated portfolio of designs created specifically for the commercial market by inspiring, trend-leading expert designers, including Timorous Beasties, Kelly Hoppen 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 patented blend of 80% wool / 20% nylon, an innovation developed by Brintons and now considered the global standard of the industry.

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

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