



Brintons

press release

Topic: Brintons carpets grace the floors at JW Marriott Hotel Surabaya

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Brintons carpets grace the floor at JW Marriott Hotel Surabaya

Every now and then we see the results of hospitality refurbishment projects which literally take your breath away. The recent refurbishment of the ballroom and pre-function areas at the five-star JW Marriott Hotel, Surabaya in Indonesia, is one of them.



Brintons, world leaders in designing and manufacturing inspirational high-performance woven carpets for commercial installations, are incredibly proud to have worked in partnership with the JW Marriott Surabaya's owners and family to create a stunning collection of intricately ornate axminster carpets to furnish the floors of the hotel's ballroom, prefunction area, lobby lounge and grand staircase. The final result truly has the 'wow' factor!

After installing Brintons carpets 16 years ago, the hotel's owners had no hesitation engaging Brintons to be involved in the refurbishment. The owners were keen to bring fresh modern, over scale design in a vibrant colour palette into the interior and yet faced the challenge of marrying this creative vision to the existing classical interior of the hotel.



Brintons team in Singapore worked closely with the hotel to develop an array of exuberant patterns, drawn on the grandest of scales, which were given an opulent, jewel-like colour treatment. With only minor tweaks the owners reached agreement on the final design selection. The result is 2800sqm of Brintons 10-row woven Axminster carpet which graces the floors of the luxury hotel to help create an oasis of refinement and sophistication.



Christine Radjimin, Owner, JW Marriott Surabaya, said "The unique, large scale, repeat-less patterns are just what we had imagined for a more modern impression for the hotel. The contrasting pattern and vibrant colours are stunning in many ways. You will see a different pattern wherever you stand in the ballroom. In one corner you will see a flowery pattern and in the next is an arty swoosh. There are many points of interest to let your fantasy travel in exploration, like a child in a candy store. The dark aubergine background exudes luxury and royalty, suiting the name of the Royal Ballroom. The accent colours of lime green and brown make the design 'POP' in your eyes. All in all, the final outcome is truly a cutting edge design and quality that Brintons promised, just as sixteen years ago. Brintons did it again. Bravo!"

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Editors notes/company background information:

- 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.
- ISO 14001-accredited the company operates wholly owned facilities in India and Portugal and United Kingdom.

For further information please visit www.brintons.com.au or contact Kerry Hollowood on +61 3 5226 3213.

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