



Press Release

Brintons

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World-renowned carpet manufacturer Brintons has worked in partnership with esteemed Dutch designer Marcel Wanders to produce a unique range of custom carpets for the spectacular luxury lifestyle hotel, Kameha Grand Zürich.

The hotel's interior is inspired by traditional Swiss Culture, showcasing the most iconic elements of the country. Chocolate patterned wall paneling is featured within the bedrooms to compliment door handles and mini bars within the rooms that replicate bank safes. The custom carpets produced by Brintons reflect and enhance the Swiss theme throughout the hotel.

Marcel Wanders said: "Reflecting the Swiss themes of the hotel, the carpets exhibit motifs inspired by chocolate bars, and beautifully integrate the Kameha Grand logo and Marcel Wanders signature patterns."

Opened in March 2015, the hotel features 245 rooms featuring six business suites, 11 themed suites, two Executive Suites, the King Kameha Suite, a Space Suite, the Kameha Spa, two restaurants as well as a convention centre, catering to all tastes.

Marcel continued: "Various rooms are equipped with their own personalised designs. The carpet of the Guest Room features a signature pattern with a floral top layer and geometric under layer. In the Middle Eastern Suite, Arabic shapes and colours are used, and a loose rug with integrated logo is created to appear as though it is on top of the carpet. The meeting rooms and Gentlemen's Suite carpets provide a more contemporary texture with a representation of a silver wrapper around a chocolate bar.

"To evoke the feeling of being in a casino, the Poker Suite uses a standard suite design with darker, more saturated colours. As a contrast to the multitude of busy

clockworks the Watches Suite carpet presents a composed black on grey signature heart pattern.”

The corridors, reception and public spaces of the hotel also represent identifiable Swiss culture in both their interior design and carpets. As a lifestyle hotel, the conference bars and rooms can be hired out for personal meetings, presentations and business discussions.

Marcel added: “Throughout the hotel, the corridor carpets use the alternating hotel logo on a geometric pattern of various greys to give a calm impression before entering and room. For the corridor of the Conference Bar a logo alternating between the background and foreground is adorned with stripes in different width and shade, with a touch of lively red.”

The hotel was a year in development and 8.000,00 m² of custom Axminster carpet was installed throughout the bedrooms, conference rooms, hallways and even on one of the walls of a premier bedroom. Over 6.000,00 m² of underlay was also installed to help create a comfortable and stylish finish whilst giving the perfect installation.

Andrew Howell, European Field Designer for Brintons, said: “The luxury and opulence of the hotel is reflected within the rich design of the carpet and range of deep colours used. The contemporary, striped border of the carpet contrasted against the intricate, interwoven designs of Marcel Wanders and the Kameha Grand logo, making the carpets a signature feature within all of the bedrooms that adds a real individuality to them.”

Created by tecArchitecture and designed by renowned designer Marcel Wanders, the unique lifestyle hotel is nestled in the Centre of Glattpark, right in the heart of one of the central business districts of Europe.

Marcel added, “The role of the carpets in Marcel Wanders interiors is to tie all the design elements of the interior together. Remarkably, in the Kameha Grand Zurich, the carpets fluently incorporate the many elements of Swiss themes, the hotel logo,

Brinton's know-how and Marcel Wanders' signature patterns into a gracefully cohesive whole."

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.

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