Genting Hotel, Resorts World

Brintons

Brintons has worked in partnership with Resorts World Birmingham to create a range of stunning bespoke carpets for its luxury four star Genting Hotel.

Brintons worked with the leisure and entertainment resort to create 6,424 sm2 of unique Axminster carpet to be installed throughout 4* guestrooms on the third and fourth floors of the Boutique hotel as well as some of the 5* guestrooms, 4* and 5* executive lounges, the luxury Presidential Suite and corridors.

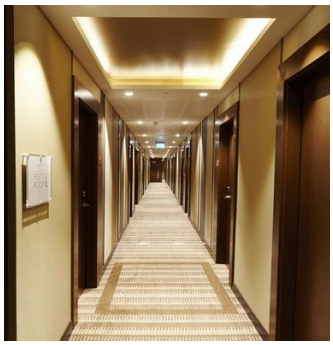
Opened in October 2015, the £150 million Resorts World complex contains 18 bars and restaurants, 50 shops, a cinema, casino, spa and the Genting Hotel, and has already become a popular destination for tourists visiting the area.

> Resorts World Birmingham reflects the modernity and luxury of the city and the carpets we designed for the hotel perfectly represent this. When designing the carpets, durability was a key factor due to the nature of the project, with a high volume of guests visiting the hotel regularly. The carpets chosen for the guestrooms and selected suites feature vibrant floral patterns in yellows and whites, working in harmony with a deep brown and cream spherical design. Throughout the lounges and corridors of the hotel light and earthy orange tones have been used in linear and circular designs to create intricate and inviting walkways for guests. As a British company based in the West Midlands, it was truly fantastic for us to work on such an esteemed and important project within the local area.
>
> **Ian Barton**
> Commerical Business Manager, Brintons

Seven stunning carpets were chosen in rich earthy tones to reflect the luxury and decadence of the hotel, and feature creams, browns and beiges that depict nature and geometric inspired designs.

Project summary

Name	Genting Hotel, Resorts World
Details	6,424 sm2 custom axminster carpet
Date	October 2015



If you have a similar project you would like to discuss, please contact our central team:

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