Hotel Indigo Stratford-upon-Avon

Brintons

Hotel Indigo Stratford-Upon-Avon sits opposite New Place; the house owned and lived in by William Shakespeare. The Tudor building the hotel occupies has been completely restored, retaining plenty of charming features from this architectural period at the front of the hotel.

The Grade II listed historic building, which dates back to around 1500, has been painstakingly restored over a 20-month period, the decorative black and white half-timbered building is blended with modern, stylish, contemporary bedrooms, lounges, a restaurant and cocktail bar.

Brintons created bespoke rugs for key public areas and guest rooms within the Hotel Indigo Stratford-Upon-Avon as part of an extensive £13.2 million restoration project.

> We have worked with Brintons on a number of projects and have always found them to be an asset. Brintons designer Jane Bradley-Bain, took our initial concept ideas for Hotel Indigo Stratford and turned them into some stunning final designs, We appreciate Brintons' expertise in bringing our vision to fruition.
>
> **Alex Mason**
> Interior Designer, Darling Associates Architects

Brintons was delighted to partner Darling Associates Architects on the design and manufacture of bespoke-made rugs for this exciting renovation project.

Darling Associates Architects created bespoke geometric designs for the contemporary guest rooms using a neutral grey colour palette for the base, with accents of teal, yellow, rust and plum to add warmth and depth to the pattern. These designs were influenced heavily by the modern minimalist interiors and complement the grey, yellow and blue colour scheme. Using our signature axminster blend of 80% wool 20% nylon to provide durable and stylish rugs that will withstand footfall over a prolonged period of time. Brintons' carpets contribute to the intimate and welcoming ambience that Darling Associates Architects aimed to create.

Luxurious Hand Tufted Persian rugs were designed to suit the hotel's colour palettes and listed period details for the public areas including the Falcon Tea Room, Cocktail Room, Oak bar and Executive Boardroom.

Working in close collaboration with Alex at Darling Associates Architects, Brintons transformed the Grade II listed building by adapting the chosen designs into a detailed specification to prepare the designs for manufacture. Jane Bradley-Bain, Senior Creative Designer, led the project for Brintons and worked closely with Alex to ensure that the they were accurately reproduced.

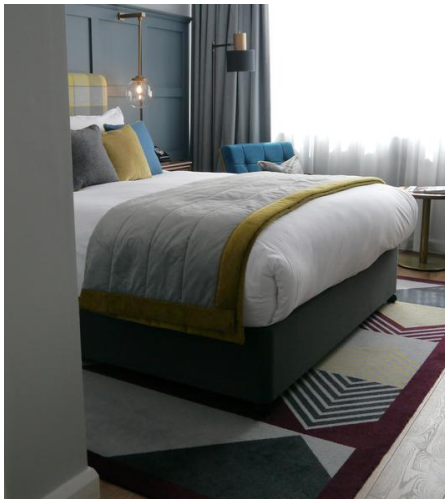
Brintons supplied 9 individual rug designs to the Hotel Indigo Stratford-Upon-Avon project, all of which were sensitive to the period style and acclaim of the historic building.

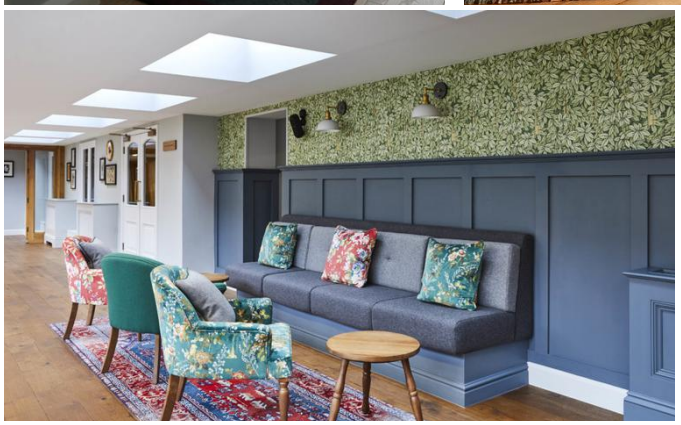
> Alex initially provided me with drawings of the patterns she wanted to use for the rugs and I took these and transformed them into carpet designs. From there we worked together to tweak the patterns and to choose colours. We're extremely proud to have worked on such an esteemed and important project at one of Stratford-Upon-Avon's most notable buildings.
>
> **Jane Bradley-Bain**
> Brintons Senior Creative Designer

Darling Associates have been shortlisted in the Hotel Public Space Design category at the SBID International Design Awards 2019 for the Hotel Indigo Stratford Upon Avon project.

Project summary

Name	Hotel Indigo Stratford-upon-Avon
Details	65 custom axminster rugs - guest rooms, 10 luxurious hand tufted rugs - public areas
Date	July 2019





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

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