Brintons supplied carpets for key public areas and the Royalist Suite within the UK's first nhow hotel, a four-star property under NH Hotel Group's design and lifestyle brand, situated on City Road, on the fringe of Shoreditch, long regarded as one of London's most dynamic and creative hubs. Themed 'London Reloaded', the interiors have been designed by architect James Soane, combining "British icons with unconventional contemporary elements".

Brintons worked with James Soane at Shoreditch-based design firm Project Orange; together creating carpets to suit both the business traveller and tourist guest of the hotel. The bold, floral carpet designs seen throughout the corridors and staircases of the eight-floor hotel reflect the Walk in the Park theme, while the sharp modern 'space invaders' houndstooth that forms the design in the three meeting rooms called Laboratories enhance the hotel's modern structure.

> Working with the creative brief 'London Reloaded', Project Orange continued their long-time collaboration with Brintons to develop original and playful designs that tell a story. The guest corridor was pictured as a Walk in the Park – where the bedroom doors are painted different bright colours complete with brass door knockers along with a dark green carpet strewn with roses. This romantic and theatrical experience offers the guest an immersive experience unlike any hotel and is truly unique
>
> **James Soane**
> Director, Project Orange

> It was great to work with Brintons on such an amazing project. The vibrant and luxurious carpet design worked perfectly with the eclectic and industrial look of London's first nhow Hotel. I can't wait for the next collaboration between Loughton Contracts and Brintons.
>
> **Craig Anstey, Divisional Director**
> Loughton Contracts

The East End's coolest new hotel, plays homage to both the area's industrial past and technological future. Throughout the hotel, bold and fresh design takes inspiration from traditional British icons, such as the Royal Family, London landmarks and the underground. This quirky new offering is the fifth property in the nhow portfolio, joining hotels in Milan, Berlin, Rotterdam and Marseille.

nhow, commissioned Brintons to supply custom axminster carpets to run throughout the corridors, staircases and meeting room areas, and to create a bespoke axminster rug for the Royalist Suite, each echoing the contemporary feel of the hotel setting.

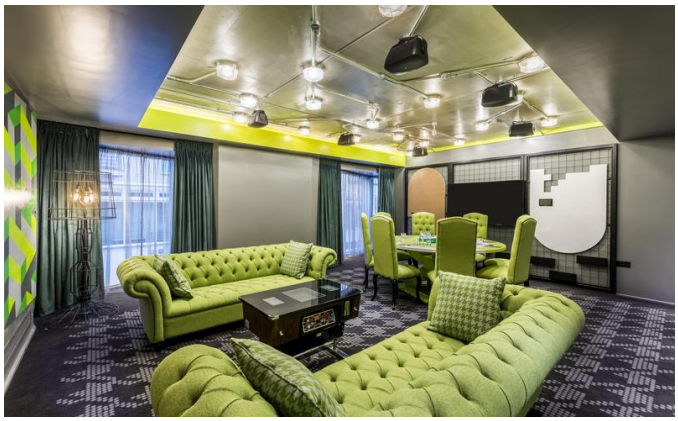
Loughton Contracts were commissioned to install the carpet for the project.

Project summary

Name	nhow London
Details	Custom axminster carpets - corridors, stairs, meeting rooms (laboratories) and bespoke rug for the Royalist Suite
Date	January 2020

CITY ROAD

824



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

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