



Brintons supplied carpets for the new Lounge Bar and Junior Suites within the five-star hotel The Lowry, which dominates the skyline with its curved, glass-fronted façade and is situated close to Manchester city centre on the banks of the River Irwell. The award-winning Lowry Hotel has undertaken an ambitious seven-figure refurbishment, completed in late September 2019. Brintons worked on this project alongside renowned interior design practice Goddard Littlefair.

Goddard Littlefair's creative vision for the interiors was inspired by Manchester's industrial forms, geometry and heritage, including the shape of Trinity Bridge, located directly outside the hotel. Accompanied by Lowry's own colour palette, as the artist famously kept to a base palette of only five colours, mixing them to achieve tonal shades that nonetheless stayed within a distinctive overall range.

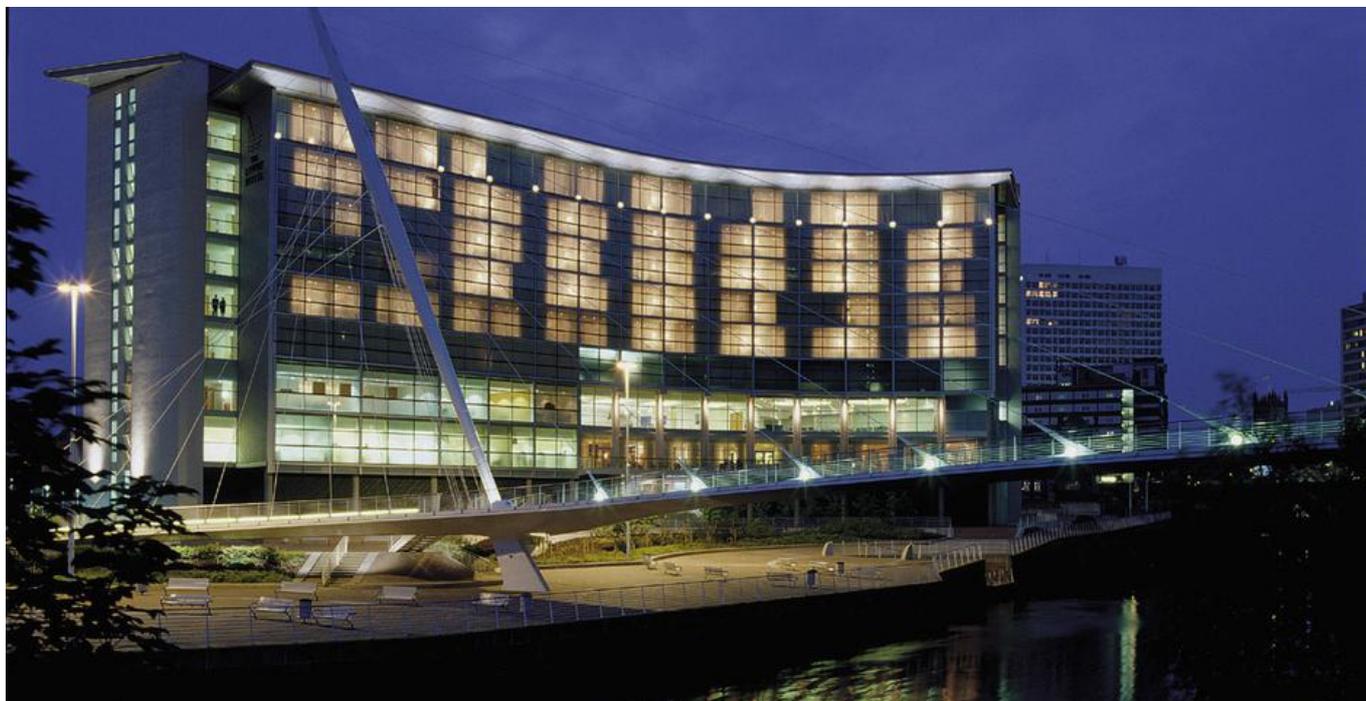
The five-star renovation included an entire redesign of the hotel's bar and restaurant. Retaining the incredible, unique riverside views and terrace, the new River Lounge Bar features soft hues, a new layout, bespoke furnishings and axminster carpets by Brintons. Long known as a luxurious hide-a-way for Mancunians in the know and home to impromptu performances from some of the hotel's high-profile guests including Lady Gaga and Take That, the new venue encapsulates The Lowry Hotel's fun-loving spirit at the confluence of city life.

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A huge feature of the Lowry is its iconic riverside setting on the River Irwell and the hotel makes the most of this with a spacious outdoor terrace as well as large windows to maximize views and natural light. Therefore continuing the indoor-outdoor feel is something we made the most of with the interiors to show off these features.

Taking inspiration from the dappled reflections in the waters on the Irwell, the textured carpet design is reminiscent of the movement of water and creates an aqueous look and feel. The colours we selected creates a visual link with the outdoors, the muted contemporary palette that echoes the subtle hues of the rich teal and greys of the river feel very refreshing, clean and light

Jane Bradley-Bain, Senior Creative Designer
Brintons



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It was important that every aspect of our ambitious renovation was luxurious and stylish. Our designers Goddard Littlefair, worked closely with Brintons to bring the vision we had for the new look Lowry Lounge and Junior Suites to life, the result is beautiful, quality carpets delivered within a very tight deadline.

Adrian Ellis, General Manager
The Lowry Hotel

As with the majority of hospitality refurbishment projects, the project team was required to work to tight deadlines, with no option of over-run, to deliver a complete high quality refurbishment on time with minimal disruption to the hotel's business. For this reason, Goddard Littlefair chose to collaborate with leading carpet supplier Brintons whose [QuickWeave™](#) collection of high quality Axminster woven carpets can be delivered in only six weeks. Designs were recoloured using the newest colour pallet in the QuickWeave series - Odyssey, combining subtle ambient tones of graphite and gold with a touch of decadent luxe colours jade, amethyst and slate.

A contemporary design was selected™ for the River Lounge. The pattern features a textured design, which creates a sense of movement and fluidity, bringing a modern element that harmonises with the tranquil surroundings of the building.

As well as the new-look bar and restaurant, other developments include the refurbishment of the hotel's luxury Junior Suites, which features Brintons QuickWeave™ axminster rugs. Taking inspiration from the strong lines of the Santiago Calatrava's Trinity Bridge the geometric design features a steel grey and neutral colour palette, which complements the sophisticated interiors.

Named after one of the city's more famous artists L. S. Lowry, the iconic property has 165 bedrooms and six suites, as well as a spa, restaurant and bar, and a variety of meeting and event spaces.

Project summary

Name	The Lowry Hotel
Details	QuickWeave axminster carpets and rugs, Lowry Lounge and Junior Suites
Date	October 2019



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

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