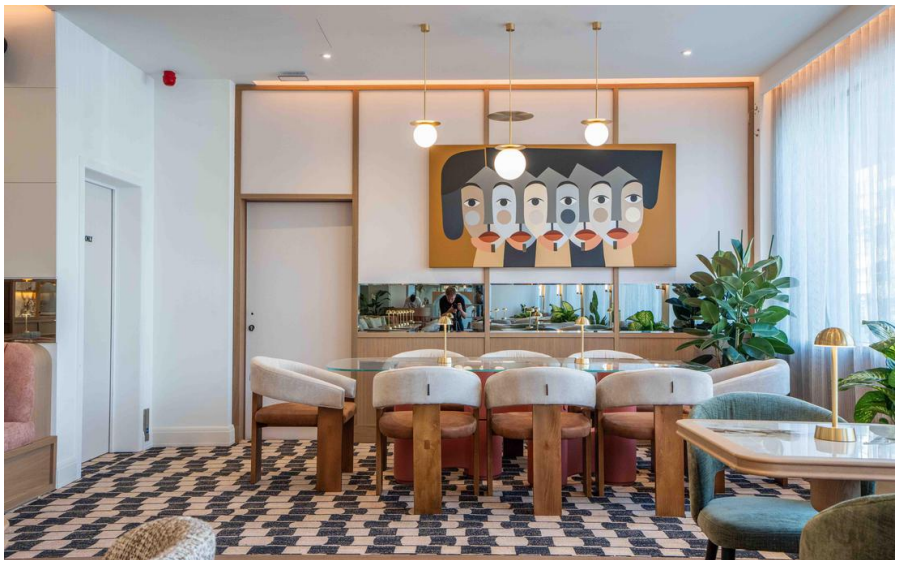

VIA Antwerp is a newly opened lifestyle hotel located in the heart of Zurenborg, where refined comfort meets character-driven design. Rooted in Antwerp's architectural heritage, the hotel blends elegance with a contemporary sensibility, creating an immersive experience defined by craftsmanship, atmosphere, and detail. The design of the public areas draws on Art Deco influences, reinterpreted through a modern lens to create an art-led, sophisticated environment that feels both timeless and intimate.

Brintons collaborated with Merav Bustan Design to develop two bespoke Axminster carpet designs for inset rugs in the hotel's restaurant and meeting areas. Created specifically for the public spaces, the patterns respond to the softer, more fluid spatial language of these areas, reinforcing a welcoming, residential atmosphere while preserving the hotel's overall sense of ingenuity. The carpets were designed to work in harmony with light, movement, and the architectural flow of the space.

> It was a pleasure to collaborate with Brintons, whose team offered excellent support throughout the project. I'm very much looking forward to working together again on future collaborations.
>
> **Merav Bustan**
> Founder & Creative Director, Merav Bustan Design

* Images courtesy of **Jules Reijnders Studio**

Project summary

Name	VIA Antwerp
Details	Bespoke Axminster
Date	January 2026

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

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