

Brintons combines its design and manufacturing expertise to bring its bespoke axminster blend to tile format

Brintons created bespoke carpets for the entertainment and gaming complex Holland Casino Rotterdam, combining the practical benefits of the tile format with the aesthetic demands of a high-end venue in one solution.



Brintons provided carpets for the gaming areas throughout the Holland Casino Rotterdam

Key facts at a glance:

- Project: Holland Casino, Rotterdam, the Netherlands
- Client: Holland Casino
- Project start and completion dates: March 2016 – April 2017
- In total Brintons created 4,246sqm of woven custom axminster carpet tiles in two designs at different scales.
- Brintons worked on the project alongside international architects Steelman Partners and project design company Lensen Projectinrichters.
- Commercial Business Manager Marco Stoevenbelt, Senior Creative Designer Andrew Howell, and Project Manager Chelsey Siwicki led the Brintons team.

Project details:

- The unique carpet design employs a dynamic, abstract motif in a predominantly red and gold palette with turquoise accents, a selection of colours typically used in casinos. Part of the design brief was to create a space that more accurately reflected the casino environment that had not been achieved previously. For this reason, Brintons selected these classic shades for the pattern.
- Brintons adapted the pattern from an initial design provided by architecture firm Steelman Partners, and developed it into a tile format which resolves critical matching issues.
- As the Holland Casino features a recessed floor that needs to be easily accessible, Brintons used its woven axminster carpet tile product for the project. Thanks to the expertise that has gone into the development of Brintons' carpet tile technology, it achieved a seamless finish at the Holland Casino Rotterdam that has guaranteed the definition and impact of Axminster design, within a tile installation.
- The bespoke carpeting solution brings Brintons' global reputation for high-quality axminster woven products to a modular format, effectively balancing functional and operational demands with a luxurious aesthetic. Brintons' signature blend of 80% wool and 20% nylon makes the carpet tiles suitable for heavy-use areas, particularly in venues that might require areas of flooring to be switched.
- The tile format offers many practical benefits, including quick and easy installation and de-installation, as well as bringing acoustic and thermal properties to the interiors while offering long-term practical, economic and environmental benefits.
- The carpet was produced in four-tile and sixteen-tile repeat formats, designed for application to a range of interior spaces of varying scales across two floors of the space.
- Holland Casino in Rotterdam is a stylish and contemporary 24-hour environment offering an upmarket experience of performances and events, bars and restaurants alongside traditional gaming tables and slot machines.
- Brintons axminster tiles are engineered to perform in a variety of commercial situations including airports and stadia, hospitality areas, corporate buildings and retail environments.
- Brintons have produced both tile and broadloom carpets for all 14 of the Holland Casino locations throughout the Netherlands.

Comments from the team:

Marco Stoevenbelt, Commercial Business Manager comments "Brintons was delighted to work with Holland Casino on yet another project. The subtle but skilled adjustments made by the Brintons team during the design process ensured that the carpet tiles offered many practical benefits whilst maintaining an impressive aesthetic - when the final product has been installed, you can't tell it apart from a broadloom in its appearance. We feel that the carpet design works perfectly in the space and we're very happy with the overall result"

Aleksey Belinskiy, Director of European Projects at Steelman Partners comments "Brintons carpets are one of the best commercial carpets available for casinos. We had a great experience working with them on this project. Because of the complexity of the design pattern and the fact that it's a tiled carpet, they were able to give us a lot more than a regular manufacturer. I think the result speaks for itself"



Press Release
November 2018

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Joris Boot, Facility Advisor at Holland Casino comments “Brintons always produces carpets for our casinos. They regularly deliver on time, within the project schedule and to our satisfaction. It’s a challenge to translate the designs of the architect to a carpet tile, but this consistently works out well with Brintons”



Brintons carpet in the Holland Casino Rotterdam employs a circular motif throughout the design



Brintons have used a warm colour palette with turquoise accents for the carpet design in the Holland Casino Rotterdam



The tile carpet format as featured in the Holland Casino Rotterdam



Brintons worked closely with international architecture practice Steelman Partners to bring a classic aesthetic to the Holland Casino Rotterdam



Bespoke Brintons carpet featured in the gaming area of the Holland Casino Rotterdam



Bespoke Brintons carpet featured in the bar of the Holland Casino Rotterdam

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Editors Notes

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About Brintons

- Brintons is a world-leading supplier of premium quality custom-designed and stocked carpet to the residential and commercial sectors (hospitality, public spaces, marine, leisure and gaming).
- With over 230 years of heritage creating beautiful bespoke woven carpet for some of the world's most prestigious buildings including royal palaces, historic houses and luxury hotels, Brintons is today the trusted partner of choice for designers looking for expert design input in addition to exceptional quality products.
- A global network of design studios and a unique pattern archive offer clients a powerful creative resource that inspires people to think differently about colour and pattern.
- Brintons' team of leading designers works closely with client project teams to create designs that meet the needs of individual projects of every size, specification and level of design complexity – be they classic, traditional or contemporary in style.
- A regularly updated portfolio of designs created specifically for the commercial market by inspiring, trend-leading expert designers, including Timorous Beasties, Kelly Hoppen and Stacey Garcia, offers designers, specifiers and architects an unusually wide collection of contemporary patterns and palettes.
- In addition to their own designs, Brintons ~~also~~ offer stock collections of premium woven axminster and Wilton broadloom carpets, tiles and hand-tufted rugs.
- Brintons offers a total project management service to its commercial clients.
- Axminster and Wilton carpets manufactured by Brintons contain a patented blend of 80% wool / 20% nylon – an innovation developed by Brintons and now considered the global standard of the industry.

<http://www.brintons.net/>