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BRINTONS TURNS PARLOR GAMES INTO CARPET WITH NEW AXMINSTER DESIGN COLLECTION

ATLANTA, Oct 22, 2019 – Global industry leader in luxury woven carpets, Brintons, is excited to announce its latest Axminster design collection inspired by collaboration and communal creative spaces, *The Parlor*.

Born from a drawing game Surrealist artists played to pass time and unlock the true creative essence of the unconscious, *The Parlor* is a collection of one of a kind Axminster designs with surprising linear transitions. Glowing neon hues contrast with moody velvet textures calling us to our local watering holes and reminding us of the intimate social spaces occupied by literature + art's greats.

Inspired by a space defined by community, *The Parlor* hinges on successful collaboration and exists as a conduit for unapologetic creation. Each fully customizable Axminster broadloom design is woven with the standard 80% wool 20% nylon yarn blend.

Following the rules of an age-old artist's game called the Exquisite Corpse, Brintons designers joined forces to produce unique hand drawn works of art. Each designer was tasked with completing a quarter of a drawing and shipping it to the next player in the game.

Las Vegas based Brintons designer, Sam Hoeffler comments on the process, "It was reminiscent of art projects we used to do in college which served as a nostalgic reminder that no matter where we are in our creative careers, we're all still students of art."

The next player is tasked with continuing the previous designer's work by only exposing a half inch of the drawing. The game leaves us with unexpected transitions between each drawing as the result of creatives expressing themselves while also leaning into collaboration.

Likening the development process behind *The Parlor* to a manufacturer's role in the interior design industry, Hoeffler explains: "Sometimes we forget that our carpet is a humble component of a larger project. It is important to be mindful of how the carpet has to relate to the architecture, light fixtures, furniture, fabrics, etc. It's like the Exquisite Corpse idea in that we are creating one smaller piece among other unknown smaller pieces. All of those things come together as one whole cohesive entity."



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The inky illustrations traveled across North and South America, finally making their way back to the home office in Atlanta, GA where they were photographed. The digital files were then distributed to different groups of designers to be translated into woven Axminster carpet.

Four symbiotic drawings and twelve one of a kind woven Axminster carpets are the collateral of a collaborative exercise leaving us to question the rules of line + color.

The Parlor will debut at Boutique Design New York (BDNY) trade show at the Jacob K. Javits Convention Center November 10-11 on booth #3111. For more information or to explore the full collection, please visit our website at www.brintons.net.

About Brintons

Brintons Carpets is a market-leading supplier of woven carpets to the worldwide hospitality, marine, gaming, leisure, private and public sectors. Committed to the concept of thinking globally and acting locally, Brintons has design studios, offices and agents in all of the major markets around the world.

Brintons Carpets product portfolio includes premium woven Axminster and Wilton broadloom carpets, carpet tiles, machine-made rugs and hand-tufted rugs. The company operates wholly owned ISO 14001 accredited facilities. Manufacturing is located in the United Kingdom, Portugal, Poland and India.
www.brintons.net

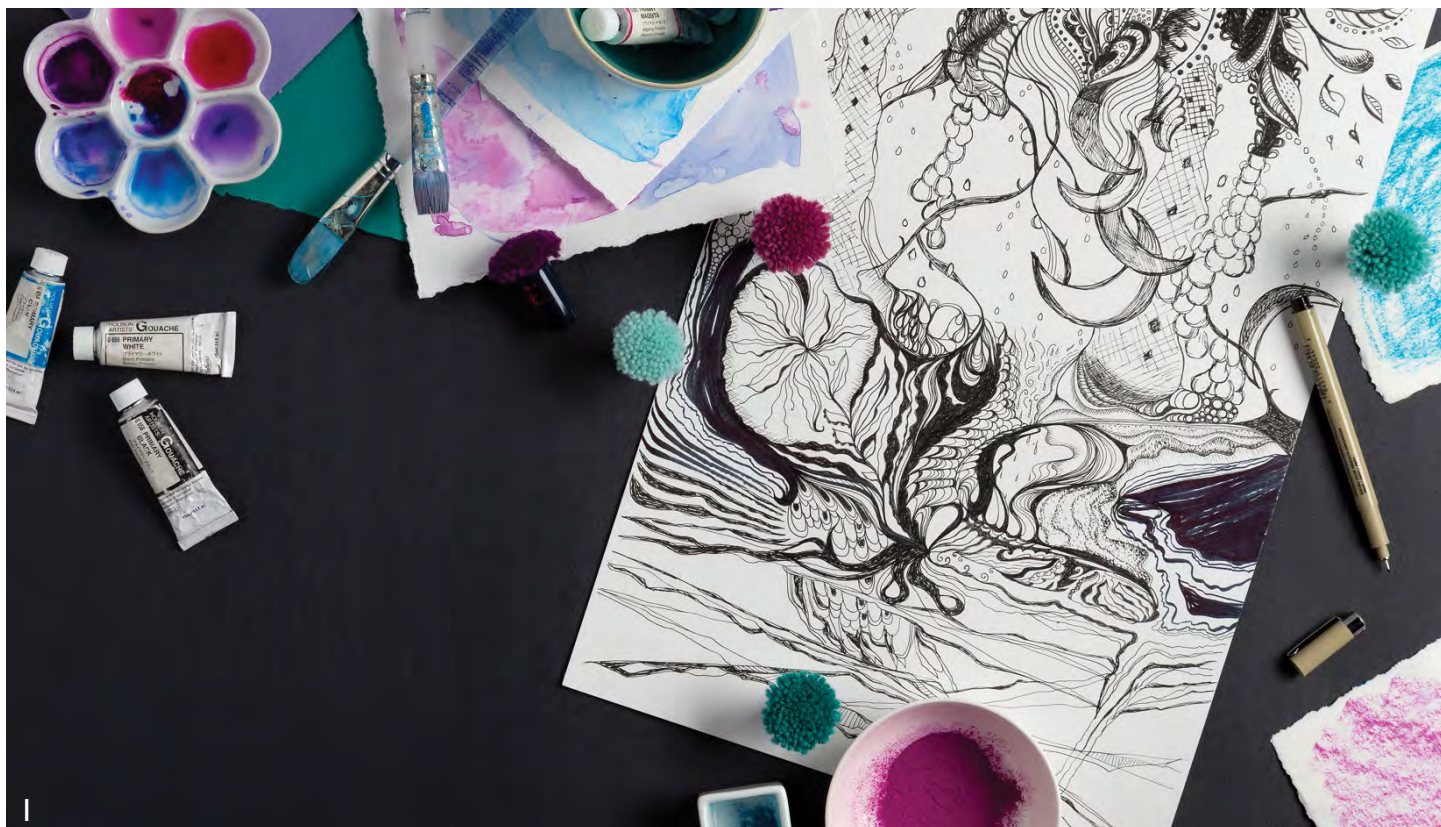
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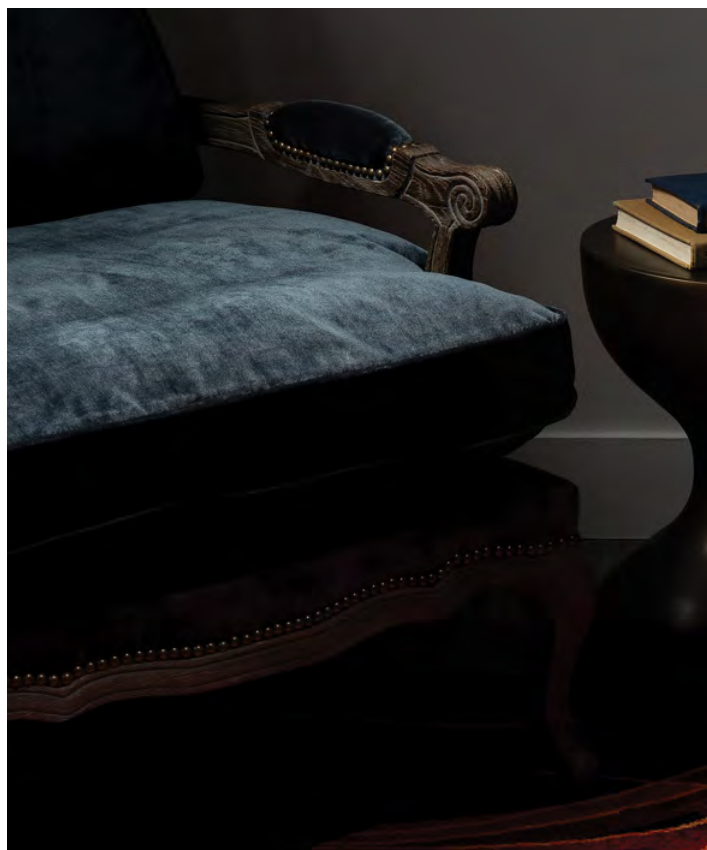
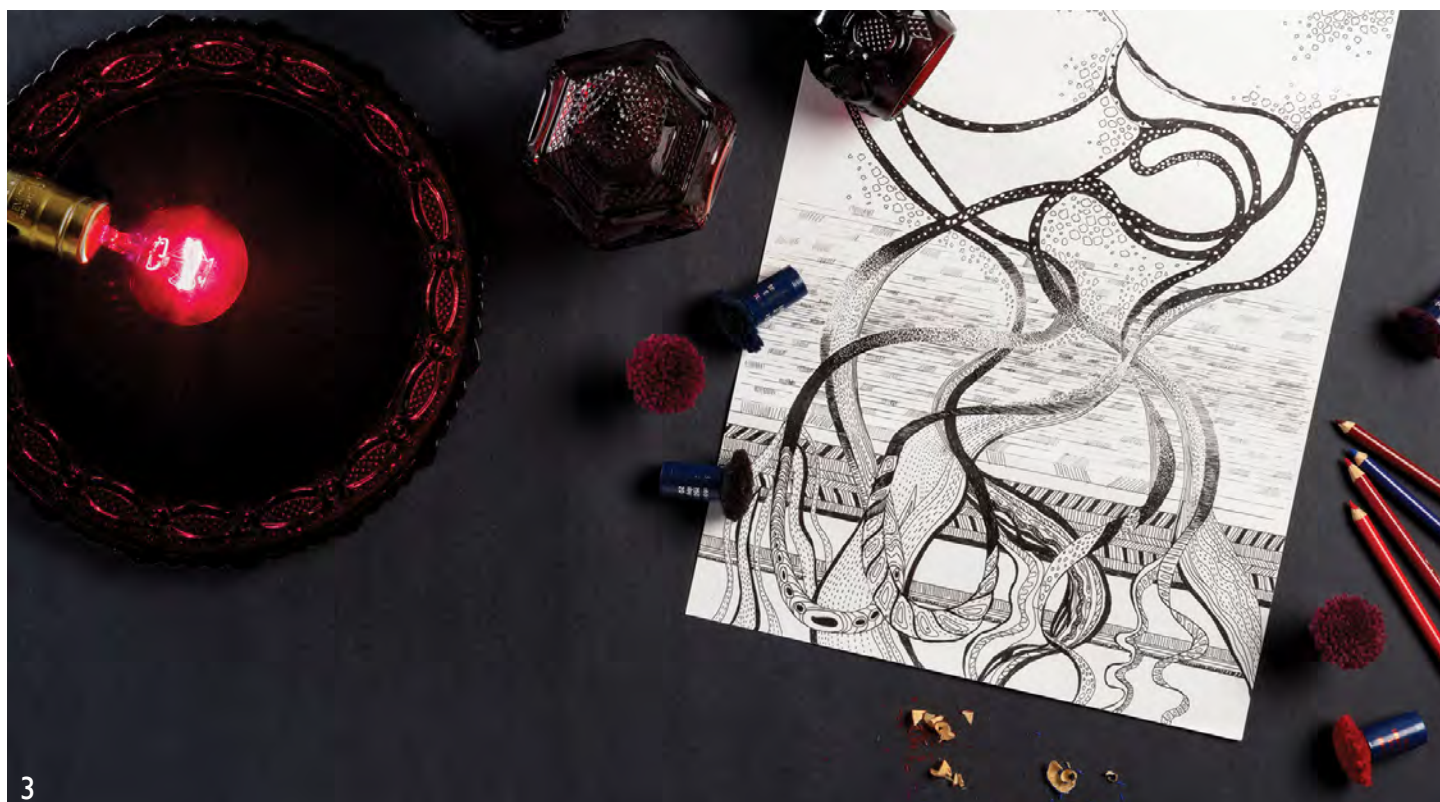
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Pictured 4: Q01/A044827PC

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Pictured 6: Q01/A045138PC