

Brintons

press release

Date: February 4, 2008

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BRINTONS DEBUTS EXCLUSIVE BIEDERMEIER COLLECTION

Milwaukee, WS – Brintons, the world's leading producer of custom woven Axminster carpet, will unveil its major new collection of custom carpet designs, entitled *Biedermeier*, on February 12, 2008, during a special presentation at the Milwaukee Art Museum (www.mam.org).



As announced by Jonathan Young, CEO of Brintons Americas, the exclusive collection was developed in conjunction with the internationally-touring art exhibit, *Biedermeier: The Invention of Simplicity*, organized by the Milwaukee Art Museum. Brintons' carpet design series also coordinates with Architex Textiles' award-winning fabric collection, also inspired by the Biedermeier exhibition.

Jonette Slabey, who initiated the concept of bringing Biedermeier inspired products to the national and international interior design market concurrent with the

Milwaukee Art Museum's groundbreaking exhibition and served as project director for the collaborative marketing effort, stated, "Brintons and Architex have succeeded in creating transitional carpet and textile designs that are fresh, familiar, beautiful and inviting. This strategic alliance has been mutually beneficial, increasing each entity's presence on the world stage. Through these new relationships, the museum has had an opportunity to leverage the exhibition, to reach a previously untapped audience of designers and their clients around the world. And the companies have added provenance, historical reference and weight to their new collections, setting them apart from other products on the market and leading the way for the coming Biedermeier resurgence."

Brintons' contribution to the Biedermeier revival took Brintons' senior New York designer Rebecca Johnstone back in time to a little known era in German,



Austrian and Central European history. "It wasn't just a period of the emergence of a middle class appreciation of decorative arts as many people think," notes Johnstone. "It was a shift in thinking for the affluent as well who wanted simplified furnishings and aesthetics. Form and structure became important and ornamentation much more subdued."

Inspiration for Brintons' carpet designs came principally from the museum exhibition, along with Goethe's color theory during the same period and Architex's newly-designed collection of Biedermeier inspired textiles. "It was essential that the patterns and color ranges work with the fabrics, capturing the essence of the Biedermeier movement," added Johnstone.

Johnstone further explains, "For creative insight, I drew on every area of decorative arts as seen in the exhibition's catalogue, not just the wallpapers, fabrics and textiles. That included images, shapes and drawings. My aim was to soak up the

overall 'essence' of the Biedermeier principles, rather than just appropriating images from any particular historic piece."

The final result, Brintons' **Biedermeier** collection of custom designs for woven Axminster carpet, is divided into four color palettes:

Veritas Blues express the soothing purity and stimulating clarity that the blue color palette brings to the collection. Truthful shades of blue capture the effect of light interlaced with simplified, yet elegant flora and geometric shapes, diagonals and stripes.

The spirited **Bravura Red** color ensemble projects the elegance and grace of this groundbreaking cultural and artistic period – dignified substance without elaborate ornamentation. Brilliant shades of red mingle with gold and brown hues to form striking patterns of geometric shapes, stripes and simplified floral motifs.

The **Charisma Gold and Neutral** color palette anchors the alluring patterns and emphasizes nature's influence on form and symmetry. Touches of green and saturated gold add depth to the colorway, counterbalanced by brilliant waves of light.

The shadowy color palette of **Gravitas Dark** reflects the period's elegantly simple style and prominence of highly polished wood veneers, from ebony and deep mahogany to lighter birch and ash. Dignified somber hues are contrasted with fluid illumination and vibrant touches of red to create sculptural geometric patterns and complementary stripes.

More than a dozen designs are depicted in each of the four colorways through renderings and dramatic photography in a set of four colorful brochures, which is now available from your Brintons representative. Designs in the Biedermeier collection are suitable for a wide variety of commercial interiors and can also be adapted in color and scale to meet actual project criteria.

Following the Milwaukee reception, Brintons will also present its unique collection at other invitation-only receptions in Atlanta and New York. For additional information, contact your Brintons representative or call the company's Atlanta-based marketing department at 678-594-9347.

Founded in 1783, family-owned Brintons is headquartered in the UK and currently operates plant facilities in the UK, India, Portugal and Australia. Its high-end woven Axminster carpets have become the standard for impressive business and residential properties throughout the world.

Brintons operations in the Americas are based in Atlanta, GA. Approximately 95% of its US sales are in the commercial market, serving hospitality and other specialty end uses. Showrooms and regional design studios are located in major cities throughout the US, including New York, Washington DC, Atlanta, Dallas, Las Vegas and Los Angeles. For additional information, contact your Brintons representative, call the company's Atlanta headquarters at 678-594-9300 or visit www.brintons.net.

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Note to editors: Additional product photography is available upon request.