Brintons

Design Discoveries

A collection of carpets inspired by the archives of the V&A





Design Discoveries

Brintons proudly presents Design Discoveries, an inspirational carpet collection that takes you on a journey through the archives of the V&A (Victoria and Albert Museum). Founded in 1852 to make works of art available to all, today, the V&A continues to share a 5,000-year-old story of creativity.

Step into the dazzling era of the 1920s with the exquisite pochoir prints of Emile-Allain Séguy, whose bold designs encapsulate the intricate beauty and dynamic energy of the Art Deco Movement.

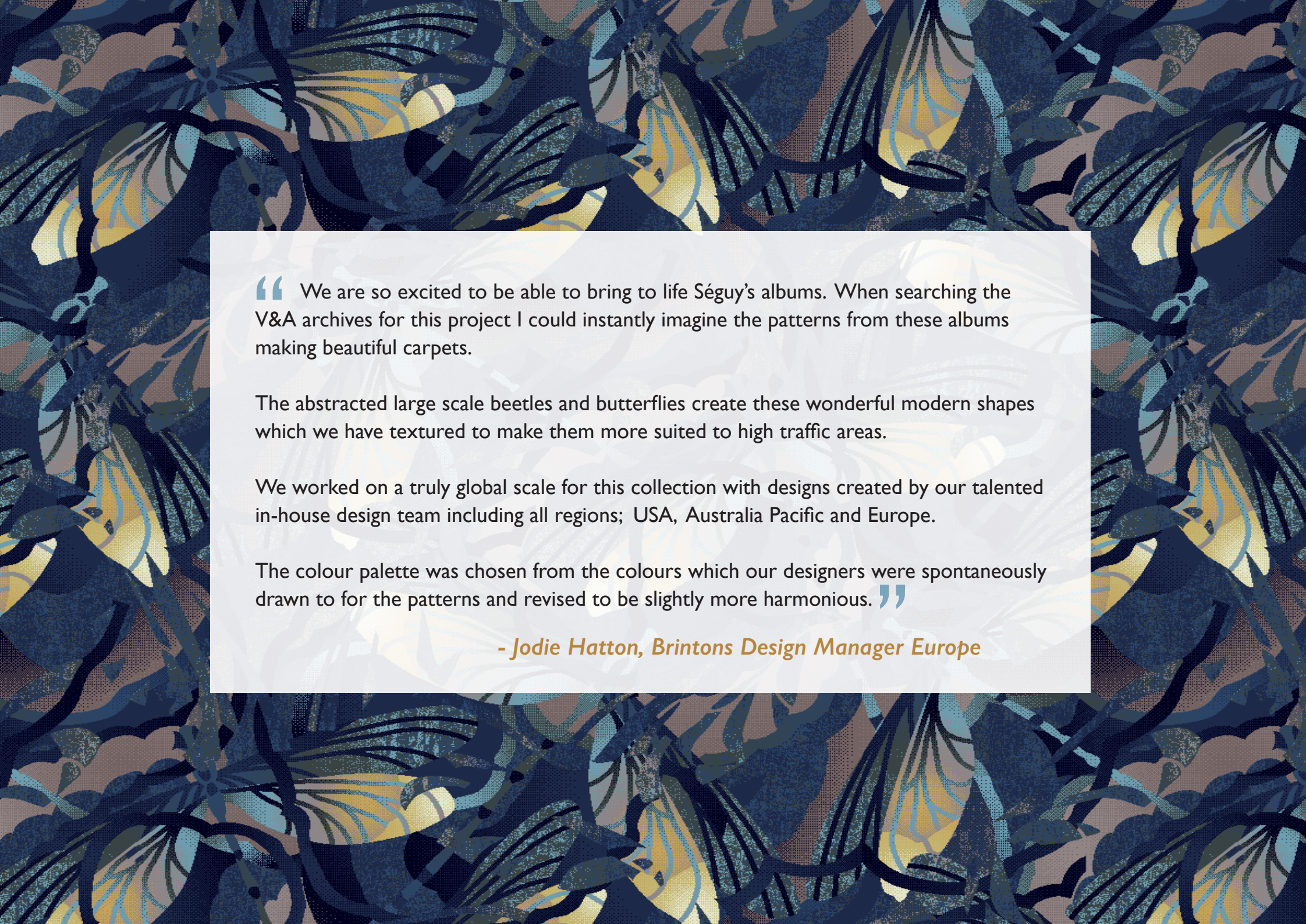
Séguy's stunning pochoir creations, housed in the V&A collection, present a captivating geometric interpretation of butterflies that has captivated designers since the 1920s. These vibrant artworks blend intricate patterns and bold colours, reflecting the Art Deco Movement's innovative spirit. Their unique fusion of nature and abstraction continues to inspire contemporary design, showcasing the enduring beauty and versatility of Séguy's artistic vision.







All images © Victoria and Albert Museum, London



“We are so excited to be able to bring to life Séguy’s albums. When searching the V&A archives for this project I could instantly imagine the patterns from these albums making beautiful carpets.

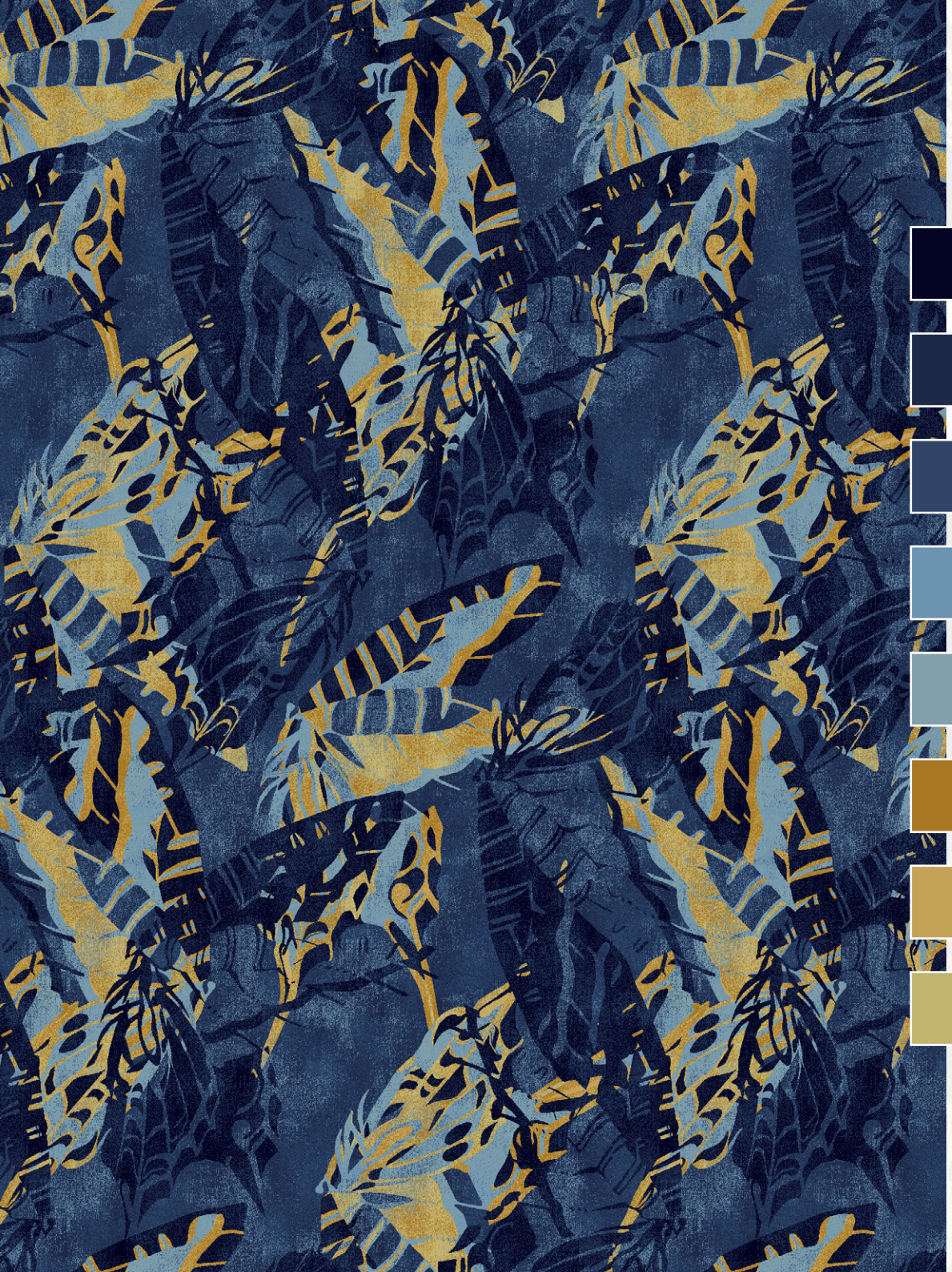
The abstracted large scale beetles and butterflies create these wonderful modern shapes which we have textured to make them more suited to high traffic areas.

We worked on a truly global scale for this collection with designs created by our talented in-house design team including all regions; USA, Australia Pacific and Europe.

The colour palette was chosen from the colours which our designers were spontaneously drawn to for the patterns and revised to be slightly more harmonious.”

- Jodie Hatton, Brintons Design Manager Europe





	29-1329	19.34%
	23-3053	31.82%
	23-4116	18.38%
	23-4117	9.71%
	23-2844	6.46%
	26-3236	6.06%
	26-2916	2.34%
	26-V126	5.90%



Plate 19 from Papillons, Séguy, Paris, 1920s

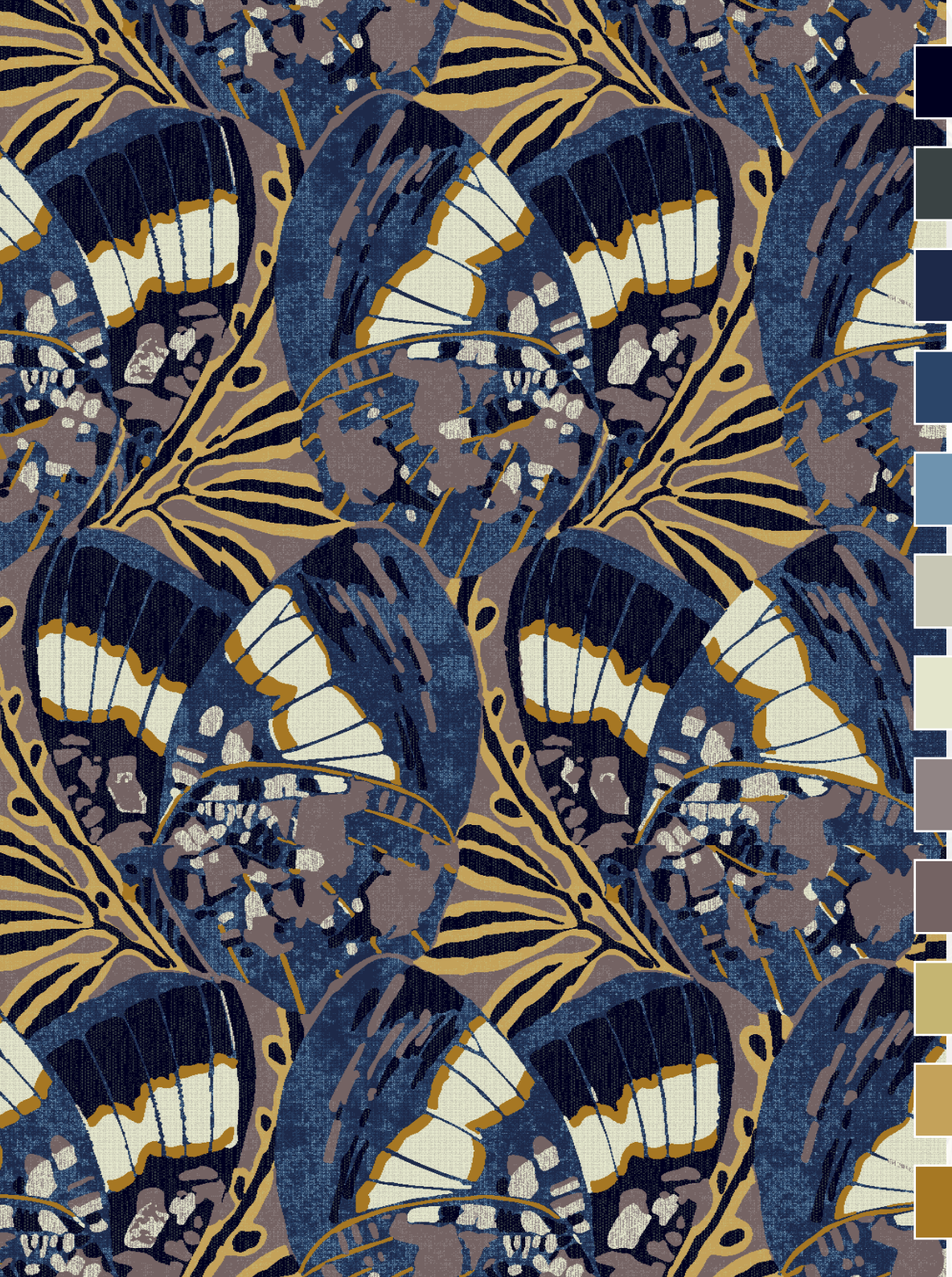
Design: Q01/A57762ZVA
Repeat 3658mm x 7321mm

Séguy was a French designer active in the early 1900s, renowned for his distinctive fusion of Art Deco and Art Nouveau elements. His innovative approach of using geometric precision to accurately depict his observations of nature resulted in visually striking works that captured the spirit of his time. The V&A, known for its comprehensive collection of international design movements, features Séguy's creations in its National Art Library, highlighting his role in shaping the visual language of the 20th century.

28-1932	19.34%
28-1912	31.82%
40-T7204	18.38%
40-T5669	9.71%
42-T7797	6.46%
42-T7643	6.06%
24-3754	2.34%
24-3694	5.90%



Design: Q02/A57762ZVA
Repeat 3658mm x 7321mm



	29-1329	18.49%
	20-4055	5.20%
	23-3053	15.53%
	23-4116	12.52%
	23-4117	2.84%
	24-4011	3.56%
	24-3644	8.00%
	28-1912	3.17%
	28-1981	17.03%
	26-V126	0.91%
	26-2916	7.78%
	26-3236	4.98%



Plate 20 from Papillons, Séguy, Paris, 1920s

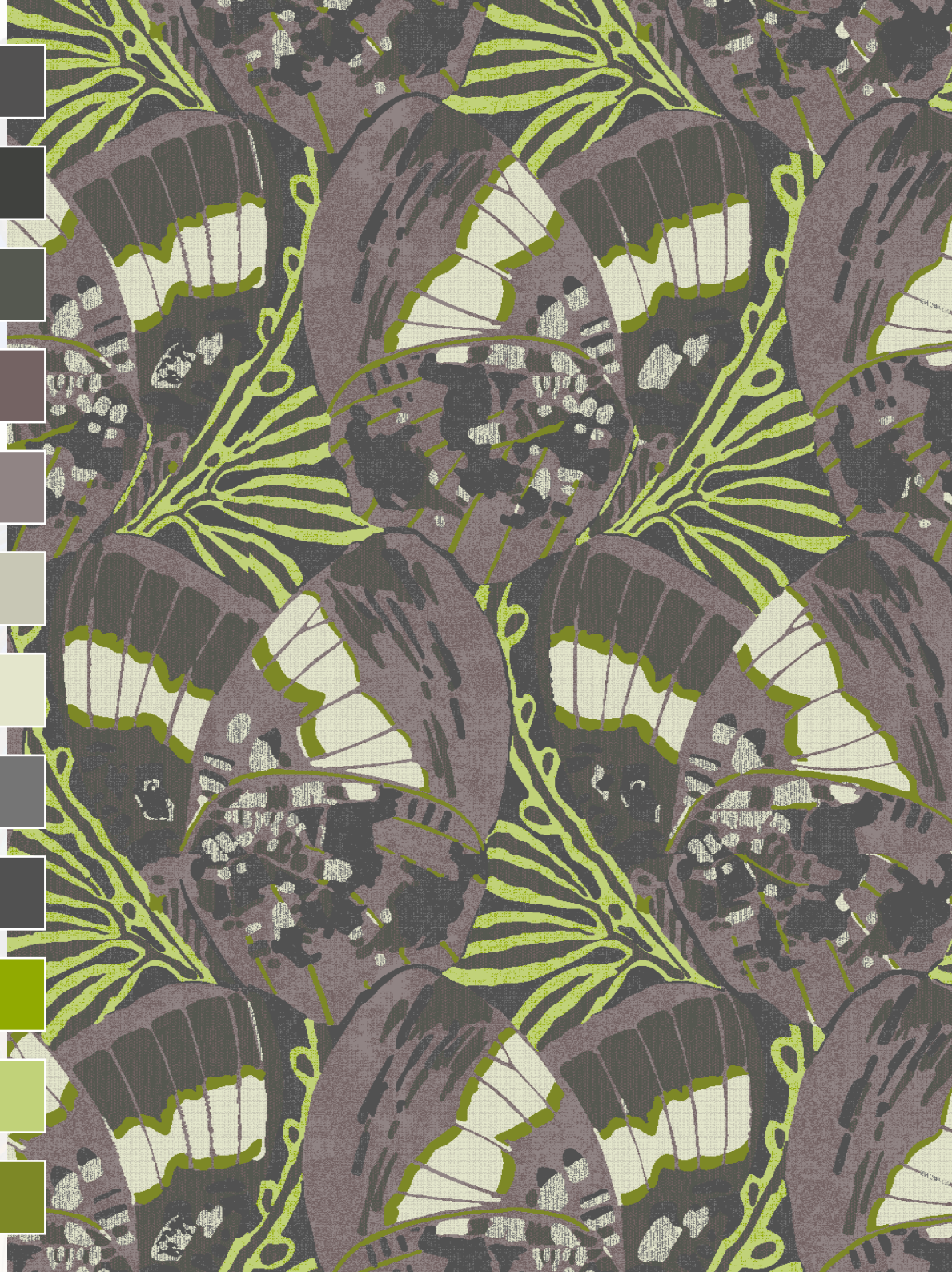
Design: Q01/A57763ZVA
Repeat 3658mm x 3274mm

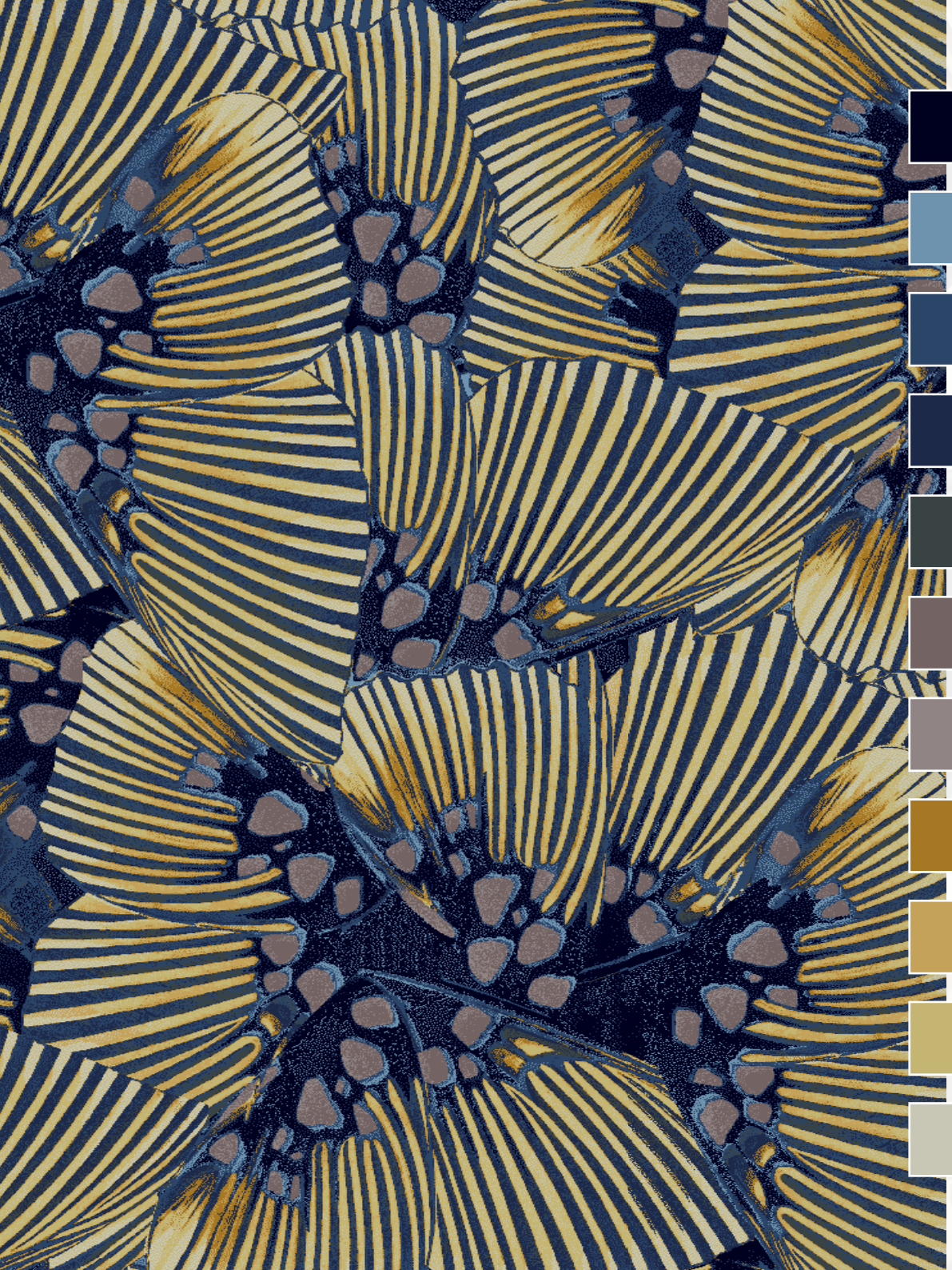
Séguy illustrated insects with meticulous detail, portraying them as "mechanic wonders" elevating them to the status of extraordinary machines, deserving the same respect and awe as an aircraft fuselage, an ocean liner or steam locomotive.

Séguy's masterful use of colour and form not only influenced the design industry of his day but continues to inspire contemporary artists and designers today.

40-T7573	18.49%
40-T7858	5.20%
28-1932	15.53%
28-1981	12.52%
28-1912	2.84%
24-4011	3.56%
24-3644	8.00%
20-V10	3.17%
20-4056	17.03%
24-3754	0.91%
24-3694	7.78%
24-3744	4.98%

Design: Q02/A57763ZVA
Repeat 3658mm x 3274mm





	29-1329	12.68%
	23-4117	2.74%
	23-4116	18.83%
	23-3053	16.71%
	20-4055	7.26%
	28-1981	4.14%
	28-1912	1.39%
	26-3236	5.44%
	26-2916	6.60%
	26-V126	17.61%
	24-4011	6.61%



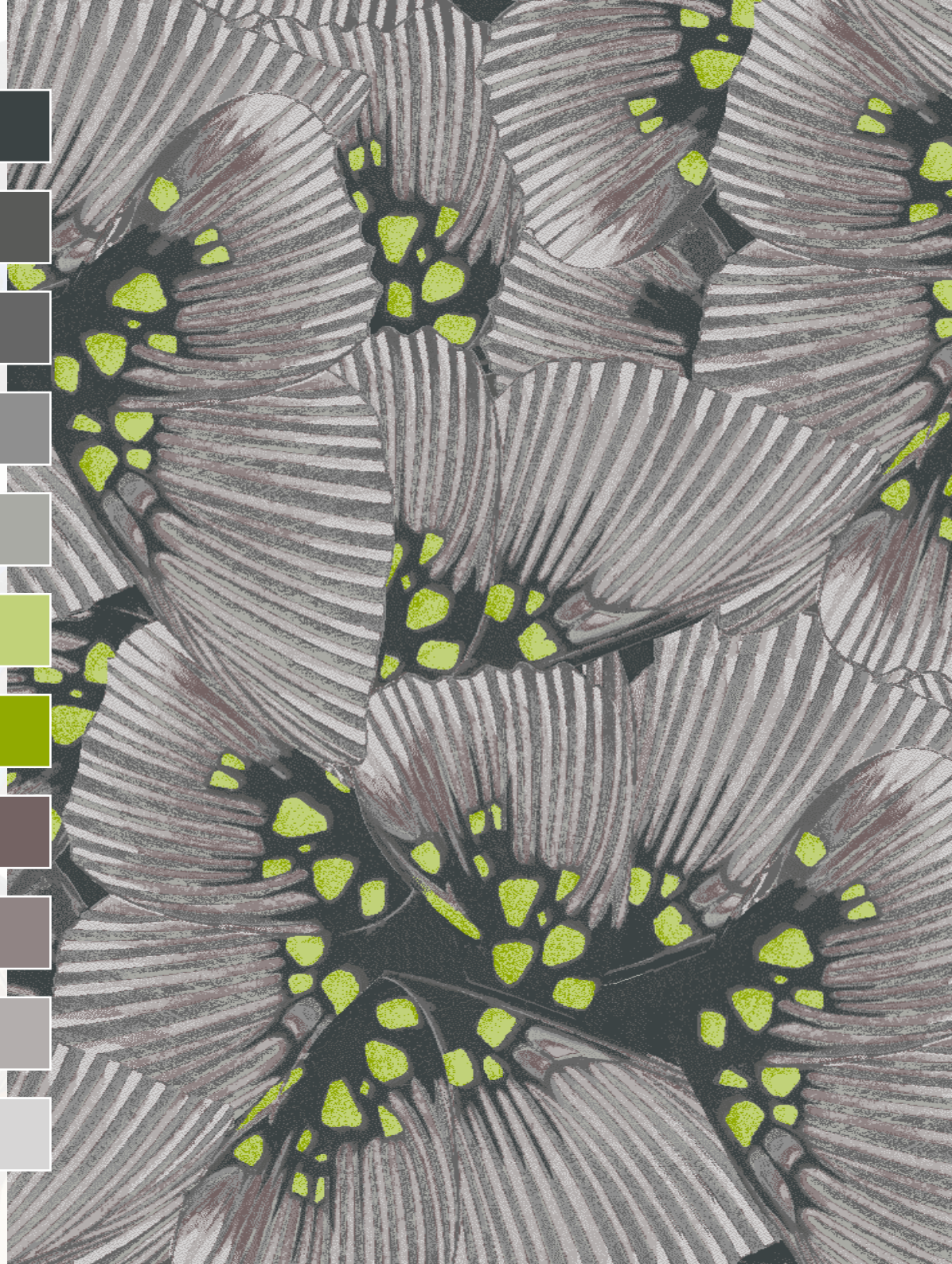
Plate 16 from Papillons, Séguy, Paris, 1920s

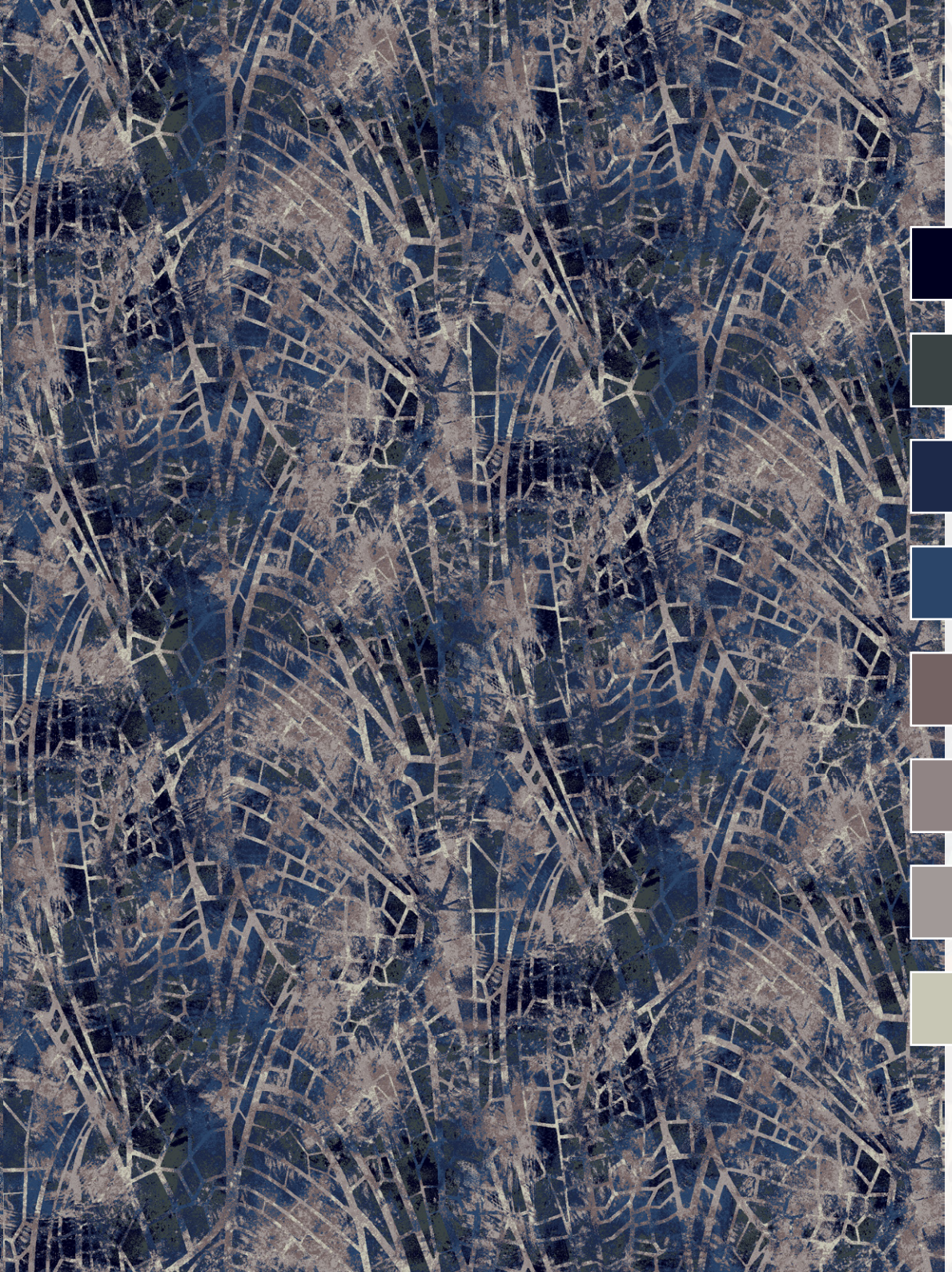
Design: Q01/A076251VA
Repeat 1829mm x 3697mm

Séguy expertly employed the pochoir technique, a stencil-based colouring method renowned for its crisp lines and vivid hues. This meticulous process allowed him to achieve visually arresting effects, combining rich colours and intricate patterns in a way that brought his designs to life. The precision of pochoir not only enhanced the clarity of his artistic vision but also enabled him to explore complex compositions that seamlessly blended natural forms with geometric shapes, making his work standout in the realm of decorative arts.

20-4055	12.68%
40-T7858	2.74%
40-T7573	18.83%
20-4056	16.71%
40-T7204	7.26%
24-3694	4.14%
24-3754	1.39%
28-1981	5.44%
28-1912	6.60%
28-V20	17.61%
42-T7797	6.61%

Design: Q02/A076251VA
Repeat 1829mm x 3697mm





	29-1329	5.86%
	20-4055	9.55%
	23-3053	20.33%
	23-4116	17.55%
	28-1981	22.22%
	28-1912	6.15%
	28-V20	14.53%
	24-4011	3.81%

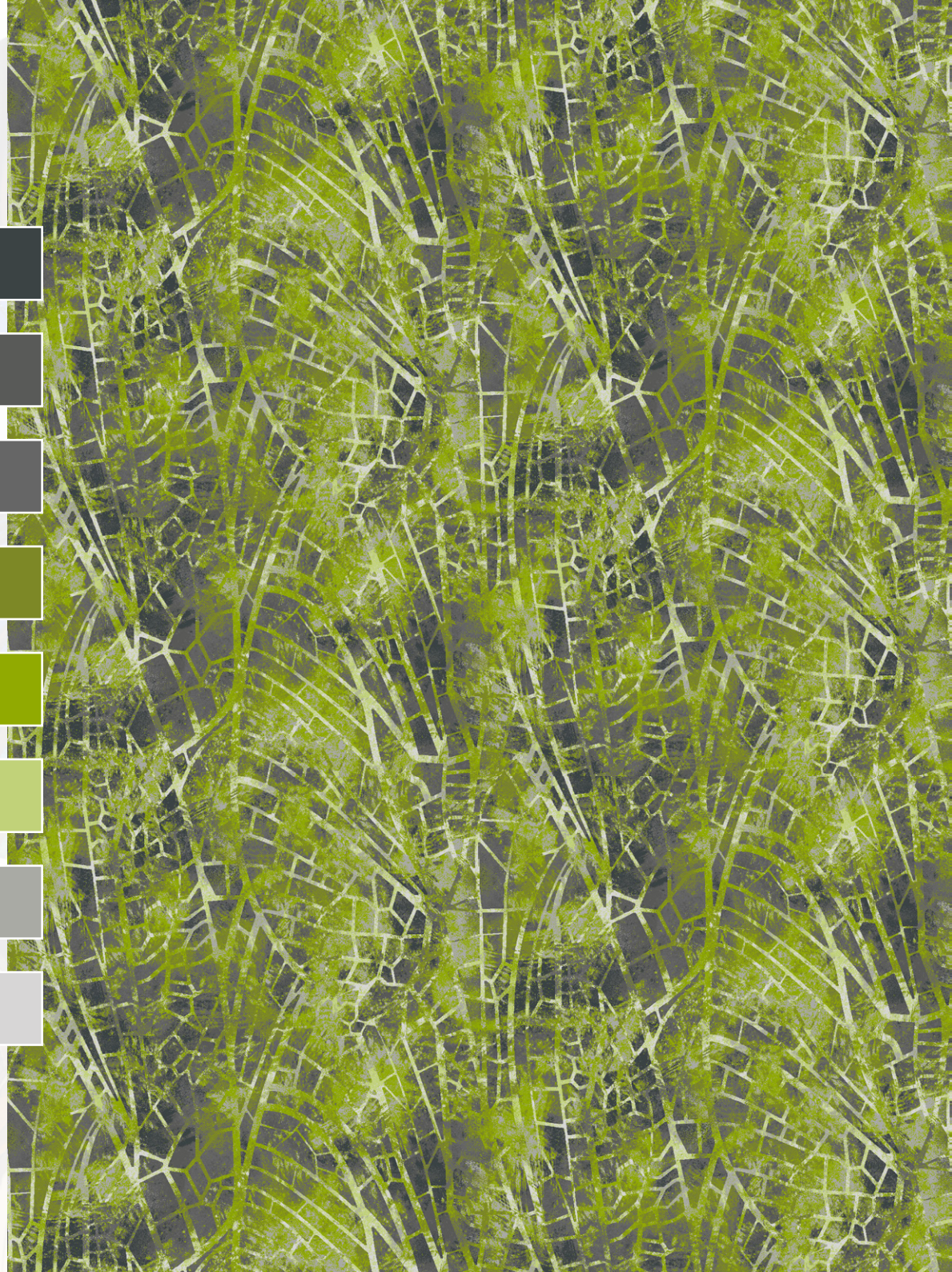


Plate 10 from Insectes, Séguy, Paris, 1929

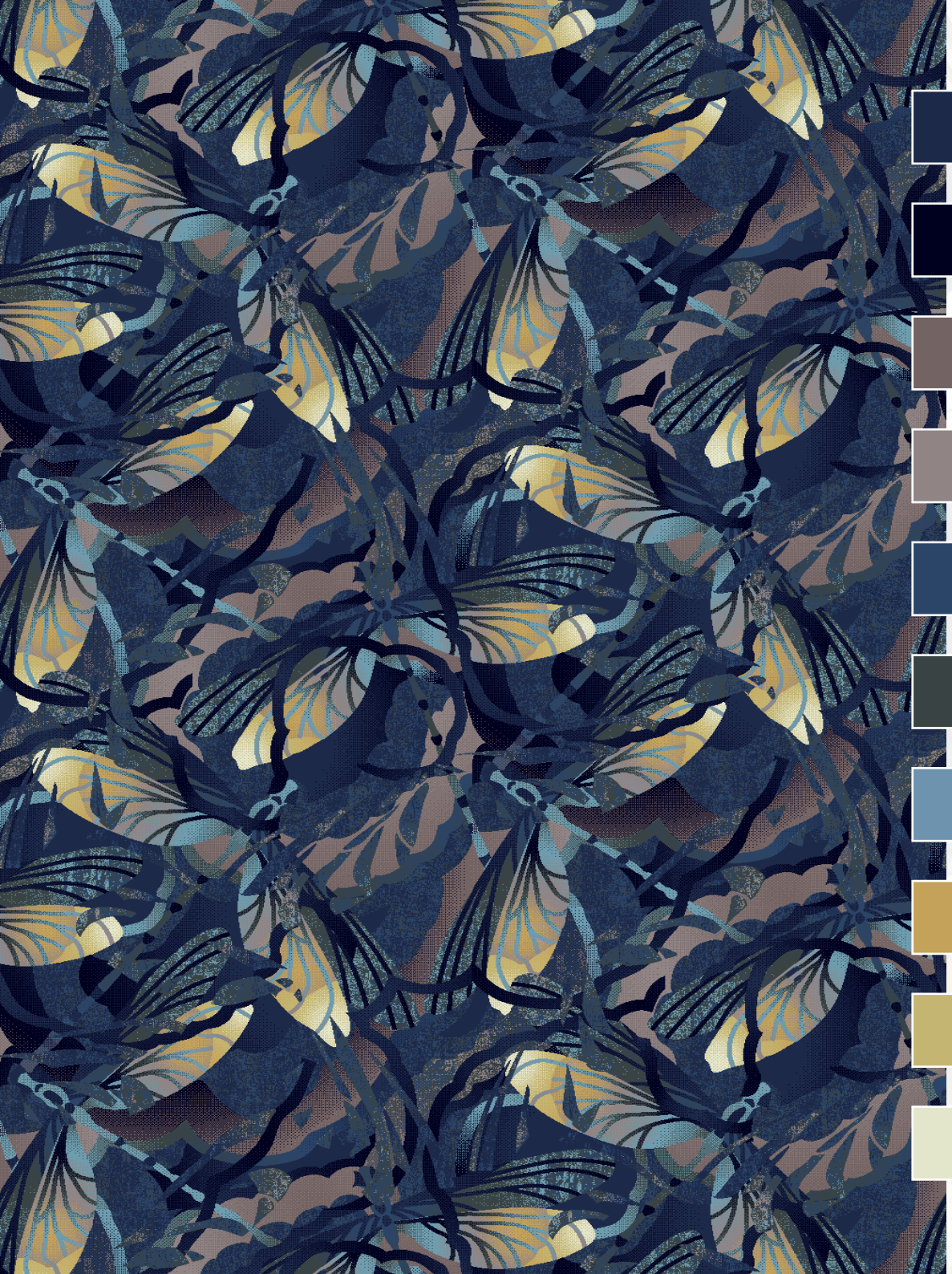
Design: Q01/A077808VA
Repeat 3658mm x 4002mm

The depictions of insects in Séguy's work are remarkably detailed, revealing his fascination with their scientific study as a source of artistic inspiration. Each depiction reflects his keen observation of their intricate structures and colours and his ability to transform these elements into captivating design motifs. By merging biological accuracy with artistic flair, Séguy elevated the aesthetic value of these creatures, highlighting their beauty while inviting viewers to appreciate the delicate balance between nature and art.

20-4055	5.86%
40-T7858	9.55%
40-T7573	20.33%
24-3744	17.55%
24-3754	22.22%
24-3694	6.15%
40-T7204	14.53%
42-T7797	3.81%



Design: Q02/A077808VA
Repeat 3658mm x 4002mm



	23-3053	29.38%
	29-1329	13.76%
	28-1981	6.59%
	28-1912	7.54%
	23-4116	12.84%
	20-4055	16.49%
	23-4117	7.68%
	26-2916	2.61%
	26-V126	1.95%
	24-3644	1.15%



Plate 17 from Papillons, Séguy, Paris, 1920s

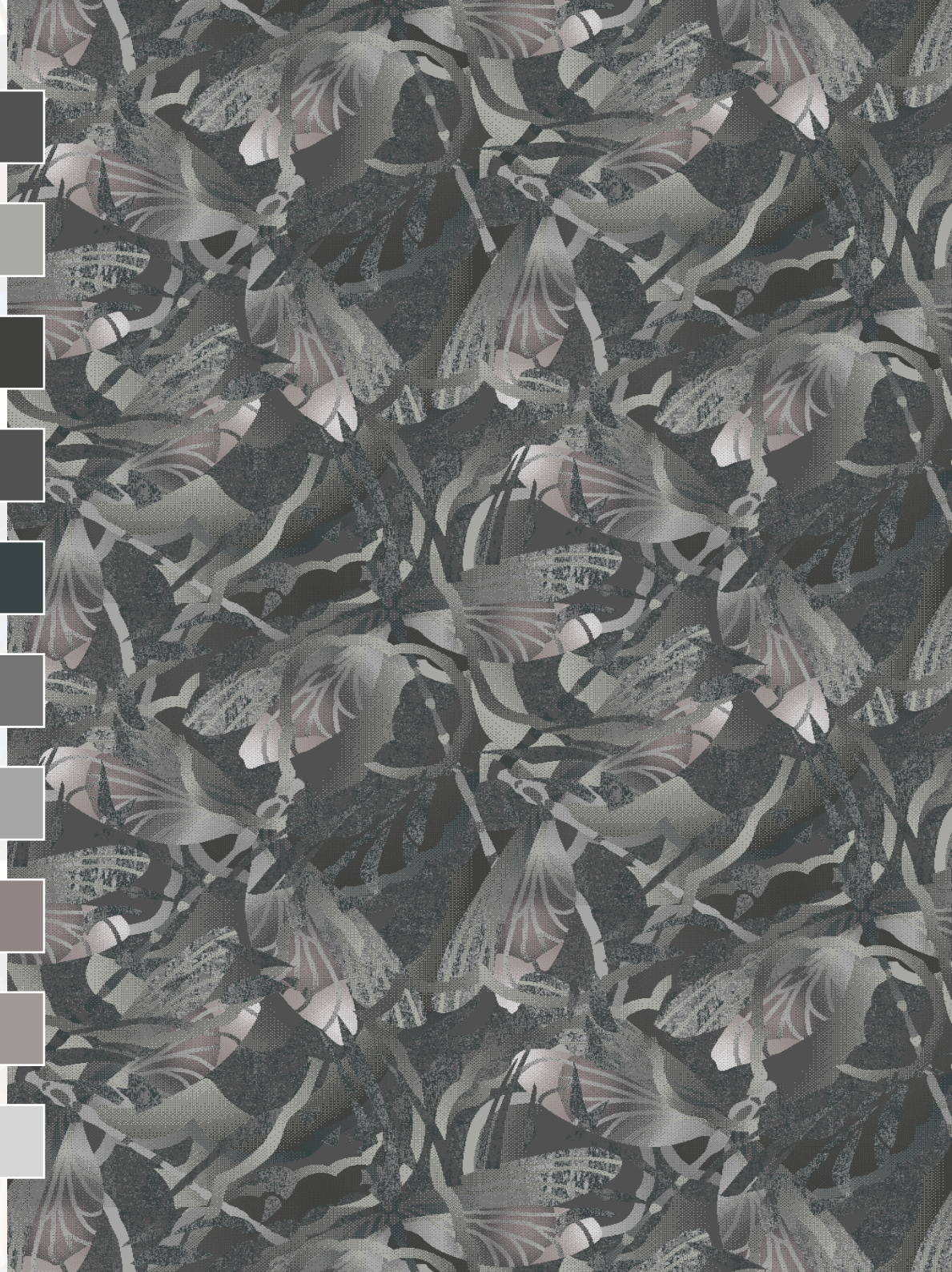
Design: Q01/A077872VA
Repeat 1829mm x 2331mm

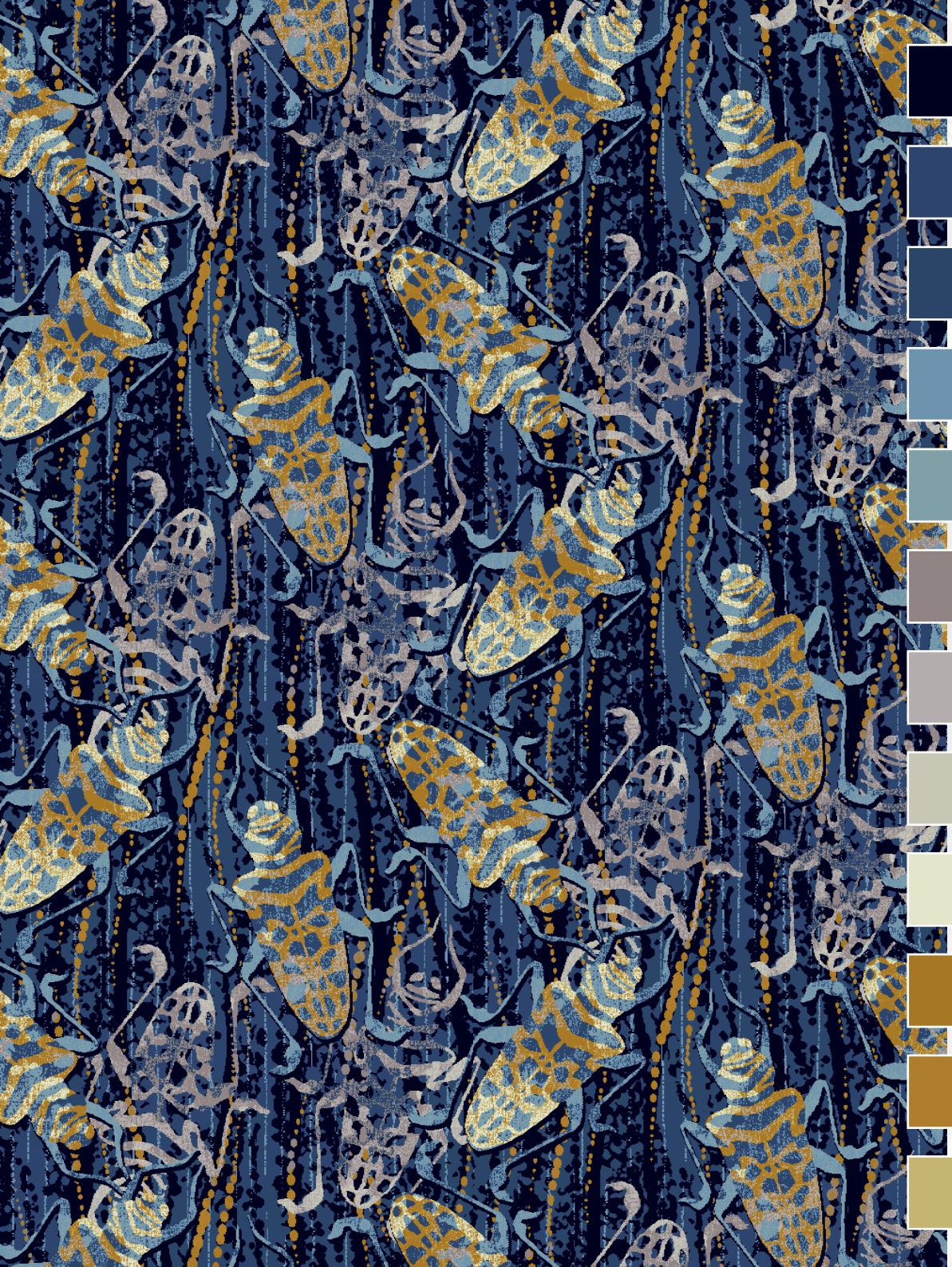
The illustrations in Séguy's portfolios, Papillons and Insectes, were crafted to spark the imaginations of designers, students and artists, encouraging them to create motifs, themes and patterns for their own textiles, wallcoverings and interior projects.

Now, a century later, that same spirit of imagination has inspired Brintons to create a new collection, celebrating the beauty of nature and artistic exploration as well as Séguy's legacy by bringing his timeless vision to life once again through exquisite design.

20-4056	29.38%
40-T7204	13.76%
40-T7858	6.59%
40-T7573	7.54%
20-4055	12.84%
20-V10	16.49%
40-T5669	7.68%
28-1912	2.61%
28-V20	1.95%
42-T7797	1.15%

Design: Q02/A077872VA
Repeat 1829mm x 2331mm





	29-1329	29.44%
	23-3413	13.93%
	23-4116	18.84%
	23-4117	9.13%
	23-2844	4.10%
	28-1912	6.05%
	28-V20	4.75%
	24-4011	0.79%
	24-3644	1.81%
	26-3236	4.97%
	26-4161	4.00%
	26-V126	2.18%

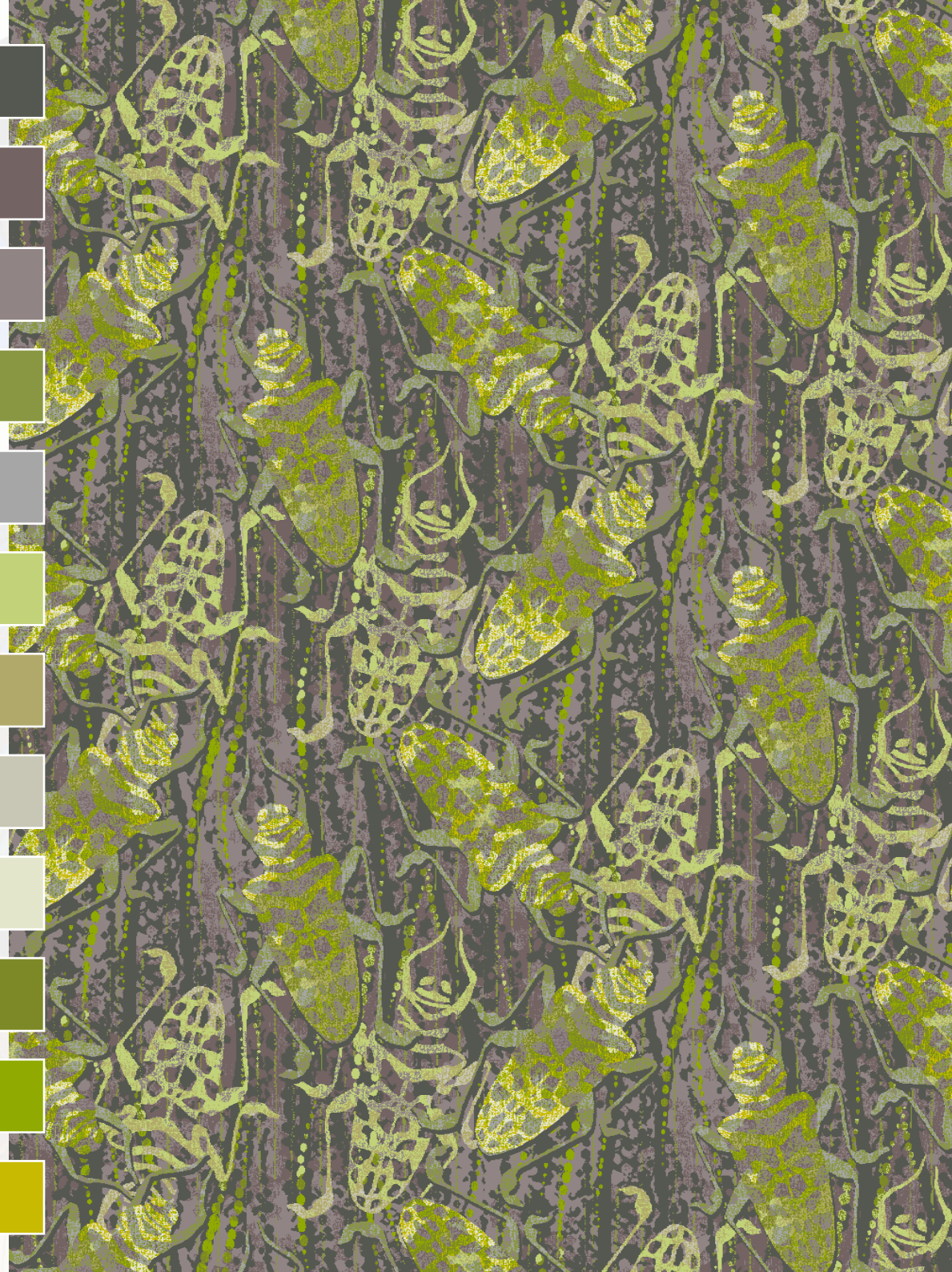


Plate 17 from Papillons, Séguy, Paris, 1920s

Design: Q01/A079125VA
Repeat 1829mm x 1829mm

Séguy's meticulous arrangements, merging creativity with practical design, made his portfolios a major source of inspiration throughout the 20th century and transformed the way nature could be interpreted in the decorative arts, ensuring that his design sourcebooks still remain relevant in today's design conversation.

28-1932	29.44%
28-1981	13.93%
28-1912	18.84%
24-4160	9.13%
40-T5669	4.10%
24-3694	6.05%
24-MB025	4.75%
24-4011	0.79%
24-3644	1.81%
24-3744	4.97%
24-3754	4.00%
24-3764	2.18%



Design: Q02/A079125VA
Repeat 1829mm x 1829mm

Design Discoveries

The V&A (Victoria and Albert Museum) is the world's leading museum of art, design and performance. Founded in 1852 in London during the reign of Queen Victoria to make works of art available to all, today it provides a place of inspiration, discovery and learning through its mission to enrich lives through design. The museum's 145 galleries display the finest examples of the decorative arts from textiles and ceramics to sculpture and photography.

The works with the V&A continue to inspire artists and creatives across the world, with the designers at Brintons being no exception. We are proud to collaborate with the museum and to allow the works in its galleries, stores and archives to directly influence this rich collection.

For more inspiration or to contact your local Business Manager please visit our corporate website **www.brintons.net**

dso
design studio online

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Celebrating creativity, the V&A is the world's leading museum of art, design and performance.

Discover more at **vam.ac.uk**

For further information visit
www.brintons.net

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