# Brintons

**Project:** Loews Arlington Hotel & Convention Center
**Details:** 35,000+ SY Axminster

Brintons supplied over 35,000 square yards of custom Axminster carpet for the renovation at the Loews Arlington Hotel and Convention Center.

Situated between Dallas and Fort Worth, the Loews Arlington Hotel is a premier destination for meetings, events, and resort experiences, offering state-of-the-art amenities to accommodate groups of all sizes.

The interior design of the hotel features bold and captivating carpet patterns that are central to the space's sophisticated, modern aesthetic.

The designs transition across a large expanse with tonal variations that mimic movement, adding depth and dimension. The interplay of textures and carefully curated colors enriches the visual appeal, thoughtfully coming together to create a cohesive yet dynamic environment throughout the space.

"My challenge was to interpret the sheer scale of the patterns for each location without losing intricate details. As a carpet designer, it's essential to remember that these designs won't be viewed from an aerial perspective. Instead, they need to provide coverage and visual interest through smaller patterns and textures, ensuring guests feel immersed in the aesthetics rather than lost in a blur of blended color."

**Leah L. Jack**
**Brintons VP of Design Americas**

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