Brintons

Project: Loews Chicago Hotel
Details: Custom Axminster

Brintons custom Axminster carpet plays an integral role at Loews Chicago Hotel's public spaces.

Located just north of the Chicago River, the hotel features more than 30,000 square feet of meeting and event space, including two ballrooms, pre-function areas and flexible meeting rooms.

The carpet was inspired by Chicago's city lights at night and aerial views of the city streets. Linear elements reference the urban grid, while layered pattern and colour capture the movement and energy of the nighttime cityscape.

The result is a distinctive flooring program that delivers the performance required for hospitality spaces while grounding the design in a sense of place that is unmistakably Chicago.

"Working with Brintons was a positive experience from design through installation. Their expertise, attention to detail, and ability to translate the design vision into a high-quality finished product helped create a space that exceeded our expectations."

Lisa de la Flor
Manager, Capital Expenditures Projects
Loews Hotels & Co

Credit | Austin LaRue Photography & Michael Robinson Photography

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