Brintons

Project: The Baird Center
Details: Axminster

Brintons collaborated with TVS Design and EUA to provide custom Axminster carpet for the Baird Center renovation and expansion in Milwaukee, Wisconsin.

Serving as a graphic representation of the state of Wisconsin, the carpet thoughtfully integrates contextual elements such as falling leaves and vibrant colors that evoke the changing seasons. Fractal motifs reminiscent of ice shards pay homage to the Great Lakes during winter, while intricate linework reflects Milwaukee's many historic bridges.

The challenge was to create a distinctive carpet for the new building that would harmonize with the meeting rooms, ballroom, and concourses of the existing facility.

Through an iterative process, the strongest elements from multiple design concepts were merged to form a cohesive and compelling solution. The final result is a beautifully crafted carpet with a rich narrative component.

"Brintons has proven to be a reliable collaborator time and time again. Their attention to detail and exceptional communication were integral to our project success. They understand the design vision and offer innovative solutions that yield remarkable results."

Angelica Ochrymowicz
TVS Design

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