



Brintons

Press Release
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Brintons and Studio Elke launch Composite Collection

Leading global carpet manufacturer Brintons launches the new Composite Collection created in collaboration with Studio Elke, an Australian multi-disciplinary design studio led by founder and Creative Director, Elke Kramer.



From left: Sorceress and Sorcerer designs, and Arches design from Brintons' Composite Collection

Known for its unique jewellery and accessories, Studio Elke is an industry leader in the fashion and design worlds. The studio is respected for its emphasis on pushing the boundaries of originality and its exploration of unique materials, experimental fabrications and new forms.

Studio Elke and Brintons have collaborated to translate the studio's aesthetic into a suite of customisable carpet designs – and the new venture is Elke Kramer's first ever carpet collection.

"I had written down a list of dream collaborations on a blank piece of paper many years ago, and a carpet collaboration was at the top of that list. When I was approached by Brintons, and invited to partake in their first Australian collaboration, I was thrilled at the opportunity," she says.



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While jewellery may seem like unlikely muse for a collection of carpets, this pairing successfully pushes the boundaries, adapting Studio Elke's wearable objects into 2-D surface designs with universal appeal.



Elke Kramer and Studio Elke's jewellery

Composite is a collection of wall-to-wall carpet designs that references Studio Elke's decade-long archive of jewellery collections, translating Elke Kramer's artistic and cutting-edge designs into large-scale interior surfaces. The Composite Collection is formed of 10 designs: Sorceress and Sorcerer, Ceremonial, Keep Watch, Tassels, Existence, Arches, Musk and Jasper Nucleus, The Thunder Below, Charcoal and Concrete Brutalist, and Power of Symmetry.



From left: Musk Nucleus, Power of Symmetry, and Jasper Thunder Below designs from Brinton's Composite Collection



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Unusual geometries, graphic patterns, and architecture-inspired shapes feature in the collection. The playful influence of materials such as terrazzo, concrete, marble, and mother of pearl are the designer's trademark and have been cleverly woven into Composite. The collection skilfully marries Studio Elke's striking materiality and textures, with Brintons' timeless, premium woven Axminster carpet.



Brintons' Composite Collection featured in the Collectionist Hotel in Sydney

Elke Kramer, Studio Elke's founder and Creative Director, comments: "With Composite we started by deconstructing and reassembling different visual elements of the Studio Elke jewellery pieces, such as the pattern on a ring band, the texture of our marbled and terrazzo resins, and the colour palettes and metallic tones that run through the 10 years of jewellery collections we had in archive.

The biggest challenge was scale – delicate items that could fit in the palm of your hand were being reimagined on entirely new grand scale. Being restricted to a 2D surface was another challenge, as we had to recreate the forms and 3D depth that we celebrate in jewellery design in a 2D flat context.

Brintons designer Jo Woolley really understood the energy of the Studio Elke brand, so we were able to work together seamlessly in translating the textures, patterns, colours and visual themes into carpeting repeats."

Jo Woolley, Field Designer at Brintons, comments: "We began by looking at the structure and geometry of each piece – it was a process of abstracting the shapes and elements, sketching and painting, and trying to capture the essence of the jewellery into large scale repeating patterns. Recreating Studio Elke's unique use of materials was integral to the collection – translating glittering metallic shine, stone terrazzo and natural marble into carpet was a highlight!"



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Brintons has an established and extensive history in design and innovation, and it makes for an exciting synergy with Studio Elke's cutting edge and thoroughly conceptual approach to design and design thinking. Composite captures Brintons' centuries-long experience in creating and inspiring truly unique designs.

Carpets from the Composite Collection can be seen in a selection of rooms at the Collectionist Hotel in Sydney, as featured in TIME's 'World's Greatest Places 2018' list of places to stay.

Editors Notes

About Brintons

- Brintons is a world-leading supplier of premium quality custom-designed and stocked carpet to the residential and commercial sectors (hospitality, public spaces, marine, leisure and gaming).
- With over 230 years of heritage creating beautiful bespoke woven carpet for some of the world's most prestigious buildings including royal palaces, historic houses and luxury hotels, Brintons is today the trusted partner of choice for designers looking for expert design input in addition to exceptional quality products.
- A global network of design studios and a unique pattern archive offer clients a powerful creative resource that inspires people to think differently about colour and pattern.
- Brintons' team of leading designers works closely with client project teams to create designs that meet the needs of individual projects of every size, specification and level of design complexity – be they classic, traditional or contemporary in style.
- A regularly updated portfolio of designs created specifically for the commercial market by inspiring, trend-leading expert designers, including Timorous Beasties, Kelly Hoppen and Stacey Garcia offers designers, specifiers and architects an unusually wide collection of contemporary patterns and palette.
- In addition to their own designs, Brintons also offer stock collections of premium woven axminster and Wilton broadloom carpets, tiles and hand tufted rugs.
- Brintons offers a total project management service to its commercial clients.
- Axminster and Wilton carpets manufactured by Brintons contain a patented blend of 80% wool / 20% nylon, an innovation developed by Brintons and now considered the global standard of the industry.

<http://www.brintons.net/>

About Studio Elke

Studio Elke is a multi-disciplinary design studio led by founder and Creative Director, Elke Kramer. Over the past decade, Studio Elke has become an industry leader in the fashion and design worlds, respected for our emphasis on pushing the boundaries of originality. Rather than following market trends, our design approach is an exploration of unique materials, experimental fabrications and new forms. Known for our unique jewellery and accessories, Studio Elke has evolved to encompass a range of design and production outcomes such as jewellery, textiles, furniture, homewares, art direction, and packaging.

<https://studio-elke.com>

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