Hotel La Tour is a spectacular new concept hotel, which recently opened in Birmingham city centre. It's ultra modern and exquisite interior sets new standards of style and sophistication. The hotel boasts 174 guest rooms, stylish restaurant and an Executive Business floor.

The hotels Operations Director asked the Brintons design team to work with Hotel La Tour on developing new custom carpet designs to complement the contemporary design of the property. Brintons designed and manufactured over 6,000 sqms of carpets for the guestrooms, corridors, bar areas, and conference rooms.

> From the outset of our project to design and build Hotel La Tour Birmingham, it was critical that we were working with partners who were as passionate as we were and who understood, and could adapt to, our collaborative style of working. The team at Brintons proved to be invaluable both in terms of their creative ideas in helping me to create innovative designs, in keeping with our brand values. We are delighted with the quality of workmanship and the finished product which has helped to create a real wow factor to our building.
>
> **Adrian Colman**
> Operations Director, Hotel La Tour

Project summary

Name	Hotel La Tour
Details	6,100 sqm of woven Axminster and Hand Tufted Rugs
Date	12th July 2012

If you have a similar project you would like to discuss, please contact our central team:

Telephone +1 678 594 9300