



Auditorium for Marriott Madrid

MARRIOTT International is said to be a global leader in the hospitality industry, with more than 6,000 locations in 122 countries and territories. Its brand, Marriott Hotels, responds to the business and leisure trips of its customers. The Marriott Hotels brand is claimed to offer new and elegant establishments with sophisticated design. For the Madrid Marriott Hotel's large meeting and conference venue, the client was seeking a resolutely designer carpet for the auditorium,

offering flexible walking comfort and substantial sound insulation. The auditorium can welcome up to 2000 people in a same time.

Ilda, a product from the Balsan French Couture collection inspired by French Haute Couture, was therefore a natural choice for them, the company says. Shades of grey allied with red are claimed to lend this room a unique and elegant look.

Top Caption 1



The year's biggest event for Balsan was this new, high fashion-inspired collection that is said to play with materials in a nod to haute couture. Balsan says it tailored its French Couture collection as a high-end designer might hone their catwalk creations. It focused on pattern and colour, for spectacular results.

Balsan says it brings together the fashion and interior design industries with its technology, MBroderie, for sophisticated tuft manufacturing, an automated take on the art of embroidery. The solution-dyed polyamide fibres are said to ensure this option is extra easy to clean, with improved fade-proofing. The French Couture collection includes two product families: ready-to-fit and tailor-made formats. Ready-to-fit is a selection of nine different designs for a total of 15 options, all available in stock from 4sq m. Tailor-made is a selection of 20 tailor-made designs to recolour using 'Color my MBroderie' technology, for surfaces of at least 400sq m.

The detail is claimed to bring style to any bedroom, corridor or living room. The elegance is reportedly enhanced by the details. Relief effects are said by Balsan to be inspired by the hand-stitched appearance of embroidery, lace and topstitching. To enhance the sensation of unity in large spaces, the joins reportedly become invisible thanks to the patina and irregularity effects.

15 references in stock, 9 French couture designs, including some in several shades, are immediately



Top Caption 2

available. What Balsan describes as 'very high motif design standards' prevent mechanical repetition effects and increase the impression of a unique piece. Depending on the type of space (bedroom, corridor, large space, etc.), several installation recommendations are provided depending on the motif in order to optimise the final result, and also limit wastage.

From 400sqm upwards, Balsan offers custom-designed covering according to two distinct formulae:

- Either you can draw inspiration from the proposed French Couture motifs by adapting and modifying the design according to the

configuration of the room to be decorated and the colours using the 'Color my MBroderie' tool;

- Or, you can create your own motif, and the expertise of Balsan's teams combined with the technology of the French Couture collection will result, the company claims, in an original, exclusive creation in harmony with your identity.

Available in three colour schemes (ruby red, turquoise and golden yellow) the lace motifs of the Ilda pattern combine with the background of Leon and are inspired by the aesthetic lines of Fine Art. Easily combined together to create a mixture of bright colours or with Leon to create a more classic and simple look, Balsan urges specifiers to 'let loose your creativity'. Said to be composed from 100% solution-dyed polyamide fibres, Ilda and Leon are reportedly compatible with even the harshest cleaning products and are highly resistant to discolouration. With a pile weight of 1050g per square metre, Ilda is claimed to have two key assets: resistance to high traffic (class 33) and a pleasant and relaxing feel to the foot.



Top Caption 2

For more information visit:

en.balsan.com

