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Dear Reader,

I am delighted to be able to present this 19th edition of our Carpet Magazine. As always, the magazine provides information on design trends around the world and inspiring projects by Hallemond Teppichwerke.

In this issue too, the range extends from family-run hotels with high design standards to such major international projects as the ANZ Stadium in Sydney, Australia. It is this large range, together with the fact that we specialize in meeting our customers’ individual wishes, that has made Hallemond Teppichwerke so successful and helped us not only to overcome the financial and economic crisis, but also to win additional market shares.

With increases of between 25% and 30% in less than a year, higher prices for raw materials are the biggest challenge facing us this year. Although these additional costs can only be partly compensated by adjusting our prices, our customers can continue to rely on everything customarily associated with Hallemond: reliability, an unyielding commitment to quality, devotion and creativity in every single project, regardless of whether it involves a hundred or ten thousand square metres.

Lean back and let yourself be inspired by our Carpet Magazine - with new examples of a unique idea.

Martin Schenck
Sales Manager

An ornate baroque sofa here, a futuristic ceiling lamp there, an idyllic country house table elsewhere and, in between, modern art wherever it fits! Everything harmonizes in Bremen’s Hotel Robben, Grollander Krug – even without the design concept of an interior designer. The family-run hotel has instead preferred to rely on its own style and instinctive knowledge of its guests, elegantly linking tradition and modernity with a floral spray.
The hotel Grollander Krug is an institution in Bremen, known above all for its exquisite cuisine and sumptuous family festivities. Built in 1012, the inn originally belonged to Bock's Brewery in Bremen and for a long time served as its local hallmark. Since 1860, it has been run by the Robben family - now in the second generation. They have successfully transformed the traditional inn into a modern country hotel. A large part of the hotel was rebuilt, converted and enlarged for this purpose in 1996. The aim was to establish a four-star standard of convenience and comfort bearing the family's personal stamp in every nook and cranny of the hotel. The name was expanded at the same time: Grollander Krug was given the suffix Hotel Robben.

The hotel has 42 guest rooms, each with a different look following the complete re-decorate in 2010. The floral spray is common to all rooms and corridors. An advertising agency in the city had presented it to the Robben family a few years ago as a small ornament for their hotel brochures. The three lady managers were so taken by the spray that they made it the central motif of their hotel design.

Halbmond has magically transformed the floral spray to the carpet, but always in such a way that it creates a perfect basis for the hand-picked furnishings and at the same time opens up new scope for design. It winds its way along the edge in corridors, disappears under the furniture in the rooms and creates a centre point for seating areas. In the newer part of the hotel it appears on a full aubergine background, in the older part on a matching deep burgundy shade.

Close collaboration and maximum precision were needed in order to lay more than 1000 square metres of carpet with spot-on accuracy worth of the motif. Halbmond produced and supplied a separate carpet design for every single room. The Robben family was so impressed by the result that they ordered a Hamburg painter to reproduce each design on the walls of the room. Wherever a spray now disappears under the bed, it reappears on the wall behind - hand-painted.

This artistic combination emphasises the individual poetry of each room, literally. For every guest in the Hotel Robben awakens to a literary citation. Like every other picture in the room, the words of Heinrich Heine or Wilhelm Busch are set in an original painting. The result is a very special hotel: a unique, friendly and harmonious ensemble. Just like the Robben family.


A striking example of exciting ceilings.

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PROJECT

Proprietor: Robben family
Location: Bremen, Germany
Target group: business travellers, families, visitors to the city
Size: 42 rooms
Category: 4 stars
Internet: www.hotel-robben.de

CARPET

Occasion: renovation
Completion: 2010
Design: Robben family, Halbmond
Carpet installation: Raumgestaltung Bruno
Quantity: approx. 1,000 m²
Quality: DP 1359
Alpine culture without clichés

Since 2002, the Tyrolean Aparthotel ANTON has officially been one of the “Best Designed Countryside Hotels in Europe”. Some 1300 metres above sea level, it combines an urban flair with a modern interior instead of Alpine kitsch, hip-hop and minimalist techno instead of boozy Alpine parties! With a wealth of unconventional ideas and a great deal of passion, the Falch family which owns the hotel have successfully re-interpreted Alpine culture in harmony with the countryside - right in the centre of St. Anton on the Arlberg mountain. Helped by award-winning architects and regional artists, the best DJs in the country and outstanding floorcovering producers, Hallibmond.

Britain’s Prince Edward, pop star Kim Wilde, ski racer Blode Miller and photographer Hubertus von Hohenlohe all love the ANTON. The Falch’s clearly had the right instinct for things uncommon and innovative, and out of the ordinary. They consequently called in an artist to redesign their hotel when it was redecorated last year and chose Franz Türtsscher who had already created some of the design elements in the ANTON.

This time, the artist created designs for the hotel’s new carpets and let his imagination run free. The Falches were confident that his designs could be realised by Hallibmond. As always, the final decision was a matter of personal taste. “We are hoteliers out of conviction and want to believe in our hotel wholeheartedly,” says Ms. Falch. “We want the Hotel ANTON to be a place where we would spend our own holidays.”

The combination of functionality and aesthetics is particularly important to them. By choosing a wooden carpet, for example, the Falch’s consciously sought to improve the room climate and convey a homely coziness – particularly during the cold winter when the ANTON is packed with guests. Together with Hallibmond, they have created a feeling of comfort which, according to Ms. Falch, could never have achieved with parquetry flooring. And the guests’ positive comments proves her right.

“We want the ANTON to be a place where we would spend our own holidays.”

Proprietor Brigitte Falch

<table>
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<th>PROJECT</th>
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<td>Proprietor:</td>
<td>Falch family</td>
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<td>hotel guests</td>
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<tr>
<td>Size:</td>
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<td>Category:</td>
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<tr>
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<td>Nov. 2010</td>
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Dear Reader,

we want to inspire you with new ideas from the Carpet Magazine. Please do not hesitate to contact me if you have any questions concerning the projects described here.

Perhaps you simply want to voice an opinion on a certain article, or pass on ideas and experiences that might be of interest to other readers.

Whatever the case, just send an e-mail at redaktion@h-tw-designcarpet.de. I look forward to receiving your questions, suggestions and opinions.

Yours, Sigrid Neumann

S. Neumann

Send us your opinion of the Carpet Magazine and win the latest iPad!

Each objective e-mail received by 30 September 2011 will automatically take part in the prize draw.

Fun World, Dinslaken

Playing with style

When George Clooney moves through one of the amusement halls in the film “Ocean's Eleven” it’s not just bright and glitzy – it’s stylish. Interior designer Kifer probably had this effect – far removed from the image of gambling halls – in mind when he converted the Fun World in Dinslaken in 2010.

Together with Halbmond, the company designed 600 square metres of velvet carpeting for four spacious amusement areas each with twelve amusement machines. The challenge lay in cleverly filling the spaces. It was most successfully mastered with the aid of three different carpet designs and a fascinating light show elegantly guiding the visitors through an amusement centre to feel good in. All that’s missing, really, is George Clooney.

Halbmond and Galerie B

The French art of illusion

A magnificently produced play of light and shadow – Halbmond’s debut at the Paris trade fair “Maison & Objet”.

Galerie B is a French outfitter which only recently designed stage drops for Milan and the catwalk for the Paris Fashion Week. The French company’s presentation at the Paris furnishing fairs “Maison & Objet” and “EquipHotel” was correspondingly exclusive – with creative support from Halbmond. Only 24 colours were needed to create a perfect illusion on the carpets in the exhibition booth: the people in the pictures appeared to come alive through the interplay of light and shadow.

Galerie B was captivated by the quality, as were many of the astonished trade fair visitors who kept asking themselves: “Is it real or is it art?” For Halbmond, it was a perfect introduction to a new market and even more creative impulses.

Wild & Domesticated

Human beings have always striven to carve our living space from nature. Without nature we cannot prosper – we are at home and feel secure. It was in nature that the seeds of our domestication first took root and we began separating the external from the external to create a shelter for ourselves.
Grounds for enthusiasm

Built for the 2000 Olympic Games in Sydney, the ANZ Stadium can accommodate up to 83,500 spectators – enough to electrify the air. Some of the most spectacular live events in Australian history have attracted 15 million fans to date – be it rugby, football or cricket, as well as concerts by U2, the Rolling Stones or AC/DC. The selected carpet consequently had to meet the stadium’s 5-star standard and withstand the considerable traffic.

Australia’s No. 1 stadium has set out to surpass all expectations – including those of its Gold Members with Premium Ticket. In their private Club Lounge, they can share all the enthusiasm of the stadium while at the same time experiencing the service and care and hospitality shown to guests in a 5-star hotel.

Halmonde played a fundamental part in contributing to this exclusive atmosphere – with individual carpets in four different designs and harmoniously matching natural shades. They lead through the main halls, into the lounge and the dining room – as modern and stylish as the entire interior of the VIP area.

Functional and technical considerations were naturally always paramount when planning this major project. They resulted in the choice of carpets made from robust, durable nylon material with integrated felt backing to ensure that the carpet can withstand 2,500 steps per hour and still retain its high-quality appearance in the long term.

Halmonde was contracted by PMDL Architecture & Design Pty Ltd. What the outfitter responsible for the stadium wanted was maximum flexibility in handling the designs and rapid, cost-efficient production. Whitefield Imports, Halmonde’s partner in Australia, made the connection. Simon Davies, managing director of the ANZ Stadium, says: “Thanks to our good experiences here, we will certainly continue to work together with Halmonde. We are planning to lay printed carpets in other parts of the stadium too.”

PROJECT
Location: Sydney Olympic Park, Australia
Target group: Event guests
Size: 83,500 guests
Internet: www.anzstadium.com.au

CARPET
Occasion: Event
Completion: 2010
Design: PMDL Architecture & Design Pty Ltd
Quantity: approx. 4,412 m²
Quality: ANGOS
Produced in Oelsnitz. Supply and Installations worldwide.

Below is an interesting selection of projects from the last quarter. Don’t hesitate to ask us if you would like to find out more and we will gladly provide the information.

Austria Trend Hotel A-Linz, 470 m²
Hotel Restaurant zur Post A-Mölk, 359 m²
Amedia Hotel A-Patronell, 755 m²
Cityhotel A-St. Rotten, 1100 m²
Ramiada Freytagagasse A-Wien, 3910 m²
Penta Hotel A-Wien, 2650 m²
Hotel The Castle B9-Velingsrad, 1720 m²
Hotel Sunstar CH-Davos Platz, 290 m²
Bodenseehotel Weissen Rössl CH-Wassenaar, 106 m²
Swiss Hotel CH-Zürich, 339 m²
Hotel99 CZ-Chomutov, 1550 m²
Cesino Dukat CZ-Porouch nad Orli, 1100 m²
Hotel Pupp CZ-Karlovy Vary, 140 m²
Hotel Ascona D-Bad Bernecken, 350 m²
Kurhotel Astoria D-Bad Füssing 2000 m²
Ahrweiler Hotel Rodenfog D-Baden-Nahe-Ahrweiler, 260 m²
Arcadia Hotel Schwagow D-Bad Schnecken, 183 m²
Hotel ambiente D-Bad Wilsnack, 199 m²
Der Jägerwinkel D-Bad Wiessee, 630 m²
Gronau Hotel D-Bayreuth, 723 m²
Romantik Hotel Kaufmannshof D-Böblingen, 409 m²
Hotel Melia D-Berlin, 2030 m²
Hotel Rehnsberg D-Berlin, 500 m²
Seniorenheim Heyerberge D-Biedernitz, 232 m²
Parkhotel Seehof D-Brielen, 103 m²
Park Inn Hotel D-Bochum, 2993 m²
Sporthotel Bleienfein D-Borkum, 756 m²
Hotel Altes Forsthaus D-Braunlage, 113 m²
Parkhotel Bremen D-Bremen, 100 m²
Dorint Hotel Bruchsal D-Bruchsal, 650 m²
City Comfort Hotel D-Burgheusen, 1372 m²
Gasthof Lützbtewitz D-Delbrück, 264 m²
Park Inn Hotel D-Dortmund, 232 m²
Cityberge Dresden D-Dresden, 1067 m²
Hotel Stadt München D-Düsseldorf, 1940 m²
Hotel Bördel D-Eckernförde, 1213 m²
Pullman Hotel D-Erfurt, 1036 m²
Hotel ambiente D-Frankfurt, 905 m²
Hotel Zugspitz D-Garmisch-Partenkirchen, 445 m²
Ferienhof Birkenhof D-Gräfleinsbach, 1290 m²
Crowne Plaza D-Sapetshof D-Hannover, 1688 m²
Upstalsboom Hotel D-Hamburg, 2200 m²
Villa Bonsai D-Heemraadh, 550 m²
Parkhotel Bergschönen D-Hildesheim, 2480 m²
Biohotel am Lunkpark D-Hohen Neuendorf, 254 m²
Hotel Kurca Schöll D-Kempten, 200 m²
Holiday Inn D-Köln, 1161 m²
Hotel 4 Jahreszeiten D-Kühfungen, 208 m²
Mercure Leipzig D-Leipzig, 118 m²
Hotel Winters D-München, 769 m²
Le meridien München D-München, 1599 m²
Holiday Inn D-Neu Isenburg, 2186 m²
Inselhotel Bruns D-Norderney, 2265 m²
Ibiza Hotel D-Osbrück, 947 m²
Neuer Henningshof D-Peterberg, 1673 m²
Artotel Potsdam D-Potsdam, 410 m²
Mercure Hotel D-Riesa, 895 m²
Waldhotel Meisehollen D-Saalfeld, 268 m²
Gasthof Braun D-Schnallenberg, 142 m²
Seeschlösschen D-Schwanenfeld, 161 m²
Hotel Atlantis D-Stade, 230 m²
Schoelohof Strausburg D-Strasburg, 602 m²
Hotel Godewind D-Thürzig, 449 m²
Lechpark Hotel D-Ulm, 760 m²
Furstenhüttle D-Villingen-Schwenningen, 280 m²
Filano Hotel D-Wolfenbüttel, 431 m²
Club Med D-Albi, 11510 m²
Holiday Inn D-Commerzbank, 332 m²
Hotel Royal Thalasso D-Francfort-sur-le-Main, 521 m²
Hotel Reine Airish D-Frankfurt, 564 m²
Crowne Plaza D-Frankfurt, 5250 m²
Le Meridien D-Französisch, 2500 m²
Hotel Maison Margiela D-Frankfurt, 1200 m²
Plauen Lodder Prinzen Rechtsanwalt D-Nordhausen, 330 m²
Van der Valk Emmen NL-Amsterdam, 1145 m²
Dom Ząbkowy PL-Jasło, 1400 m²
Hotel Amelówka PL-Kielce, 1500 m²
Hotel Hotman PL-Krakow, 300 m²
Hotel Orbis Magura PL-Bieliski Białal, 550 m²
Hotel Podkowa PL-Mierzeje, 2900 m²
Hotel Akantus RO-Craiova, 375 m²
Hotel Recke RO-Recke, 465 m²
Park Inn HR-Augsburg, 900 m²
Hotel Adria RUS-Moskau, 6000 m²
Hotel Izmajlowo Vega RUS-Moskau, 2600 m²
Crown Club Sered SK-Sered, 180 m²
Crown Club Kosce SK-Kosce, 520 m²
Fashion TV Cafe SK-Kosce, 130 m²
Bardejovske Kulepe SK-Bratislava, 175 m²
National Library SRB-Beograd, 4200 m²
Hotel Schachter UA-Dnepropetrovsk, 140000 m²
Four Points by Sheraton UA-Zaporizzha, 5000 m²
Hotel Bristol UA-Odesa, 3500 m²
President Hotel UA-Kiev, 4200 m²

We apologize to all customers not listed here.