

ulster™

www.ulstercarpets.com

- advanced technology
- innovative design
- service excellence

OSIX

welcome

I would like to take this opportunity to welcome you to **OSix**, a publication which has been compiled to offer you an insight into Ulster Carpets, to our core values and to our long-term commitment to our clients and to the industry. It is through the inclusion of an assortment of projects from our global network that **OSix** achieves this insight, acting as a visual testimony to the product and design excellence that typifies Ulster Carpets.

Ulster Carpets remains a service-oriented organisation focused on providing design-led floorcovering solutions for architects, specifiers, interior designers and purchasers throughout the world, and it is by incorporating a series of special features on each of our underlying philosophies that **OSix** demonstrates the differentials that set us apart in our marketplace.

One of these such differentials is the innovative technology which is applied across a broad platform of both internal and external business practices. **OSix**, for the first time, profiles PSYLO, Ulster's unique ground-breaking axminster weaving technology. This radical technological advancement, combined with our unparalleled level of service and design excellence, enables us to push forward the boundaries of floorcoverings even further.

We like to forge relationships with our customers and it is through close collaboration with some of the world's finest design practices that we commit to supporting them in their pursuit of infusing life into interior décors of hospitality establishments throughout the globe.

NICK COBURN
MANAGING DIRECTOR

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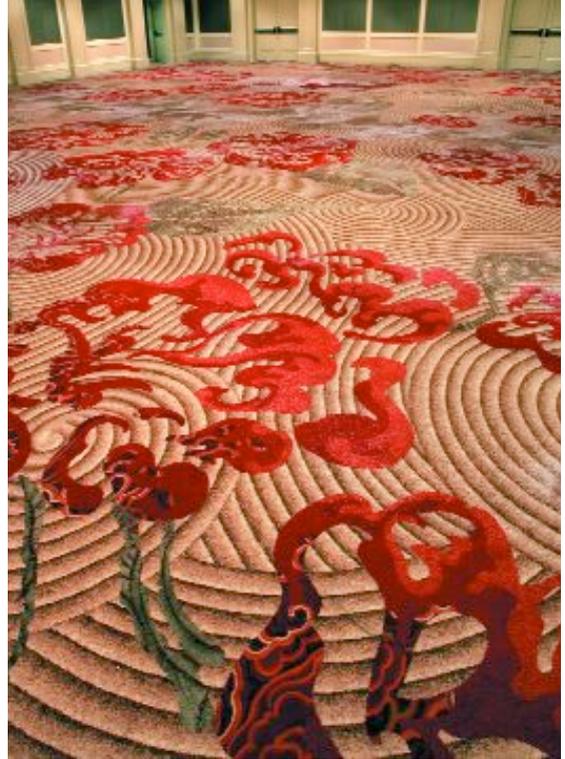
Mandarin Oriental Washington DC

Designer: HBA/Hirsch Bedner Associates
Photography: Russ Bryant

Situated at the heart of the US capital, Mandarin Oriental, Washington DC has redefined the boundaries of luxury in the city. The design excellence exhibited by Sandra Cortner of HBA/Hirsch Bedner Associates required designs to complement the modern oriental furnishings, art and detailing. For the designer the carpet design afforded one more opportunity to reinforce the diversity of the spaces throughout the hotel.

Sandra Cortner formulated a series of spectacular designs displaying an intricacy of design work achievable only through the ultimate service package of Ulster's PSYLO axminster weaving technology and Uniweave®. The interior designer was presented with the possibility of viewing the entire floorspace as a blank canvas, offering an opportunity to develop a complex theme in keeping with the interior décor already instilled throughout the entire hotel.





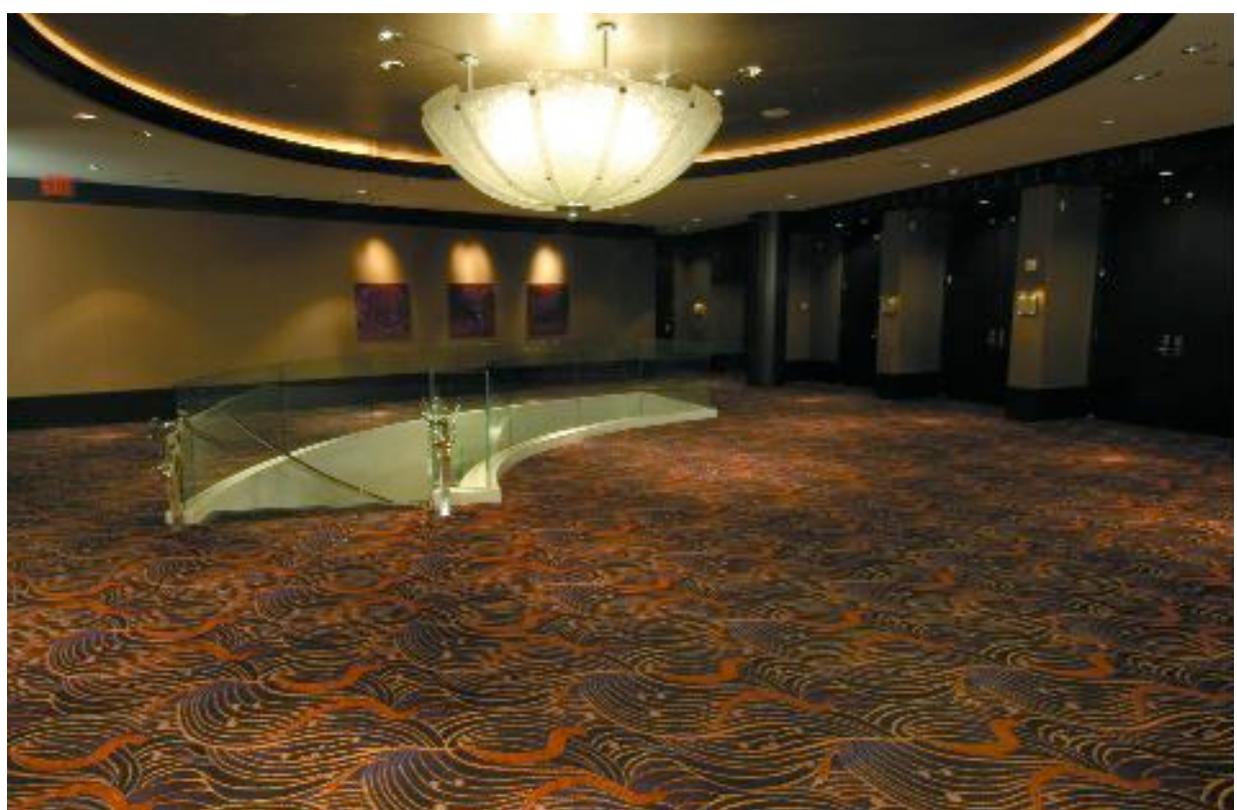
Mandarin Oriental Hotel, Washington DC

Mandarin Oriental New York City

Designer: HBA/Hirsch Bedner Associates
Photography: Russ Bryant



**Mandarin Oriental Hotel
New York City**



Mandarin Oriental, New York, is renowned as a majestic hotel providing a stunning blend of modern design and oriental flair in the heart of Manhattan.

HBA/Hirsch Bedner Associates visualised the incorporation of design elements which would simulate an almost three-dimensional oriental effect in keeping with the artwork and ancient tile designs that inspired the interior décor.

Ulster's design team identified the use of colour as a way in which to fulfill the designer's design inspiration of recreating the brilliant hues of a Mandarin ancestral robe.

By utilising a broad spectrum of colours afforded by the total design freedom of PSYLO, (multiple shades of single colourations, placed in close proximity to one another), a glistening three-dimensional effect was created by HBA/Hirsch Bedner Associates.



- advanced technology

PSYLO

axminster weaving technology

Ulster Carpets has led initial pioneering efforts in the application of the electronic jacquard to axminster weaving, changing the face of the axminster industry over the last 15 years by offering complexity of design not previously possible. Ulster's designers, working with the interior design community, have pushed carpet design beyond the limits of the electronic jacquard. The birth of PSYLO, Ulster's own unique patented weaving technology, has created exciting new opportunities for design not available with any other carpet weaving system.

In developing PSYLO, Ulster's R&D engineers addressed the weaknesses of electronic jacquards while offering unparalleled enhancements in the use of colour, design flexibility, manufacturing efficiency and consistency of quality.

In a major investment program Ulster's electronic jacquards have been replaced by PSYLO looms ensuring that the advantages of PSYLO are available for all projects, large and small.

Ulster's engineers continue to innovate, continually recognising the company's passion for design.

the most advanced axminster weaving technology ever



Mandarin Oriental,
Washington DC

Design:
HBA/Hirsch
Bedner Associates

Photography:
Russ Bryant

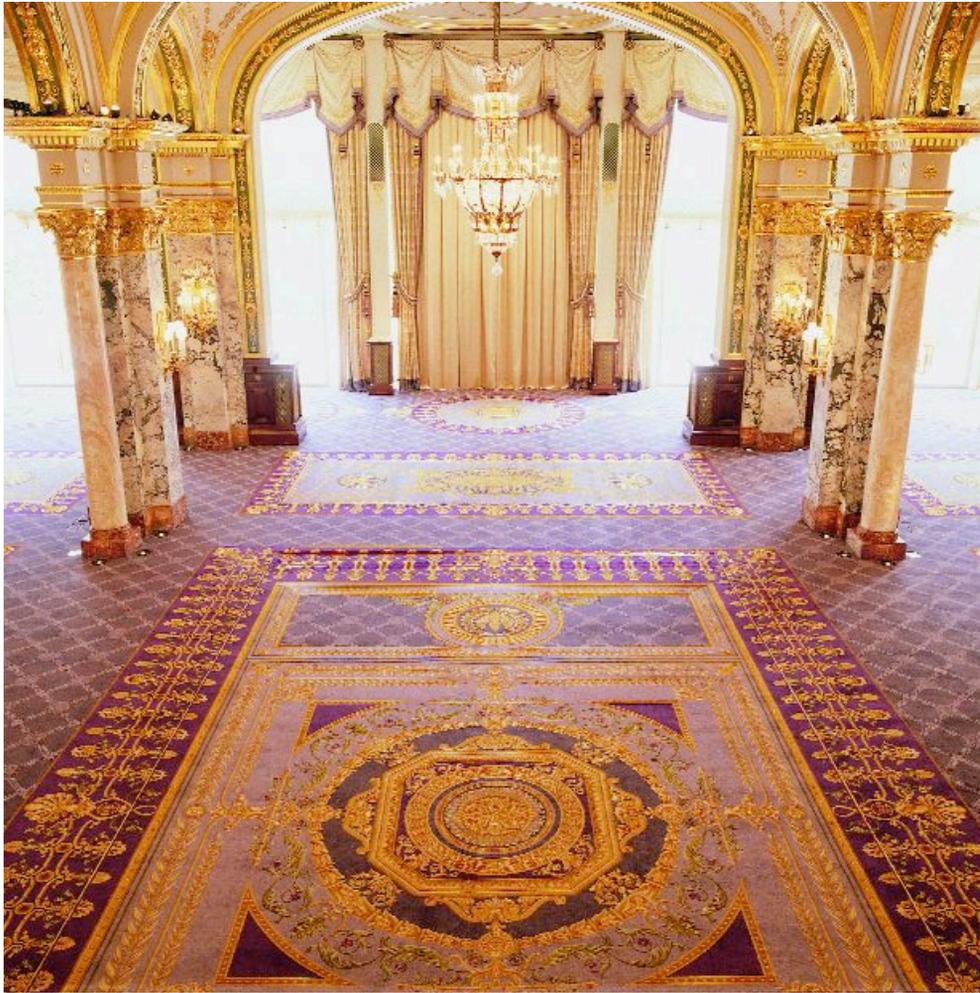
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Hôtel de Paris, Monaco

Designer: Corine Atlan-Charpentier / SBM

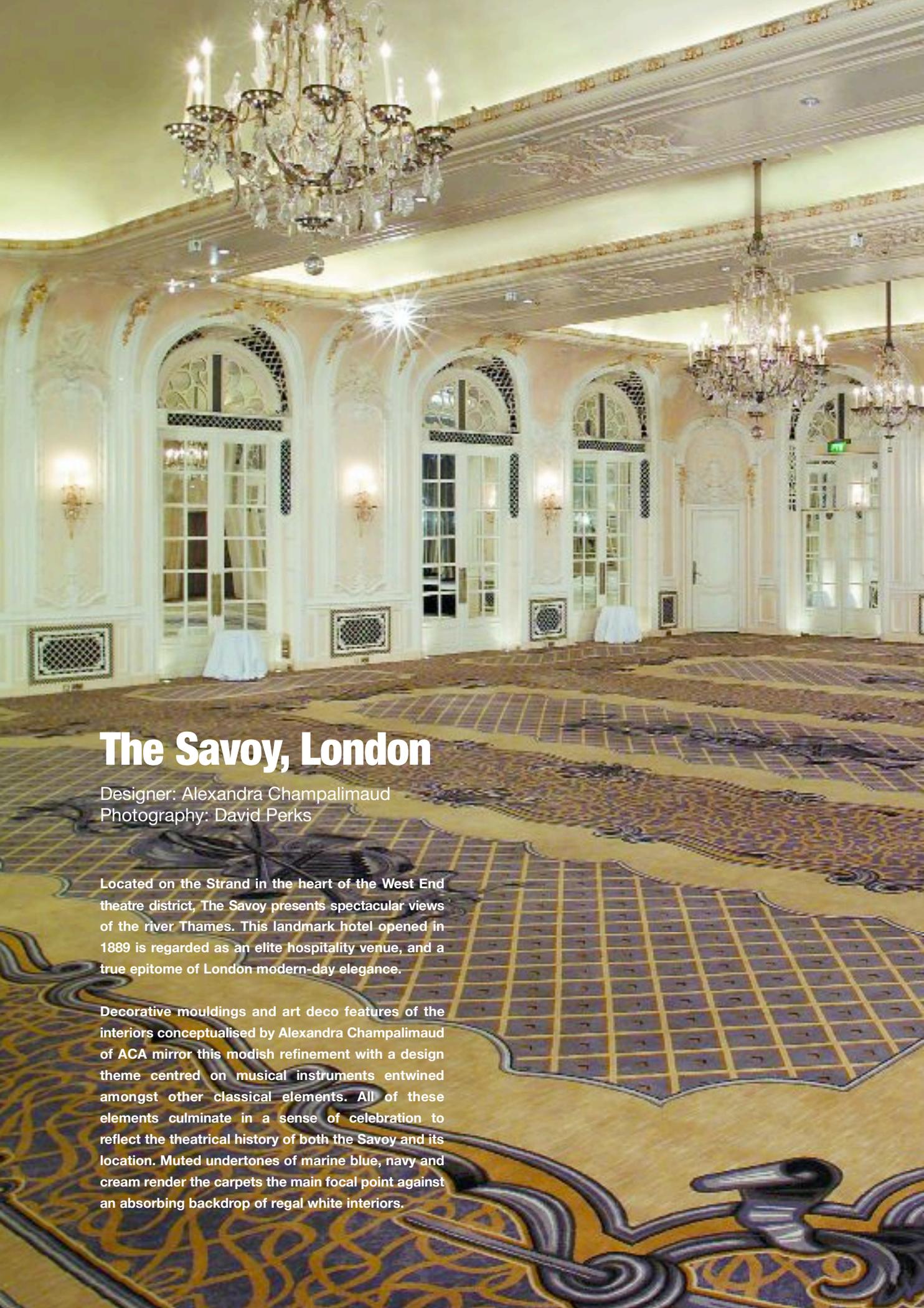
Photography: Thierry Favatier



In the heart of Monte-Carlo stands the luxurious Hôtel de Paris, the world's first and grandest Old World Hotel, built in 1864. Opulent in décor, this nineteenth century "palace" has been home to royalty and the world's brightest luminaries.

Ulster's designers focused on conceptualising renditions to complement the splendid interiors, developing a carpet motif to enhance the rich heritage and classical architecture of the hotel. Design inspiration centred on an ornate palette of lilac and golden hues to continue the ornamental interior décor already instilled by the reputed Corine Atlan-Charpentier of SBM.





The Savoy, London

Designer: Alexandra Champalimaud
Photography: David Perks

Located on the Strand in the heart of the West End theatre district, The Savoy presents spectacular views of the river Thames. This landmark hotel opened in 1889 is regarded as an elite hospitality venue, and a true epitome of London modern-day elegance.

Decorative mouldings and art deco features of the interiors conceptualised by Alexandra Champalimaud of ACA mirror this modish refinement with a design theme centred on musical instruments entwined amongst other classical elements. All of these elements culminate in a sense of celebration to reflect the theatrical history of both the Savoy and its location. Muted undertones of marine blue, navy and cream render the carpets the main focal point against an absorbing backdrop of regal white interiors.





concepts

Throughout Ulster Carpets' global network, we strive to instill a design ethos that encourages individuality and flair, promoting artistic diversity which is evident in each of our design creations. We persist in breaking the boundaries of woven floorcovering design with the aim of providing our clients, on each occasion, with an original and creative design rendition. Combining vision with an understanding of the manufacturing process we are able to find the best design solution for each project brief allowing us to develop an unequalled level of design excellence that is routinely put forward into the marketplace.

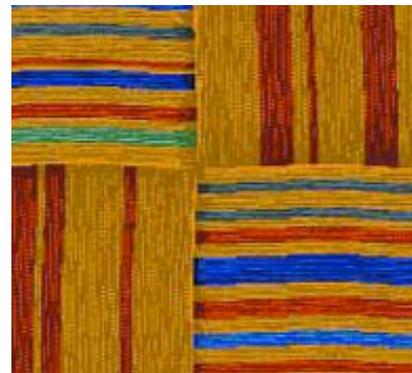
Concepts, Ulster's online design archive system, offers clients access to the Ulster design archive, providing our clients with an unparalleled quantity of design images categorised into groups to suit both designers and specifiers. With thousands of design options to choose from, the content is sure to provide the right design inspiration for every project.

The list of tools available include recolouring, comparing and 3D mapping and their application is intended to aid the specification process, with the resulting assurance that clients are entirely happy with their choice of design.

One of the attributes of Concepts is the evolutionary nature of the system allowing functionality to change and develop in accordance with the clients' needs. With its user friendly interface, Concepts offers clients the opportunity to access an abundance of design images in as quick and as effortless a manner as possible.

Nick Coburn elaborates, "Concepts is a solid testimony to our belief that it is important to focus on design, advanced technology and service. Our strategy focuses on innovation and design creativity in a changing technological world, while maintaining our commitment to unsurpassed levels of quality."





Sacramento Airport, USA

Artist: Sayed Alavi

Photography: Russ Bryant

Sayed Alavi, a reputed artist collaborated with Ulster Carpets in pursuit of his desire to transform something quite ordinary into an extra-ordinary aesthetic experience.

By utilising aerial photographs of Sacramento, Alavi processed the images in a format appropriate for Ulster's design team who, in turn, were in a position to translate the image into a format for woven axminster carpet.

Sacramento Airport was a project only realisable through Ulster's uniquely patented PSYLO axminster weaving technology. PSYLO's capacity to offer total design freedom and an unsurpassed colour bank option provided Sayed Alavi with the opportunity to fulfil his design brief. In addition to recalling the experience of flight and flying, this piece, by depicting the larger geographical area, also helps to reinforce a sense of belonging and/or connection for the traveller. In this way, Sayed Alavi ensured that Ulster's carpet can also be read and experienced as a "welcome mat" for visitors arriving in Sacramento.



Slieve Russell Hotel Ireland

Designer: Philip Rodgers
Photography: Gary Parrott







**Slieve Russell Hotel
Ireland**

Set amidst 300 acres of magnificently landscaped gardens and lakes, Slieve Russell Golf & Country Club is renowned for combining the best of Irish hospitality with the finest modern comforts and is recognised as one of Ireland's premium hotels.

With a subtle mix of classical imagery and clean contemporary lines, Ulster's designers sought to create designs to harmonize with the equally modish interior. Jewel-like shades of blue and red fused with rich golden hues evoke a warmth only

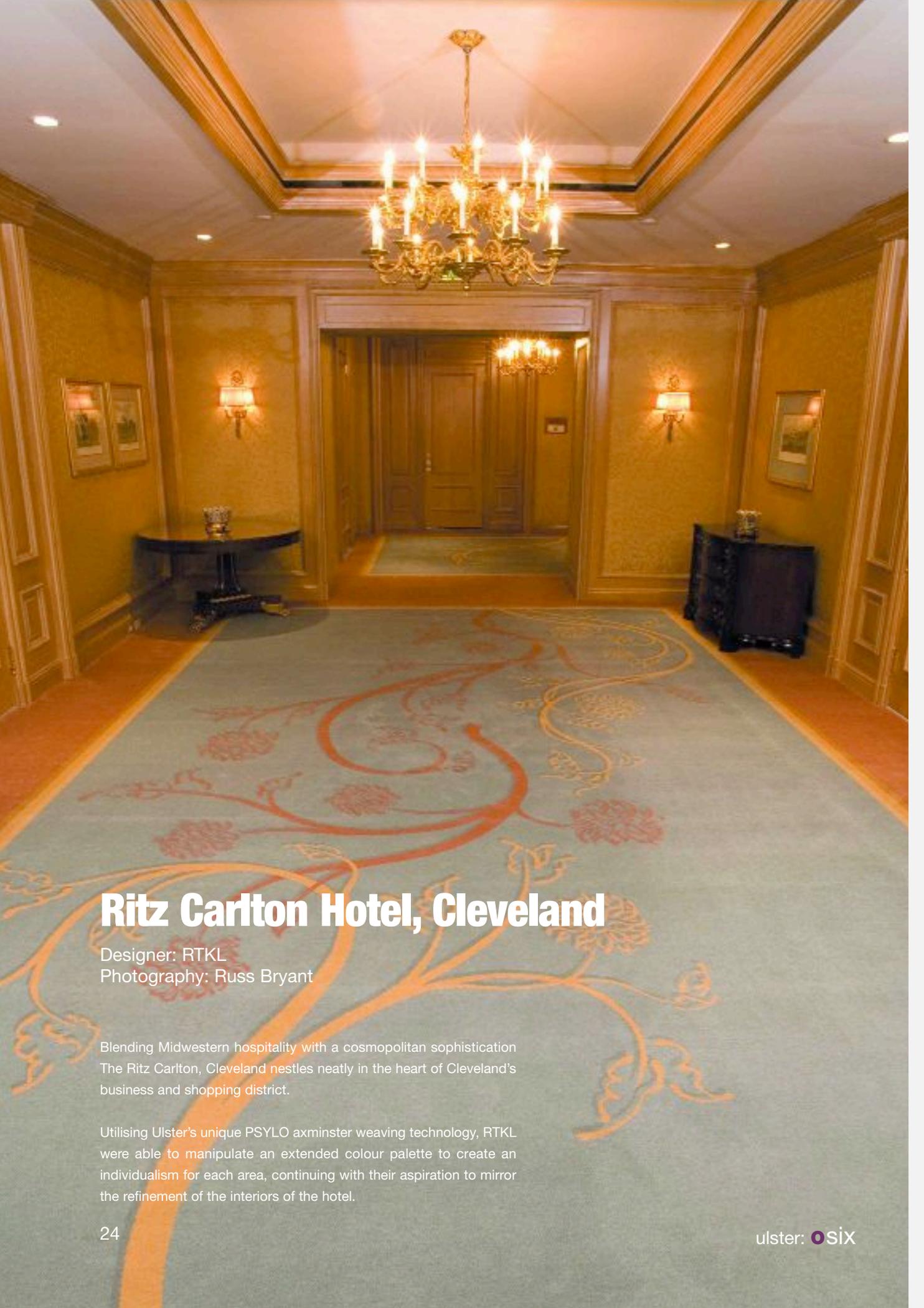
The Berkeley, London

Designer: Alexandra Champalimaud
Photography: David Perks



The Berkeley Hotel is located in the chic Knightsbridge area of London and boasts suites and public areas individually decorated by some of the world's leading interior designers. One of these such interior designers, Alexandra Champalimaud,

formulated a dramatic pattern to simulate a flowing effect through the ballroom and pre-function areas. Based on the batik process this modern style juxtaposes with the traditional interiors to evoke a veritable warmth and refined elegance.



Ritz Carlton Hotel, Cleveland

Designer: RTKL

Photography: Russ Bryant

Blending Midwestern hospitality with a cosmopolitan sophistication The Ritz Carlton, Cleveland nestles neatly in the heart of Cleveland's business and shopping district.

Utilising Ulster's unique PSYLO axminster weaving technology, RTKL were able to manipulate an extended colour palette to create an individualism for each area, continuing with their aspiration to mirror the refinement of the interiors of the hotel.





Mandarin Oriental Hotel Knightsbridge, London

Designer: Robin Dhar, Donald Insall Assocs Ltd
Architect: Stephen Gillian, Dryburgh Gillian Assoc.
Photography: David Perks

Constructed in the late 19th century as a luxury hotel, the ballroom and pre-function area of the Mandarin Oriental Knightsbridge have recently been restored to emulate a style distinctive of the French Empire. Both the interior designer and architect were specialists in the restoration of historic buildings, ensuring the sympathetic restoration of the design process.

French Aubusson rugs located in the Palace of Versailles provided the perfect inspiration for the floorcovering. By incorporating a broad spectrum of red, blue and gold colourations, afforded by Ulster's PSYLO weaving technology, the designer was able to enhance the feeling of sheer opulence and splendour throughout the hotel.





service excellence

Ulster Carpets possesses a commitment to focus on addressing future development needs and requirements. It is through this long-term approach to manufacturing and to PSYLO axminster weaving technology that Ulster Carpets delivers an ever-increasing level of product and service excellence to our clients.

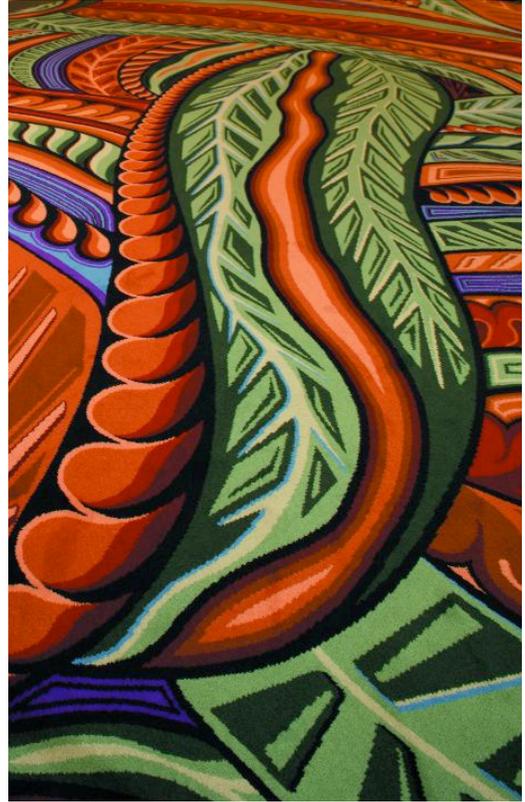


- Ulster has pioneered technologically advanced systems that have revolutionised woven carpets and the level of service experienced by our clients- Uniweave® being recognised as the initial of our groundbreaking technologies. PSYLO weaving technology, coupled with Uniweave® provides the ultimate service package for the axminster industry. Ulster's Uniweave® system goes well beyond weaving and incorporates all aspects of project management including planning, design and installation. Proprietary software enables Ulster's project planners and designers unparalleled freedom to view the entire floorspace as a blank canvas upon which to develop a complex theme, thereby offering new creative opportunities.
- The Uniweave® system allows Ulster to calculate the most efficient layouts, seaming positions and installation plans for each floor plan; the latter resulting in significant cost advantages and exceptional budgetary control.
- Commitment to project timelines is a focal area where Ulster Carpets offers unsurpassed levels of accountability. Exceptional production planning ensures that once a critical path is established all expectations relating to project critical dates are met or even surpassed.



Seneca Niagara Spa Hotel & Casino Niagara Falls, NY

Designer: JCJ Architecture
Photography: Russ Bryant



**Seneca Niagara Spa Hotel & Casino
Niagara Falls, NY**

Seneca Niagara Casino & Hotel is recognised as the largest hotel in Western New York, offering 26 levels of pure luxury and profiling Niagara Falls as a leading resort destination.

With multiple installation areas, the initial spectrum of design ideas for the project was immense, however, JCJ Architecture utilised Ulster's online design archive, Concepts, to explore prospective design inspirations and to refine their design brief.

Collaborating with JCJ Architecture, Ulster's design team focused on producing vibrant artistic renditions based on the designer's tribal-inspired design brief, focusing on the requested elements of Niagara Falls and tribal history accounts. It was through this close association with Ulster that our client was able to fabricate an assortment of design themes based on woodland and water colourations.



Radisson SAS Hotel Nice, France

Designer: D F Knoll Architectes

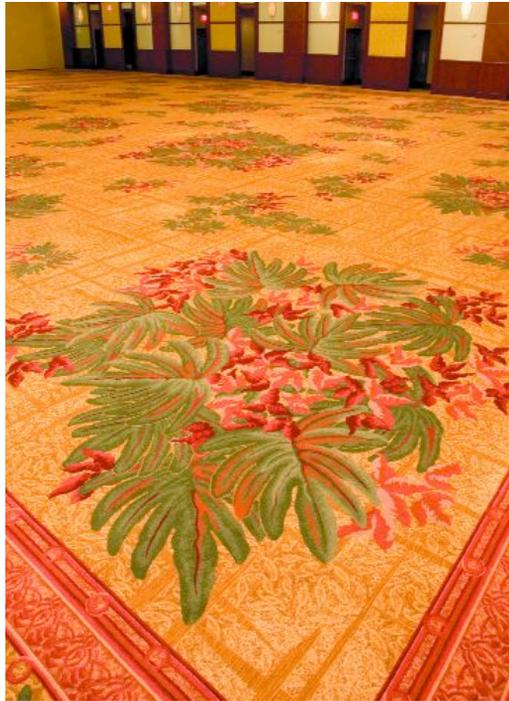
Photography: Thierry Favatier



The landmark Radisson SAS Hotel, Nice is an establishment where excellence meets originality in a modern atmosphere, with the hotel occupying an attractive seafront location on the famous Promenade des Anglais.

In close association with the interior designer, Ulster's project planners and designers made full use of the ingenuity of the Uniweave® system to stimulate the contemporary ambience of the interiors, exploring ways of displaying circular patterns and colours to complement the geometric feel of the architectural design.





Intercontinental Hotel, Miami, USA

Designer: HBA/Hirsch Bedner Associates
Photography: Russ Bryant

Overlooking Biscayne Bay, the InterContinental Miami Hotel is conveniently close to Miami Beach offering spectacular views of Miami, a city labelled the 'Magic City' and an international hub of cultural and artistic diversity.

The architectural design excellence exhibited by HBA/Hirsch Bedner Associates required floorcovering designs to complement both the bougainvillea and foliage elements already instilled throughout the interior décor by Marshall Drake.

With HBA/Hirsch Bedner Associates anticipating such distinct design creations, Ulster's PSYLO axminster weaving technology afforded the opportunity to employ an extended colour palette to create a unique texturized and highlight effect. It was this stylistic effect that allowed Marshall Drake to attach an additional creative dimension to the floorcovering design elements.



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