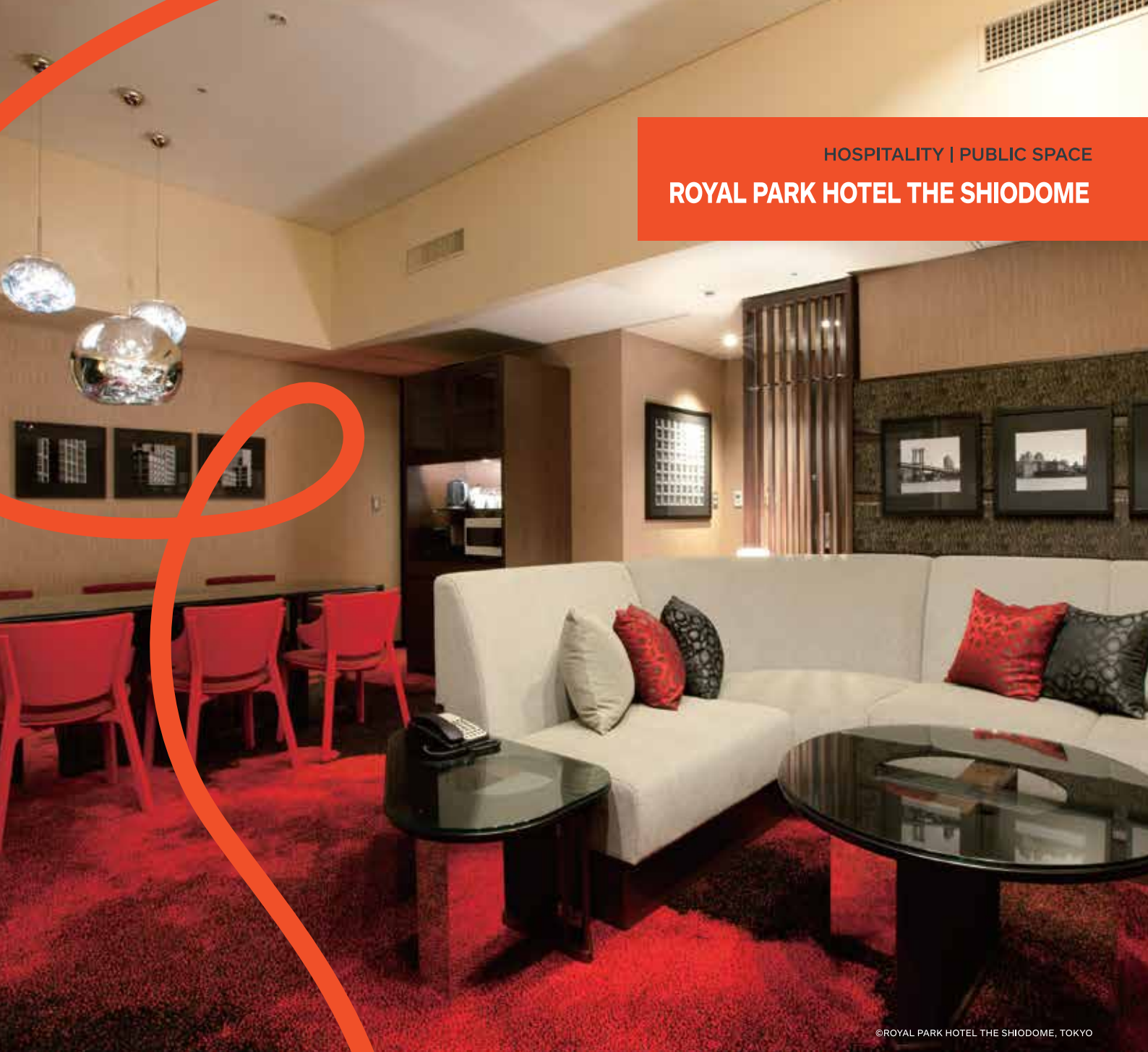


HOSPITALITY | PUBLIC SPACE

ROYAL PARK HOTEL THE SHIODOME



©ROYAL PARK HOTEL THE SHIODOME, TOKYO

Carpet: TOLI custom-ordered carpet

**Solution
dyed nylon
carpets
designed to
last a decade**

- Royal Park Hotel The Shiodome, in the Tokyo Bay area, is a city hotel attracting businesspeople and tourists from around the world. In commemoration of its 10th anniversary, the parent company renovated the hotel in line with group rebranding efforts. Various rooms were designed in collaboration with other companies and bold new carpets were installed that balance warm hospitality with a metropolitan style inspired by Manhattan, New York. The result is a more glamorous atmosphere with new features that enhance customer satisfaction.

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CASE STUDY: ROYAL PARK HOTEL THE SHIODOME

A stylish new direction

Royal Park Hotel The Shiodome has continuously pursued the same guest-centered philosophy since its inception 10 years ago. But the group recently implemented a rebranding initiative calling for more sophisticated interior design, according to Masayoshi Miyake, interior designer in charge of renovation. Guests can enjoy unique experiences in an innovative hotel environment with rooms that are very different from one another, such as rooms conceptualized by celebrated artists or co-designed by sophisticated brands that match their particular tastes.

The most ambitious challenge in the renovation was the design of the carpets. At first glance, they look like haphazard blends of plaid and random colors. Upon closer inspection, you come to realize they represent clouds floating above Tokyo Tower and Yokohama Bay Bridge. The design was made possible by new, patent-pending technology that reproduces photos in carpets with each pile representing a single pixel in the photo. Affordable and quick to deliver, it creates unique designs of very high quality.

Mr. Miyake stresses that the system uses tufting technology to smoothly mass produce images with vast freedom of expression and allow the reproduction of natural textures that cannot be created manually, as well as intricate images that usually require hand tufting. He says, "A Hermès scarf inspired the idea. It featured flora and fauna vividly illustrated in a pattern with bold colors standing out. I strove to make our carpet motif simple and direct, while adding depth through special processing. When guests head for their rooms in one hallway, for example, Tokyo Tower appears to emerge from the carpet. The real Tokyo Tower then appears in the window when they enter their guestrooms."

Material made to last

Based on 10 years of experience at the hotel, the design team determined what elements were necessary to develop a carpet that would last the next 10 years. "As for the carpet design, we came up with various patterns while paying special attention to the need for long-term durability and the ability to hide dirt. After trying various materials, we selected solution dyed nylon due to its cost performance, mass productivity and production efficiency. Antron® Lumena™ solution dyed nylon stood head and shoulders above



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Carpet: TOLI custom-ordered carpet

the competition," recalls Mr. Miyake. He first recognized the potential of nylon at a 4-day workshop in Florida organized by INVISTA US. "When I worked in Europe, I preferred using hybrid wool carpets. But I finally realized at the workshop that nylon carpets can replace them as long as certain conditions are met. Since then, we've been using Antron® carpets in many projects." Antron® Lumena™ type 6,6 solution dyed nylon incorporates highly stable pigments into the polyamide matrix during the spinning process, thus eliminating the need to dye after tufting. This approach allows more efficient creation of custom order carpets and a wider range of color expression, by using yarn from various color lineups. It also enables outstanding colorfastness to sunlight and harsh industry standard commercial cleaning in hotels. "The hotel group's rebranding included the addition of black and gold to the previous red and silver. In line with this change, we used lustrous Antron® Lumena™ fibers such as gold and silver in the carpet to create a greater sense of depth. Our clients are happy with the quality, which was achieved at minimal cost, and say they received much positive feedback from customers. Hearing words like these is very encouraging for designers like me who work hard to overcome various constraints and hurdles to create comfortable spaces that meet client needs."

"After trying various materials, we selected solution dyed nylon due to its cost performance, mass productivity and production efficiency. Antron® Lumena™ solution dyed nylon stood head and shoulders above the competition."

— Masayoshi Miyake, Senior Chief Designer, Interior Design Division, ILYA CORPORATION



Masayoshi Miyake
Senior Chief Designer, Interior Design Division
ILYA CORPORATION



→ Antron® Lumena™ type 6,6 solution dyed nylon is a highly functional carpet fiber that provides resistance to crushing and matting, recovery after compression and resistance to heat. The small surface area of the four-hole hollow filament fiber shape minimizes dust and soil accumulation, making cleaning easier.

To learn more, please find your local contact below or visit antron.net.

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Facility name: ROYAL PARK HOTEL THE SHIODOME

Carpet material: TOLI Corporation custom-ordered carpet (Antron® Lumena™ type 6,6 solution dyed nylon)

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