



Kawashima Selkon Textiles Co., Ltd. Custom-design carpet

Guest rooms that foster warm family memories

- Naeba Prince Hotel, the first ski resort hotel opened by Prince Hotels, was renewed 50 years after its establishment in 1961 to attract family visitors. Guest rooms were redesigned from the perspective of children and mothers to delight families, provide a comforting sense of warmth and reflect the concept of a “resort hotel that fosters warm family memories and encourages revisits”.

Case Study : Naeba Prince Hotel

A resort for family guests

Two wings of Naeba Prince Hotel were renovated in December 2012. The Danran Room was renewed to exude a mountain lodge atmosphere, while the Yu Rooms had bouldering site and portable Teepees for children. All rooms were redesigned by Eiko Tanaka, a female designer in her 30s from MITSUI Designtec, who was selected from among various candidates competing for the project. Ryuji Ikegami, Director of Asset Management at Prince Hotels, recalls that "When Naeba Prince Hotel opened, it was Japan's first winter resort hotel. We decided to renew the hotel's concept, 50 years after its founding, to focus on hospitality that nurtures family bonds. Ms. Tanaka's design is right on target and raises our hopes for the future." According to Ms. Tanaka, the carpets played a critical role in the rooms' designs. "Having a clearly defined 'family' theme made our work much easier," she claimed. "We considered the designs from a child's perspective, sought the advice of friends raising children, and carefully selected carpet while dramatically transforming the space. Familiar patterns were chosen to create a sense of family warmth and we used brightly colored, easily cleaned material with ample cushioning so children could play more freely in the rooms. Basically, we created two designs: Reddish and greenish carpets with a madras plaid pattern for the Danran Room and simpler checkered carpets for the Yu Rooms. We designed the carpets in collaboration with Kawashima Selkon Textiles and spent two months producing 4 color samples before arriving at the right subtle tones."

Long-lasting bright colors and durability

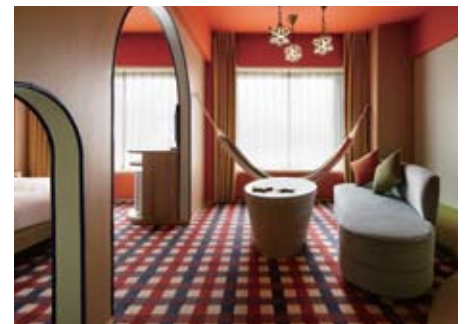
All redesigned rooms feature carpets comprised of Antron® Lumena™ solution dyed type 6,6 nylon fiber. Takeshi Tamurazaki from Kawashima Selkon Textiles explained that "The large guest room windows let in large amounts of direct sunlight in the summer and plenty of light reflected from the slopes in the winter. So, we decided Antron® Lumena™



solution dyed nylon would be the perfect choice. It's easy to maintain even after spills from soft drinks and ice cream. Furthermore, the material offers the advantage of high durability that withstands the impact of playing children. Based on Ms. Tanaka's pattern design, we spent hours arranging the color patterns and choosing from 80 different Antron® Lumena™ colors."

Antron® Lumena™ fiber is solution dyed nylon made with highly stable pigments incorporated into the polyamide matrix during the spinning process. Therefore each color of Antron® Lumena™ solution dyed nylon provides outstanding color fastness to sunlight and holds up under industry standard commercial cleaning. It is also highly resistant to the acid dyes found in many foods and beverages. However, just because a carpet is made with solution dyed nylon does not mean it is inherently stain resistant. In fact, few are. But carpets made with Antron® Lumena™ solution dyed nylon can stand up to some of the harshest spills with durable stain resistance that will last the life of the carpet. In addition, type 6,6 nylon can provide exceptional resistance to crushing/matting caused by frequent foot traffics. Furthermore,

the unique hollow filament shapes of Antron® carpet fiber hide soiling. Internal voids refract and diffuse light, enhancing soil hiding capabilities and the smaller surface area of the hollow filament fiber shapes minimize soil accumulation, making cleaning easier. Carpets made with Antron® Lumena™ solution dyed nylon fiber maintain their original vibrancy for years and years, while welcoming many guests.



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Eiko Tanaka
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Facility name : Naeba Prince Hotel
Carpet material : Kawashima Selkon Textiles Co., Ltd.
Custom-design carpet
(Antron® Lumena™ Solution dyed nylon)

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