

# Dimplex fires set the scene at Portmeiron

**Dimplex fires are setting the scene at the prestigious hotel at Portmeirion, the famous attraction and location for cult 1960's TV series, the Prisoner, which is now enjoying renewed interest following a remake for ITV.**

Located at the foothills of Snowdonia in Wales and with stunning views over the Dwyryd Estuary, the village of Portmeirion is well known for its striking Italianate colours and eclectic architecture and is a popular visitor destination with hotels, restaurants, shops, as well as formal gardens and a temperate forest located on its private headland.

It's acknowledged as a unique architectural work of art, with an ongoing programme of investments to preserve its original integrity as living proof that development does not have to destroy the natural environment. The latest investment of £325,000 involved the sensitive refurbishment of the hotel, and Dimplex Opti-myst Brookline electric fires were selected as focal points in the library and the penthouse suite.

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## Client

**Portmeirion Hotel  
Wales**

## Products

**Brookline Opti-myst®  
inset electric fire**

## Partners

**Colwyn Fireplace  
Centre**

Estate manager Meurig Jones was responsible for overseeing the refurbishment and needed to ensure the finished result retained the architectural integrity of the 1930s. And this had to be combined with practicalities of easy installation, operation and maintenance in addition to high quality design and aesthetics.

Meurig visited nearby fires specialist Colwyn Fireplace Centre to view the retailer's display of over 50 live models. There was nothing to compete with the latest Dimplex Opti-myst range, he explained.

"Electric fires are ideal because we wanted to avoid flueing. However we also wanted to be able to have an authentic looking fire with just the flame effect. As soon as I saw the new Opti-myst range, I knew it would be perfect as it's amazingly realistic," he said.

And for the hotel guests, the fires provide a real attraction, he added.

"Lots of our guests think the fires are real and it's a bit of a talking point to the extent that we've had to supply the reception with details on the fire so they can give guests accurate information!"

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