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Creative Matters to Present Two New Handknotted Collections at DOMOTEX 2016 “Crystallize” short-listed for Carpet Design Award



Reminiscent of the delicate frost that forms on glass in winter, Crystallize is a versatile design appropriate for both modern and traditional interiors.



Viva – an explosion of blossoms in 14 colours and 21 blends – will flourish in a minimalist open space.

Toronto, Canada – November 30, 2015: Creative Matters will present its new Arctic and Perennial rug collections to the world’s key interior design decision makers January 22 to 26 in Hanover at DOMOTEX 2016, the leading international trade fair for the carpet and floor coverings.

Both collections reflect the Toronto-based design studio’s commitment to handmade rugs and fairtrade but they differ distinctly in style. The Arctic Collection comprises 11 designs that explore the intricate formations of frozen water in an “icy” grey blue palette. The additional 11 new designs that make up Creative Matter’s new Perennial Collection celebrate the power of sophisticated florals and their ability to embolden an interior.

“Our designers and our artisans worked on these designs throughout 2015 and I cannot wait to see them hanging together at DOMOTEX,” said Carol Sebert, owner and President of Creative Matters. “Both

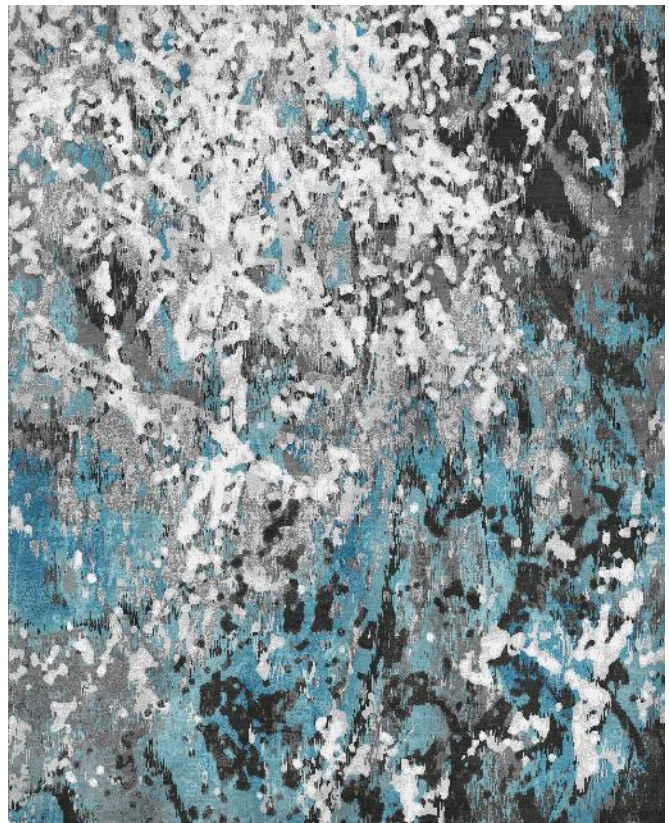
collections are influenced by natural elements, both are enhanced by the richness of wool and silk yarns, but they will play totally different roles for the interior designer.”

DOMOTEX’s Carpet Design Awards are seen as the world’s highest accolade for contemporary hand-made carpets and rugs. Crystallize Ice from the new Arctic Collection was announced in November as one of three shortlisted designs in Category 2: Best Modern Design Superior. The shortlisted carpets will on display in a dedicated presentation area in the middle of Hall 17. The winners will be announced on Sunday, January 17 in an awards ceremony.

“In addition to the new collections, we will also exhibit Drift – Wheat from our XXV Collection. The original Drift – Blue has been very popular with retailers and as a base design for custom projects, so we reworked it in soothing honeyed tones which fuse effortlessly with delicate silver and alabaster highlights,” said Sebert.



Drift – Wheat is a new-for-2016-colourway for the popular Drift design from the XXV Collection.



Drift – Blue has been popular since its release in 2014 as both a collection rug and a base concept for customized designs.

To learn more about Creative Matters visit www.creativemattersinc.com or to visit them at the show at Stand No. E53/1, Hall 017

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About Creative Matters

Established in 1988, Creative Matters designs and creates custom fair trade floor and wallcoverings. With rugs and carpets in more than 40 countries, Creative Matters' international clientele range from such luxury retailers as Gucci, Tom Ford and Louis Vuitton to hotels, corporate offices, private homes, and diplomatic residences and embassies worldwide. Creative Matters proudly supports Label STEP, an international organization committed to fighting abusive child labour, improving the working and living conditions of carpet weavers and promoting environmentally friendly production methods.

www.creativemattersinc.com

Notes to Editors

Carol Sebert, president, Creative Matters, available for interview.

High resolution images available.

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