

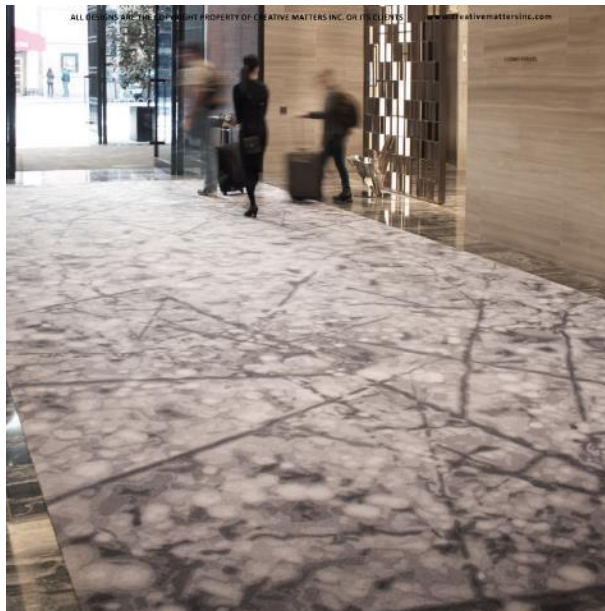
FOR IMMEDIATE RELEASE

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Canada's Creative Matters to exhibit at Maison&Objet for the first time

Toronto, Canada – December 14, 2015: Creative Matters will exhibit at the Maison&Objet Paris trade fair for the first time from January 22 to 26, 2016. After 25 years of collaborating with interior designers and architects to create exceptional floor and wallcoverings around the world, the Toronto-based studio will venture to the Paris show to share its expertise and show off its award-winning work.



One of the five Creative Matters floorcoverings created for the Park Hyatt New York with Yabu Pushelberg.

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Printemps and Louis Vuitton in Paris are among the luxury hotels, boutique retailers, stylish offices, elegant homes and diplomatic missions where Creative Matters projects are installed in 40 different countries. Among its 2015 installations are a 12m x 15m (39' x 49') handtufted tight loop pile rug (wool with silk) for the new Jewelry Salon at Bergdorf Goodman in New York and 29 handtufted rugs for the British High Commission in London.

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The Creative Matters booth will showcase its custom design work in floor and wallcoverings: handknotted, handtufted and machine-made floorcoverings, including woven and hand Axminster; vinyl and needle felted wallcoverings; and a printed carpet with matching wallcovering. It will also unveil some new collection pieces. Although regularly celebrated for its custom projects with interiors companies such as Yabu Pushelberg, Studio Sofield, HOK, Karim Rashid and Gensler, the all-women firm has also created seven high-end rug and two wallcovering collections, which are available from selected retailers worldwide. The just-released, Arctic and Perennial collections – handknotted in wool and silk – will also be on display at Maison&Objet.



For the Toronto Birth Centre, two of three Creative Matters wallcoverings based on the work of Métis artist Christi Belcourt. © 2015 Creative Matters.

“Interiors professionals often use our contemporary rug collections as starting points for design inspiration so, for the first time in 2015, we published a look book of over 100 designs to stimulate the creative process,” said Carol Sebert, president and owner of Creative Matters. “We look forward to meeting new clients and sharing our “Inspired” look book with them in Paris.”



Reminiscent of the delicate frost that forms on glass in winter, Crystallize, shortlisted for a Domotex Best Modern Carpet award, is one of the handknotted rug designs in the Creative Matters Arctic Collection. © 2015 Creative Matters.

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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 Christian Dior, 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.

Notes to Editors

Carol Sebert, president, Creative Matters, available for interview.
High resolution images available.

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