



PRESS RELEASE

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CMI to exhibit at The Rug Show for first time with display of latest handknotted collection rugs

Toronto, Canada – August 30, 2016: Creative Matters will exhibit for the first time at New York’s The Rug Show, September 10 – 13, 2016, at the Javits Center, 655 West 34th Street. The Toronto-based design team will display 18 handknotted rugs from their 2015/2016 Arctic and Perennial Collections.

Creative Matters will join over 70 high-end innovators at The Rug Show which promises one of the largest compilations of artistic area rugs ever seen in the U.S. in addition to Creative Matters’ exquisitely designed rug collections.

“Not only is it our first time at The Rug Show, it is also the first time so many of the rugs from our newest collections will be available to view in all their wool and silk glory,” said Carol Sebert, president and owner of Creative Matters. “In fact, two of the rugs, Viva – Pastel and Emerge – Plum, have never been displayed at a show before.”



Viva – Pastel

Creative Matters’ Viva design was first released in the bolder Ochre colourway. The more delicate Pastel version was just delivered in August. 13 colours and 21 blends suggest a discarded bloom on a raindrop-spotted sidewalk, the natural environment contrasting with the urban landscape. © 2016 Creative Matters



Emerge – Plum

With its combination of petals and ice shards, Emerge is the Creative Matters design that links the Arctic and Perennial Collections. Delicate outlines represent a flower bud emerging from a fierce winter.

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The design firm's Arctic Collection and the Perennial Collection launched in September 2015 with a second release of designs in January 2016. "Because the rugs are handknotted, and because we work with a select few mills (in Nepal and India) to uphold our standards of perfection, the rugs arrive in North America one by one," said Sebert.

"While many architects and interior designers know us for custom projects, our collections offer an increasing selection of ready-designed pieces. We now have six collections to browse on our website and to purchase from our retailers around the world," said Sebert. All the collection pieces at The Rug Show are handknotted in Tibetan or New Zealand wool with carefully placed Chinese silk. And, all the rugs carry the fair trade endorsement of Label STEP.

In 2016, Creative Matters exhibited at DOMOTEX in Hannover, Germany and at Maison&Objet in Paris. "We are particularly proud to show Crystallize Ice at The Rug Show because it was one of three shortlisted designs in Best Modern Design Superior at DOMOTEX – the world's highest accolade for contemporary handmade carpets and rugs," said Sebert.



Crystallize – Ice

The Arctic Collection comprises 11 designs that explore the intricate formations of frozen water in an icy grey blue palette. Crystallize is reminiscent of the lacy frost that forms on glass in winter. © 2016 Creative Matters.



Glacier – Blue

Creative Matters' Glacier received much interest at the shows in Germany and France. With its straight lines on an organic field, it's neither a geometric rug nor an organic rug. © 2016 Creative Matters.

To learn more about Creative Matters, visit www.creativemattersinc.com or visit them at The Rug Show show, September 10 – 13, 2016, at the Javits Center, 655 West 34th Street.

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.

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About The Rug Show

Coast to coast, the non-profit Rug Show in LA and The Rug Show @Javits (New York) were founded in 2012 by a collective of like-minded area rug innovators who wanted to bring to discriminating area rug buyers, designers and architects the finest and most groundbreaking rugs available. For more information, visit: www.therugshow.com

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Notes to Editors

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

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