

The image features a dense forest of tall, thin trees. In the foreground, a large, colorful floor covering is laid out on the ground, showing a pattern of orange, brown, and grey. The text 'creative MATTERS' is positioned in the upper right, with 'creative' in a smaller font and 'MATTERS' in a larger, bold font. Below it, the text 'INSPIRED WALL & FLOOR COVERINGS' is written in a smaller, all-caps font. The word 'AERIAL' is prominently displayed in the center in a large, white, serif font. At the bottom, the text 'A COMPELLING FLOORCOVERING COLLECTION' is written in a white, all-caps, sans-serif font.

creative
MATTERS

INSPIRED WALL & FLOOR COVERINGS

AERIAL

A COMPELLING FLOORCOVERING COLLECTION

A long-exposure photograph of the Milky Way galaxy, showing a dense band of stars and interstellar dust stretching across the night sky. The galaxy's core is visible as a bright, yellowish-white region. The word "AERIAL" is overlaid in a light gray, serif font across the center of the image. The background is a dark, star-filled sky, and the bottom left corner shows the dark silhouette of trees.

AERIAL

**Powerful and ethereal,
mystical and tellurian,
evoking a range of elemental purity.**

From percolating molten designs to explosive stardust elegance, discover a collection of endless possibilities. Eleven standout designs presented in different colourways for a total of 33. Timeless style immaculately handknotted in wool and silk.



inspired by the elements of nature

Art Day. A concert of ideas, media and inspiration. A time-honoured practice to contemplate form and colour. To engage with the process. The synchronicity, synergy and symbiosis of pure design.





ARBOREAL - ICE

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 32%

CUSTOM COLOURS AND SIZES AVAILABLE





ARBOREAL - PLATINUM

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 32%

CUSTOM COLOURS AND SIZES AVAILABLE





ARBOREAL - SILVER

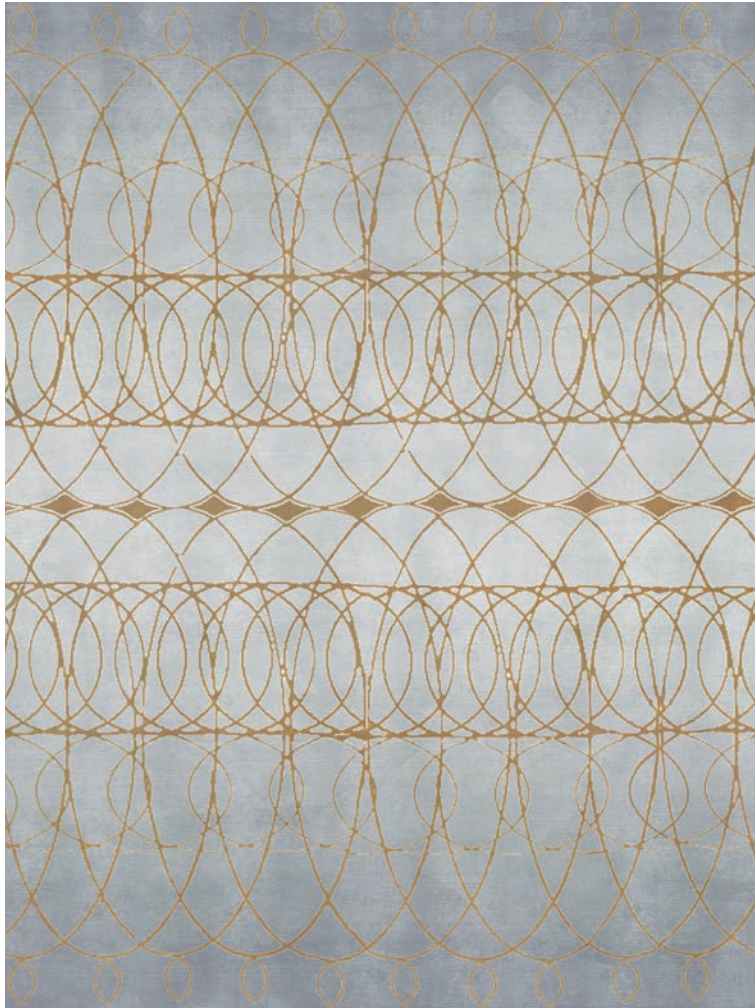
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 32%

CUSTOM COLOURS AND SIZES AVAILABLE





FRENCH WIRE - GOLD

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 15%

CUSTOM COLOURS AND SIZES AVAILABLE





FRENCH WIRE - ICE

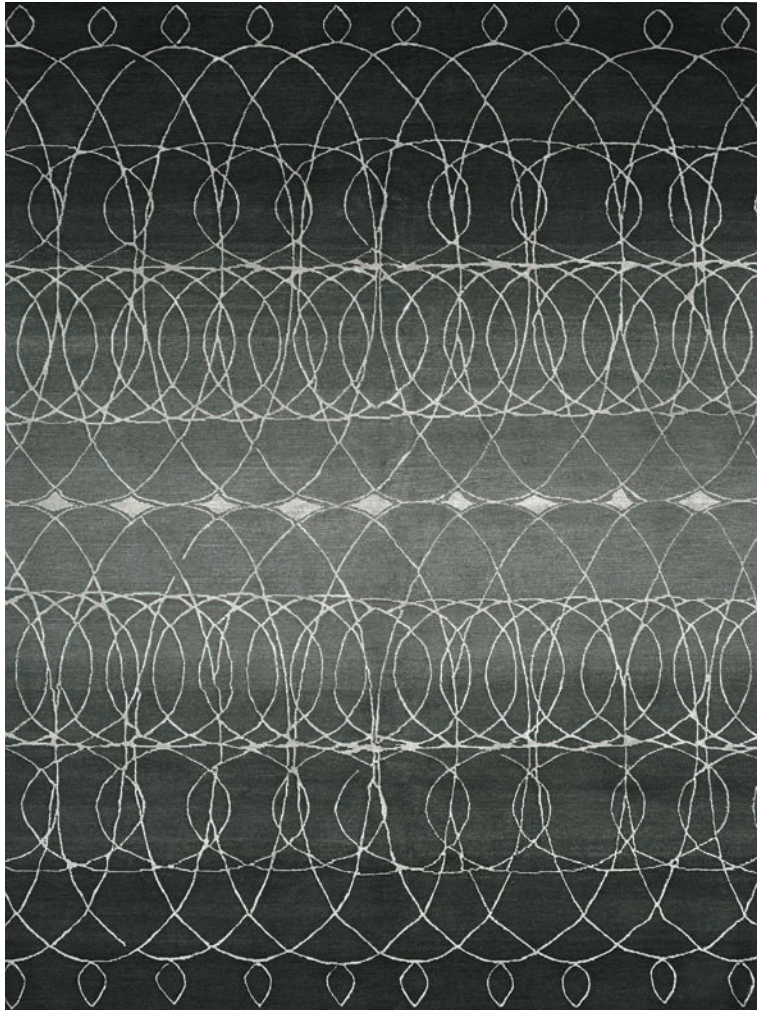
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 15%

CUSTOM COLOURS AND SIZES AVAILABLE





FRENCH WIRE - PLATINUM

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 15%

CUSTOM COLOURS AND SIZES AVAILABLE





FRENCH WIRE - SILVER

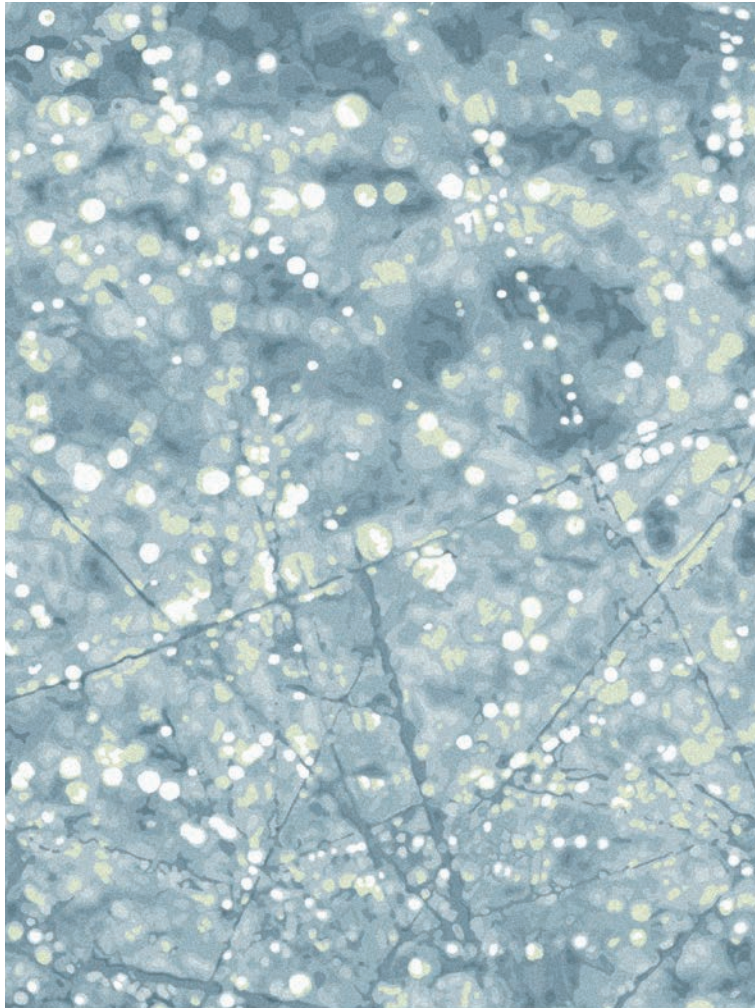
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 15%

CUSTOM COLOURS AND SIZES AVAILABLE





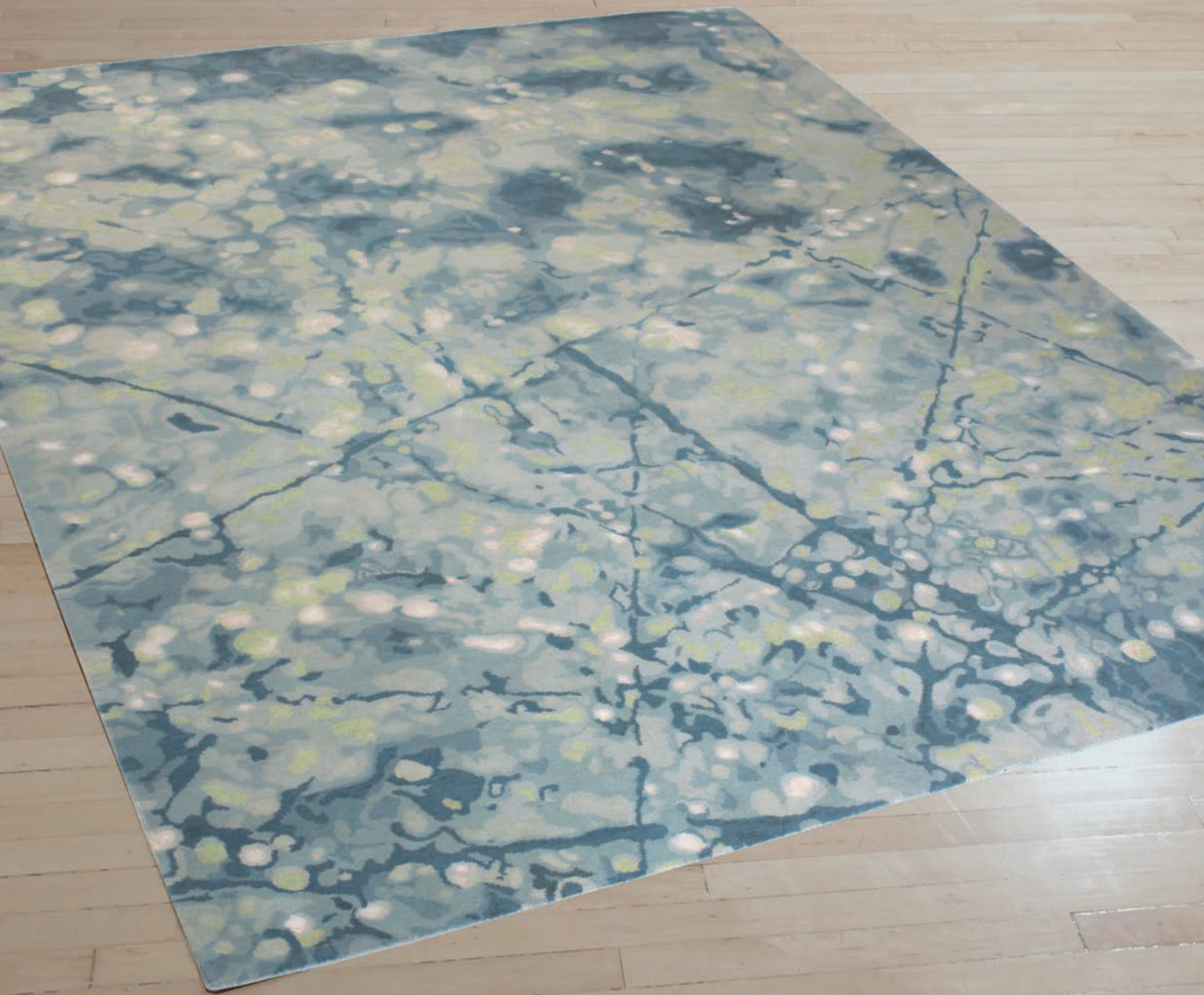
GLOW - AZURE

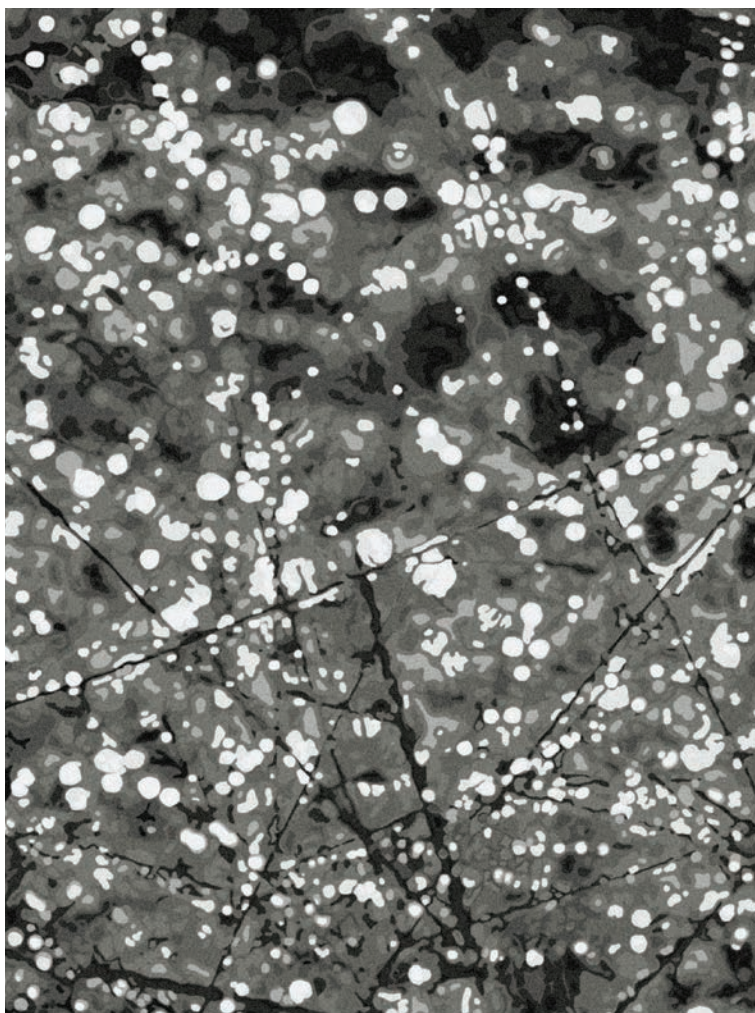
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 6%

CUSTOM COLOURS AND SIZES AVAILABLE





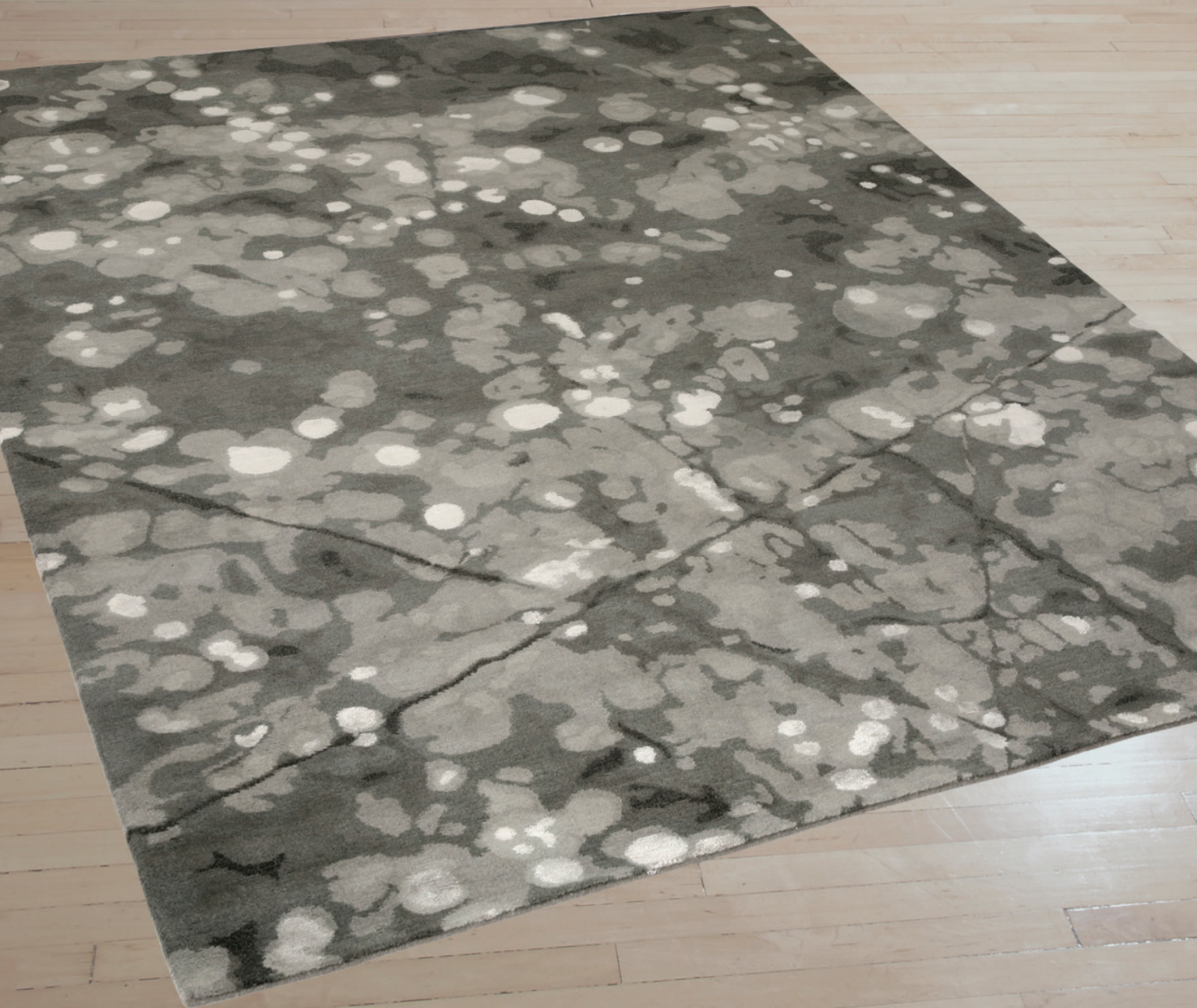
GLOW - PLATINUM

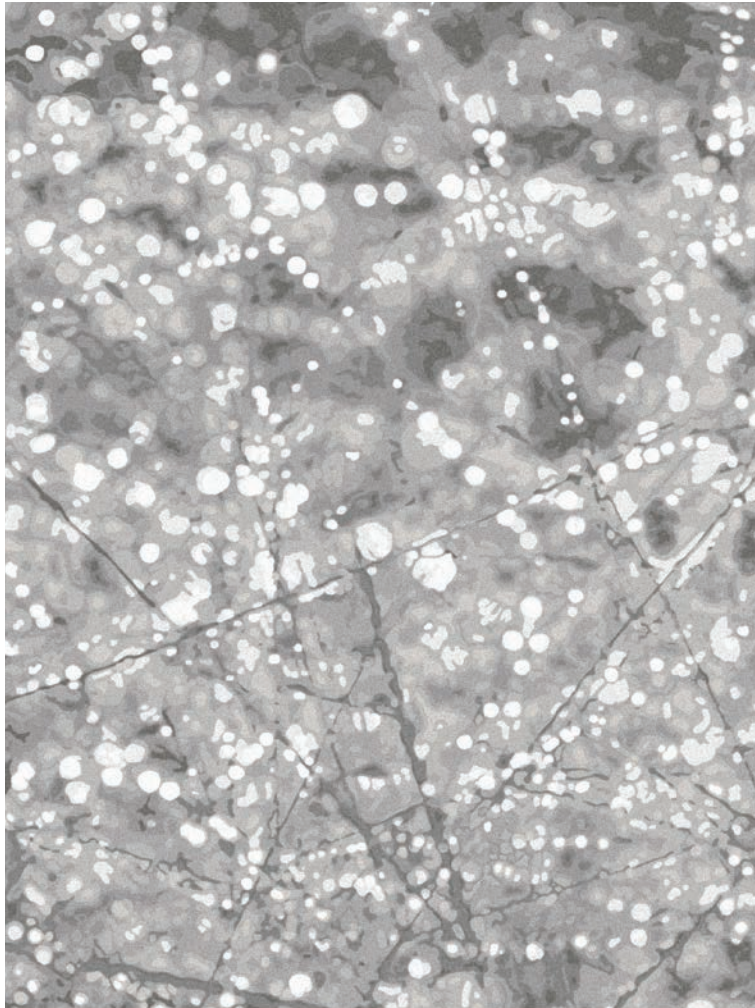
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 6%

CUSTOM COLOURS AND SIZES AVAILABLE





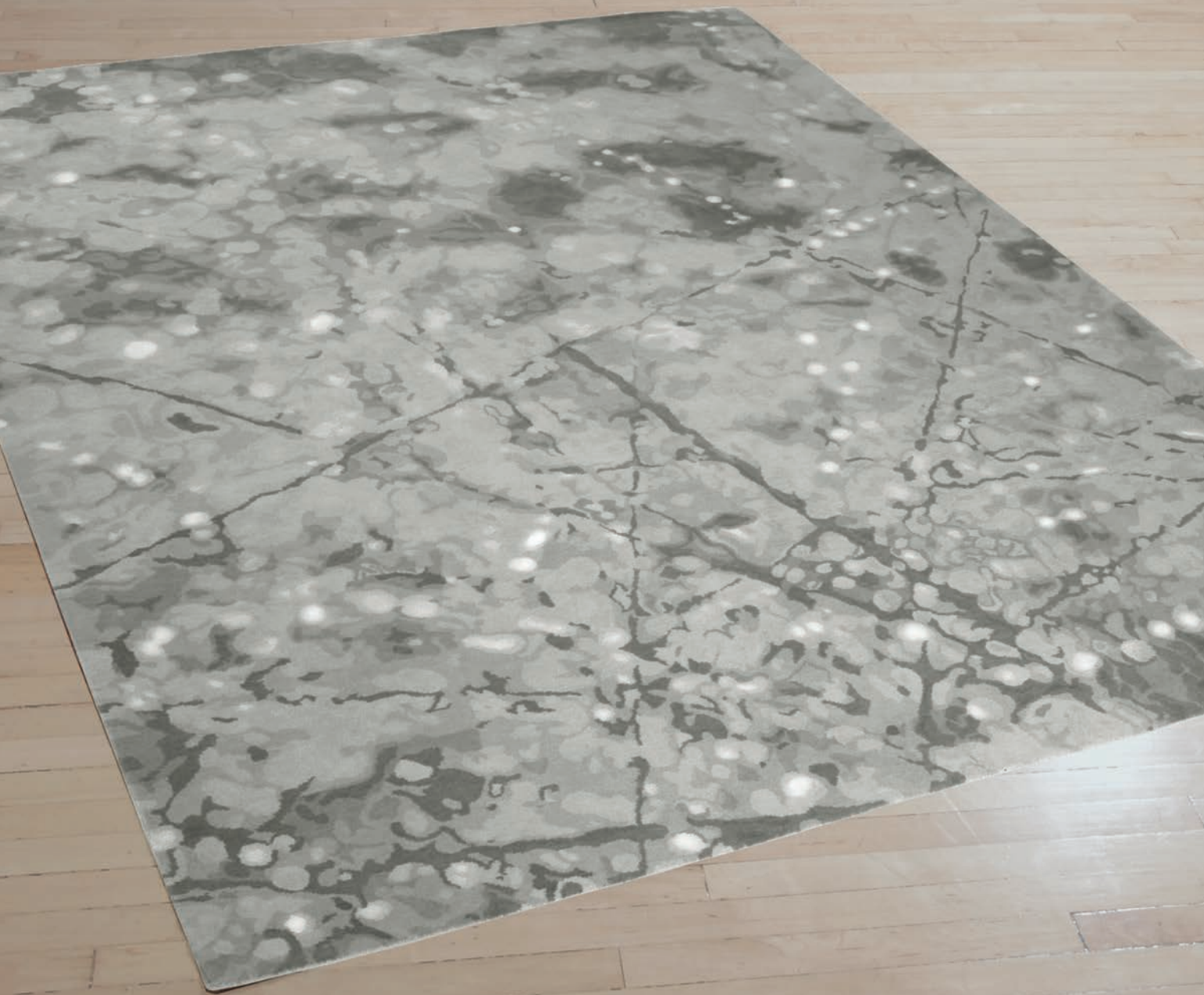
GLOW - SILVER

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 6%

CUSTOM COLOURS AND SIZES AVAILABLE





LIQUID - ICE

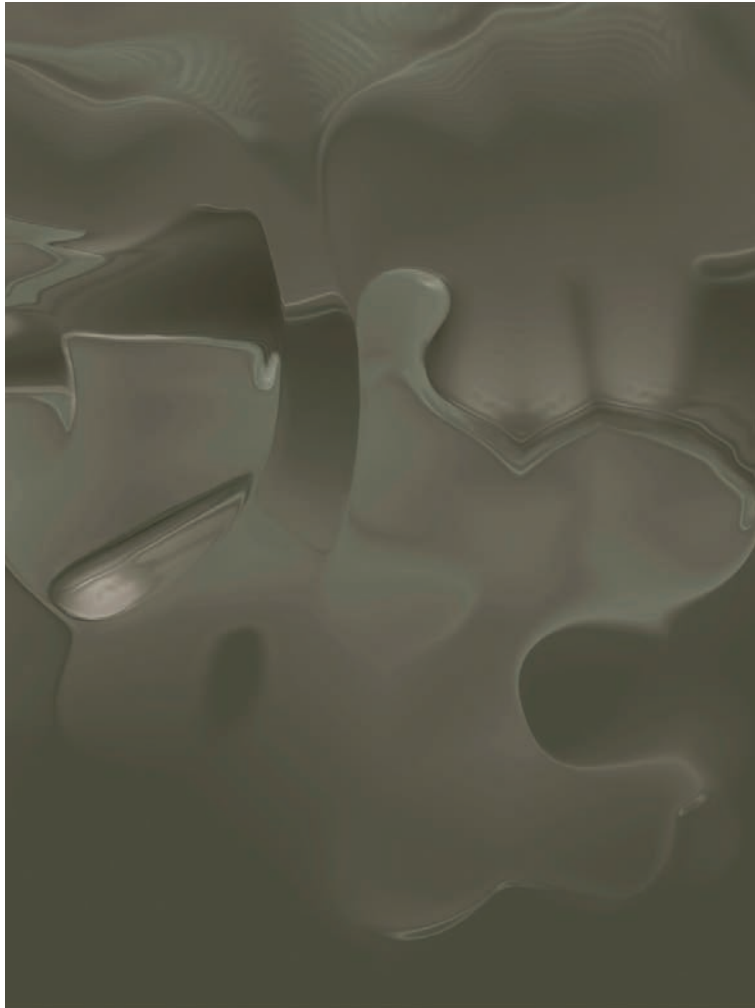
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 38%

CUSTOM COLOURS AND SIZES AVAILABLE





LIQUID - PLATINUM

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 38%

CUSTOM COLOURS AND SIZES AVAILABLE





LIQUID - TAUPE

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 38%

CUSTOM COLOURS AND SIZES AVAILABLE





PEPE - GOLD

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 15%

CUSTOM COLOURS AND SIZES AVAILABLE





PEPE - PLATINUM

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk,
100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 15%

CUSTOM COLOURS AND SIZES AVAILABLE





POLARIZE - COPPER

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 31%

CUSTOM COLOURS AND SIZES AVAILABLE





POLARIZE - ICE

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 31%

CUSTOM COLOURS AND SIZES AVAILABLE





POLARIZE - OCEANA

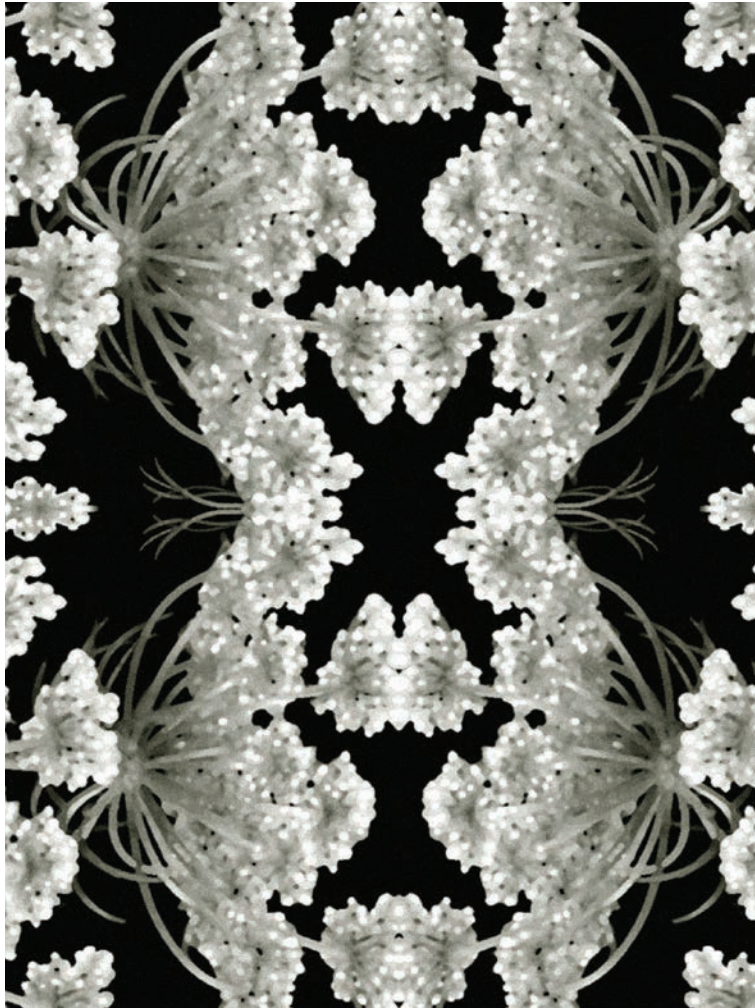
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 31%

CUSTOM COLOURS AND SIZES AVAILABLE





THE QUEEN - ONYX

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 16%

CUSTOM COLOURS AND SIZES AVAILABLE





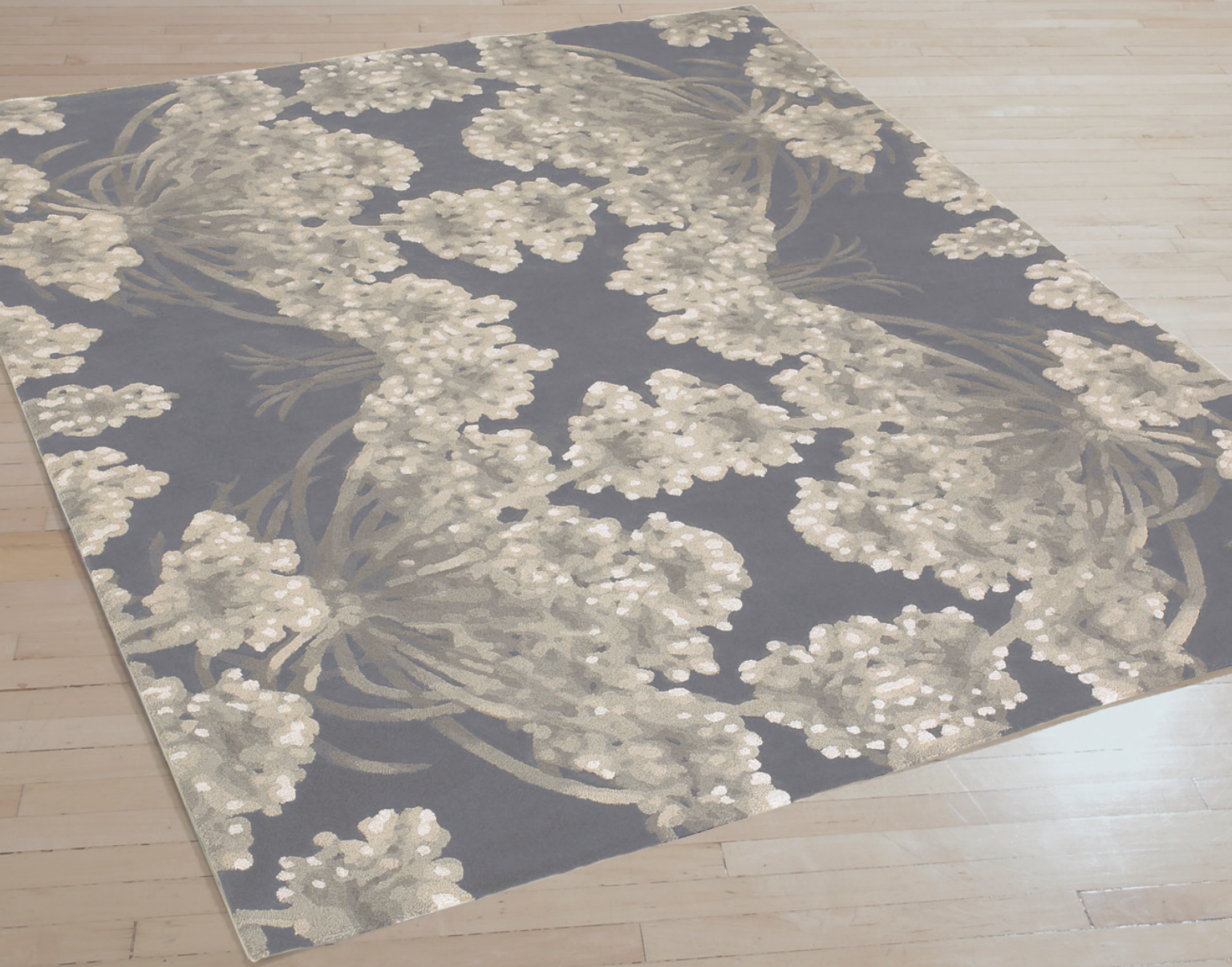
THE QUEEN - SEPIA

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 16%

CUSTOM COLOURS AND SIZES AVAILABLE





RORY - GREIGE

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 41%

CUSTOM COLOURS AND SIZES AVAILABLE





RORY - PLATINUM

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 41%

CUSTOM COLOURS AND SIZES AVAILABLE





RORY - ROYALE

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 41%

CUSTOM COLOURS AND SIZES AVAILABLE





NOVA - GOLD

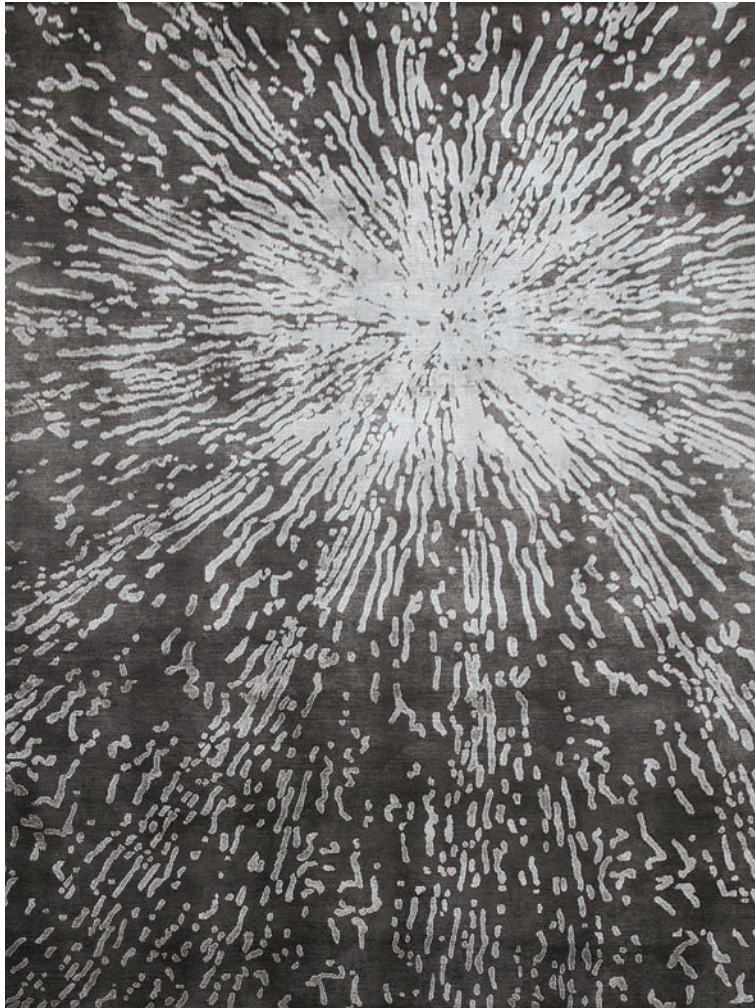
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 40%

CUSTOM COLOURS AND SIZES AVAILABLE





NOVA - PLATINUM

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 40%

CUSTOM COLOURS AND SIZES AVAILABLE





NOVA - SILVER

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 40%

CUSTOM COLOURS AND SIZES AVAILABLE





SCRATCH - FROST

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 52%

CUSTOM COLOURS AND SIZES AVAILABLE





SCRATCH - PLATINUM

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 52%

CUSTOM COLOURS AND SIZES AVAILABLE





SCRATCH - ROYALE

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 52%

CUSTOM COLOURS AND SIZES AVAILABLE





SCRATCH - SILVER

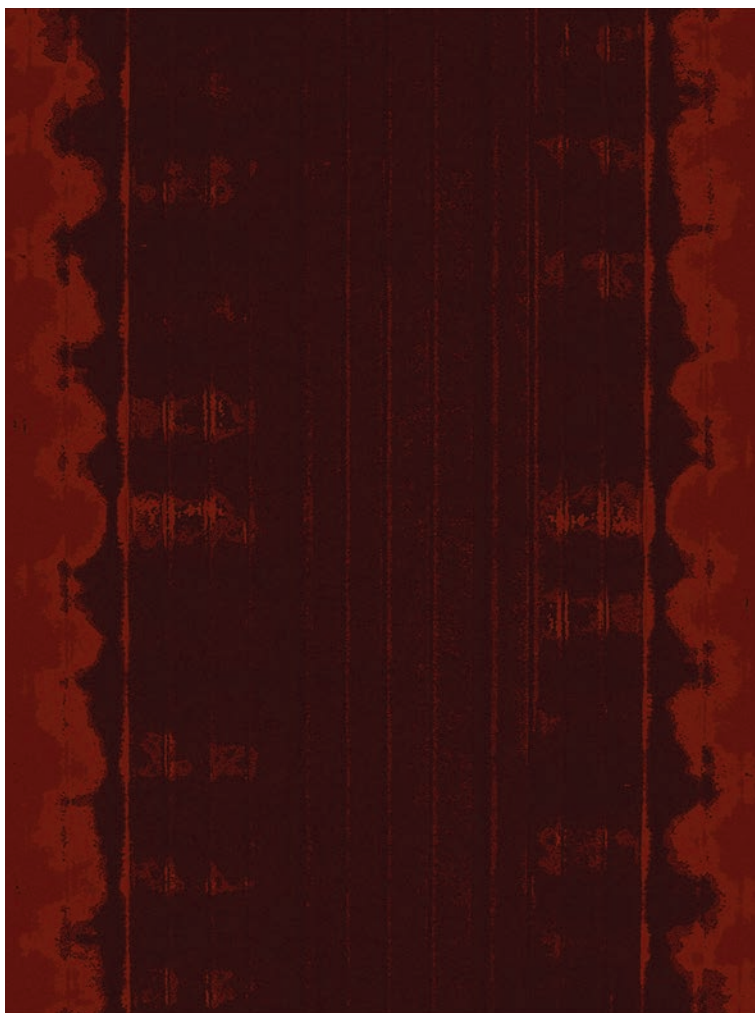
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 52%

CUSTOM COLOURS AND SIZES AVAILABLE





VIBRATO - FIRE

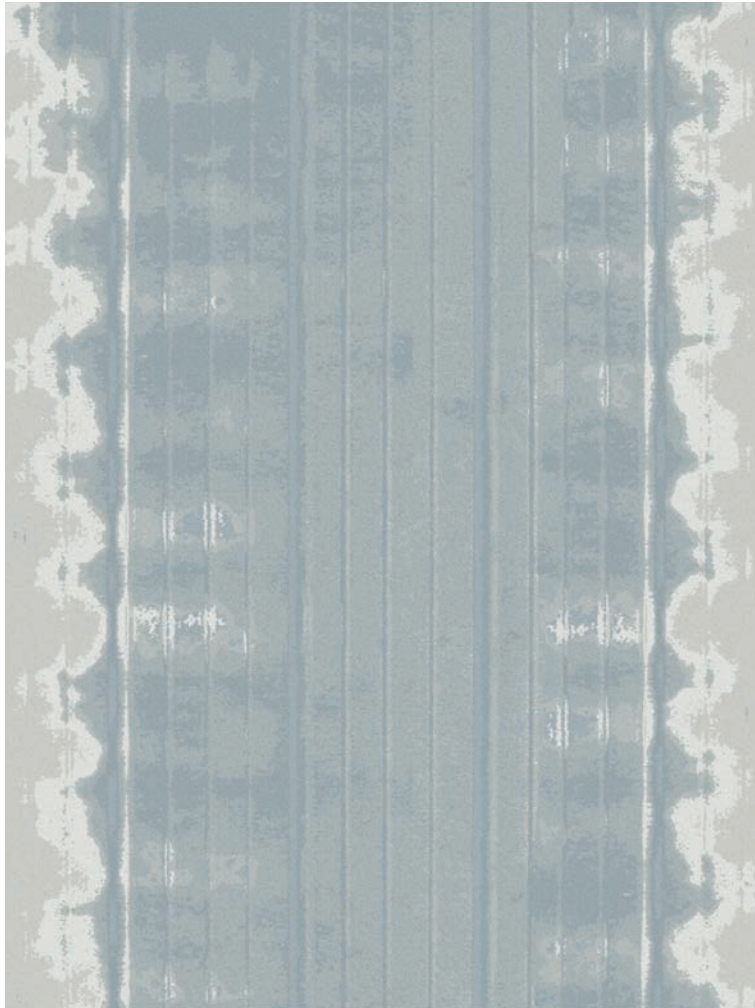
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 9%

CUSTOM COLOURS AND SIZES AVAILABLE





VIBRATO - ICE

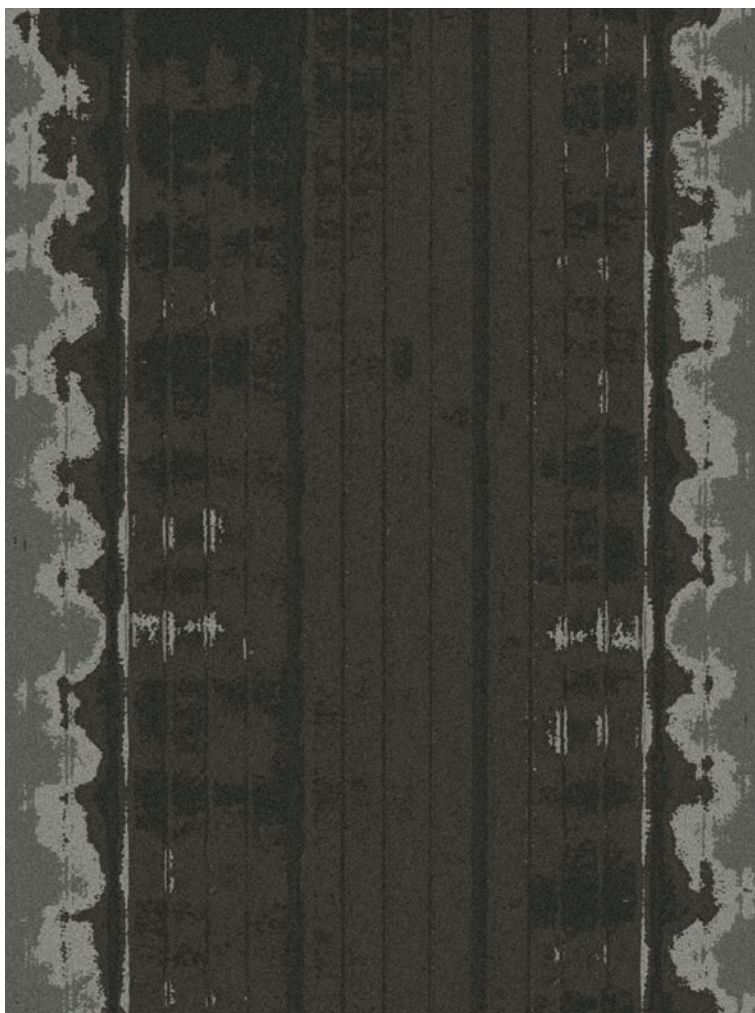
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 9%

CUSTOM COLOURS AND SIZES AVAILABLE





VIBRATO - PLATINUM

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

SILK CONTENT: 9%

CUSTOM COLOURS AND SIZES AVAILABLE





Who we are. The Aerial Collection features the best of what Creative Matters has become known for after more than 30 years of creating timeless yet contemporary floor and wallcoverings with interiors professionals worldwide.

Art Day

The Aerial designs emerged from our signature Art Days when the Creative Matters team spends time away from their computers together to develop hand created concepts that pertain to a specific theme or process.

Sustainable Luxury

We assign our designs only to artisans who are true experts. The Aerial Collection was handknotted at a mill in Nepal that we have been working with for over a decade. Everything, the dyeing of the wool, the weaving of the rugs, the finishing is done by hand. As a fair trade licensee of the Swiss based Label STEP we have a long-standing commitment to ethical and sustainable manufacturing.



Shared Values

Our success has been influenced by what we believe and how we work.

CREATIVE – we use our skills and talents to realize inspired designs and luxurious creations.

COLLABORATIVE – we work together with our artisans to achieve the very best result.

METICULOUS – we pay attention to the smallest details and commit to unsurpassed quality and service.



The Aerial Collection. Drawing inspiration from supernovas to florals, discover designs that are already creating extraordinary interiors in homes, offices and hotels around the world. Appreciate the artisanal aesthetic rendered by the handknotted technique and the beautiful character of Tibetan wool. Note the careful placement of pure Chinese silk to give unexpected detail and texture. Your floors will thank you.

Fair Trade is important to us. We are a small team of creative people with families, children and grandchildren. Throughout our firm, we work to trade responsibly and minimize our environmental footprint. Most important in this endeavour is our membership of the Swiss based Label STEP – an international non-profit organization committed to promoting environmentally friendly production methods, improving the working and living conditions of carpet weavers, and fighting child labour.



inspired floor and wallcoverings

CREATIVE MATTERS INC.

532 ANNETTE STREET, TORONTO, CANADA

M6S 2C2 **T** 416.934.9771 **F** 416.934.1528

cmi@creativemattersinc.com www.creativemattersinc.com

Label STEP Partner – Improving the working and living conditions of weavers