



creative
MATTERS
INSPIRED WALL & FLOOR COVERINGS

MACRAME

A TEXTURAL FLOOR COVERING COLLECTION



MACRAME

Visual contrasts
Artisanal aesthetic
Texture reigns

Inspired by the crafting technique that uses knots to create various textiles, Macrame celebrates the irresistible appeal of undyed wool in all its natural shades combined with accent colours of dyed wool. Skillfully handwoven by artisans in a variety of intriguing techniques, 10 fully customizable, versatile designs appeal and reassure with a return to the basics of tone and texture.



inspired **by handwoven textures**

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.





SOLACE

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

DETAIL: Handwoven, exotic natural wools and New Zealand wool, Kapli weave, shaggy cut pile, and tight flatweave constructions, 2" fringe detail. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE





RETREAT - EARTH

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

DETAIL: Handwoven, exotic natural wools and New Zealand wool, Kapli weave, shaggy cut pile, chunky dhurrie, and tight flatweave constructions with over stitching, 2" fringe detail. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE





RETREAT - IVORY

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

DETAIL: Handwoven, 100% New Zealand wool, Kapli weave, shaggy cut pile, chunky dhurrie, and tight flatweave constructions with over stitching, 2" fringe detail. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE





OASIS

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

DETAIL: Handwoven, exotic natural wools and New Zealand wool, Kapli weave, shaggy cut pile, thick dhurrie, chunky loop pile and tight flatweave constructions with over stitching, 3" fringe detail. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE





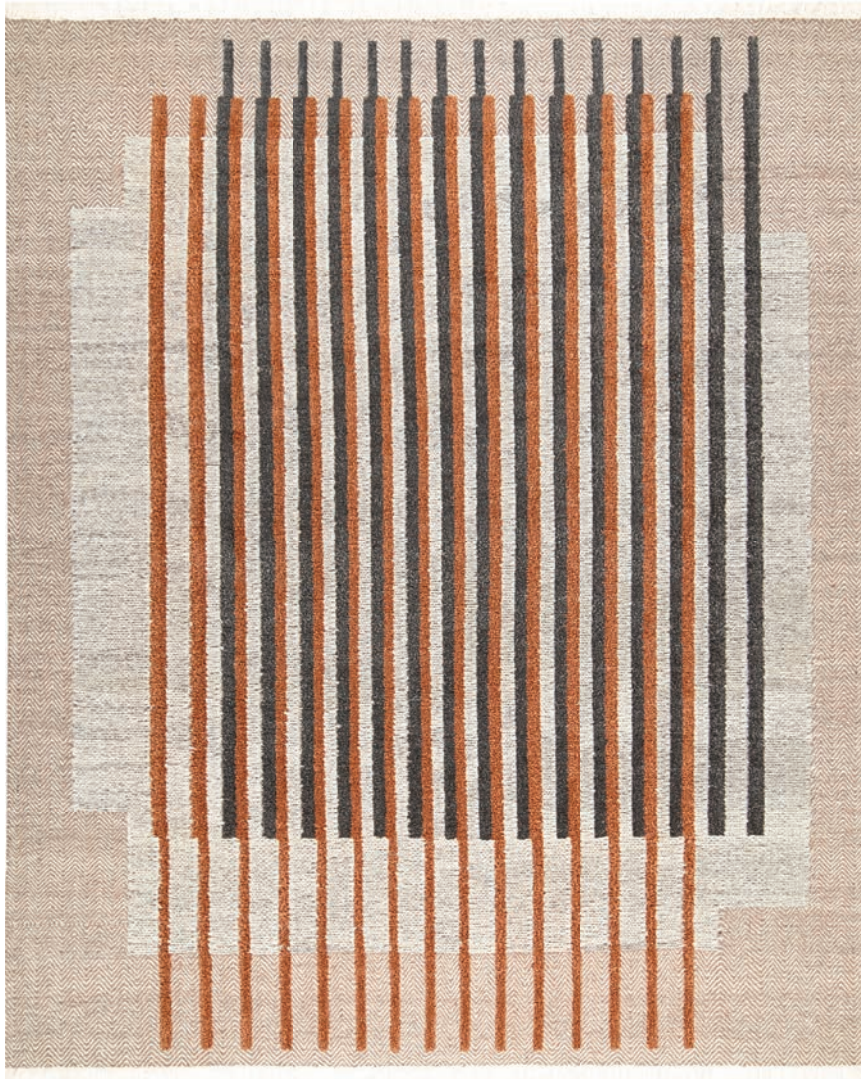
HEMMA

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

DETAIL: Handwoven, exotic natural wools and New Zealand wool, Kapli weave, shaggy cut pile, and tight flatweave constructions, 2" fringe detail. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE





SETTLE

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

DETAIL: Handwoven, exotic natural wools and New Zealand wool, chunky soumak, 6mm cut pile, and tight herringbone flatweave constructions, 2" fringe detail. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE





CASA

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

DETAIL: Persian knot, exotic natural wools and New Zealand wool, with accents of undyed linen, tight flatweave with shag cut pile constructions, 3" fringe detail. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE





ABODE - NATURAL

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

DETAIL: Handwoven, exotic natural wools and undyed linen. Kapli weave, shaggy cut pile, 4mm cut pile, chunky loop pile, and tight flatweave constructions, 2" fringe detail. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE





HAVEN

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

DETAIL: Handwoven, exotic natural wools and undyed linen. Kapli weave, shaggy cut pile, 4mm cut pile, chunky loop pile, and tight flatweave constructions, 2" fringe detail. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE





CHALET

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

DETAIL: Handwoven, exotic natural wools, New Zealand wool and Chinese silk. chunky soumak, shaggy cut pile, chunky loop pile, and bound rope in 3 thicknesses. Made in India.

CUSTOM COLOURS, PATTERNS AND SIZES AVAILABLE



Customization

In the “Detail” notes next to each design in the Macrame Collection you will see that the rugs are initially offered in four conventional sizes. However, the Macrame Collection offers endless opportunities for customization. All of the designs use a combination of materials, textures, colours and where each piece is handwoven separately and then stitched together by hand. They are suggested compilations and the option always exists to select your own.

SHAPE AND SIZE: Macrame designs can be re-imagined in rectangular, round or shaped rugs.

CONSTRUCTION: the designs have been created with various combinations of: shaggy cut pile, tight flatweave, Kapli weave, dhurrie, chunky loop pile, soumac flatweave, handknotted overstitching, fringe and bound rope and tassel details. We can mix and match these techniques or add in any other handwoven method of your choice.

COMPOSITION: the collection pieces have been created with mostly undyed wools with some having accents of linen or silk. These materials can be replaced

with PET polyester fibre for use indoors with areas of high moisture and for use outdoors. The composition of any of the Macrame rugs can be changed to 100% undyed wool or to have more areas of dyed accents. Additionally, any design can have silk or linen incorporated.

COLOUR AND PATTERNS: the rugs can be made in any colour or undyed wool colour you wish.

SCALE: all of the overstitching details or the scale of certain weaves can become finer or thicker to suit the scale you prefer.





Who we are. For more 35 years Creative Matters has worked with interior designers and architects to create exceptional floor and wall coverings for luxury hotels, boutique retailers, stylish offices, elegant homes and diplomatic missions. Alongside these projects we also create our own designs for our rug collections. You can see all 14 collections on our website. Macrame is a special collection because the rugs are handwoven in India. Most of the collections present rugs that are handknotted in Nepal in a combination of Tibetan wool and Chinese silk.

Art Day

The Macrame designs emerged from our signature Art Days when the Creative Matters team gets together to spend time away from their computers 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 Macrame Collection was handwoven at a mill in India that we have been working with for a number of years. 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.

ETHICAL – we make decisions based on mutual respect for each other, our artisans, our clients and the environment.

HONOURABLE – we are open, honest and deliver on our promises.



Sustainability

Wool Wool is a sustainable fibre – not only is it renewable and biodegradable, it also offers stain and fire resistance without added chemicals.

HANDWEAVING AND THE ENVIRONMENT

The handweaving process produces little waste or carbon emissions. The equipment required to weave a rug is very simple and does not need electricity to operate. Weaving and finishing is all done by hand with little if any mechanization. All manufacturing is done by skilled craftspeople who live in the same vicinity as the production site. This means a significantly reduced carbon footprint. Finished rugs contribute to the overall health of the environment they are used in as they emit little to no volatile organic compounds (VOCs), and do not shed any synthetic fibres into the environment.

MATERIAL REUSE AND THE ENVIRONMENT

All rugs and carpets produced by Creative Matters are washable/cleanable and long lasting. Area rugs can be used in different locations or repurposed after their initial life span is complete. We encourage all our clients to reuse or safely recycle old floorcoverings in the most environmentally friendly way possible rather than sending them to landfill.



The Macrame Collection. Bring coziness and contentment into your home. Whichever rug you select, take endless pleasure in the fascinating variety of weaving techniques. Each one a visual and textural delight. Meticulously crafted in India. Timeless expressions of the artisanal aesthetic.

Fair Trade is important to us. We are a special team of creative people with our own families. Throughout our firm, we work to trade responsibly and minimize our environmental footprint. Most important in this endeavour is our membership in 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 wall coverings

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