


creative  
MATTERS  
INSPIRED WALL & FLOOR COVERINGS

# Terra

A TERRESTRIAL FLOORCOVERING COLLECTION

A high-altitude mountain range with snow-covered peaks and a clear blue sky. The foreground shows a large, rugged mountain peak with a mix of dark rock and white snow. The background features a vast, hazy mountain range under a clear blue sky. The word "Terra" is overlaid in a light blue, serif font in the upper center of the image.

Terra

**Defining details,  
evocative imagery,  
exquisitely interpreted in  
a universally appealing  
and versatile neutral palette.**

A collection that has an other-worldly sensibility. Four standout designs interpreted from pure and simple heirlooms of the earth presented in different colourways for a total of eight. Inspired by ice flows and mountain peaks that bring upon us a sense of wonder.



## **inspired by the earth**

**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.





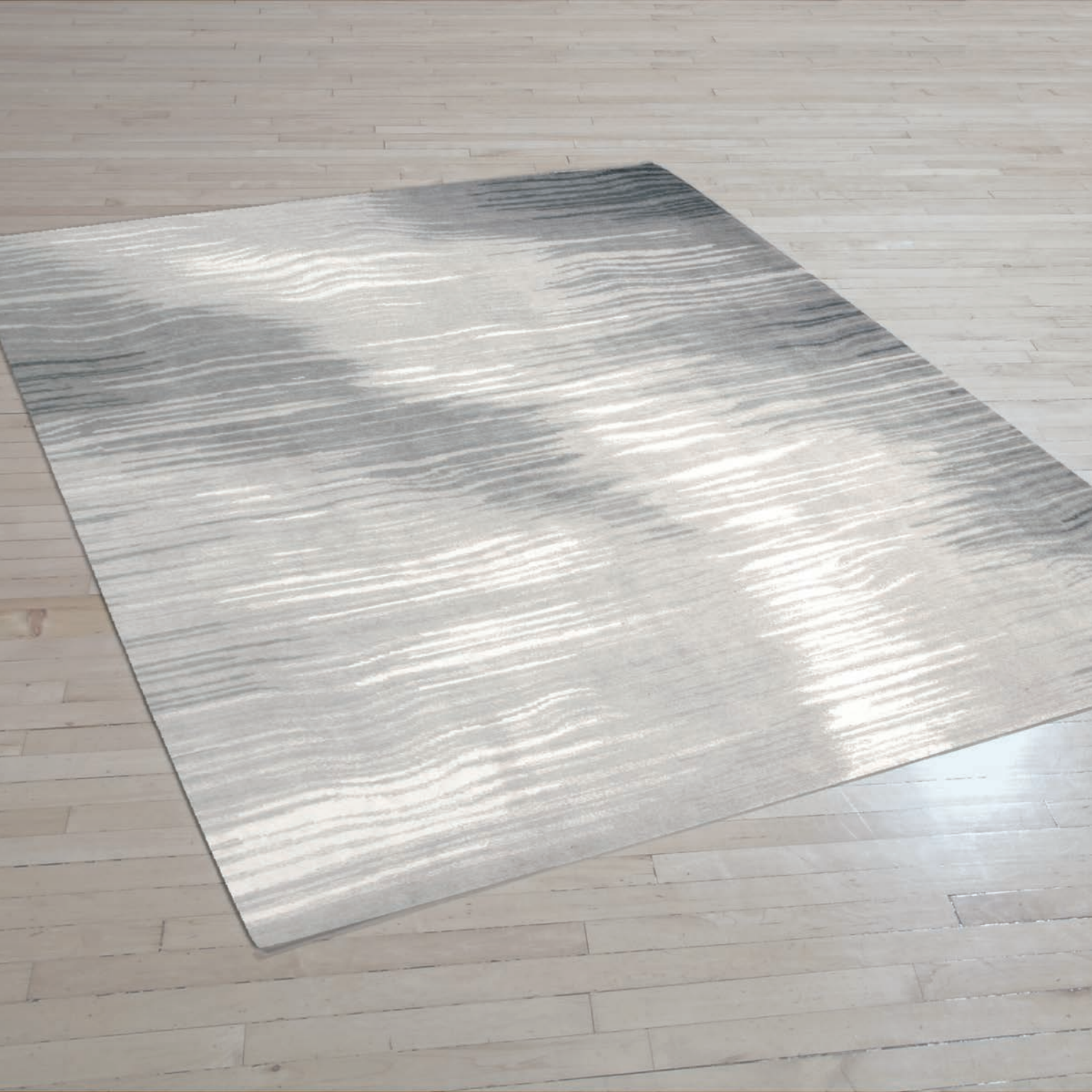
**ECHO - SILVER**

**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:** 9%

**CUSTOM COLOURS AND SIZES AVAILABLE**





**LUMINA - SILVER**

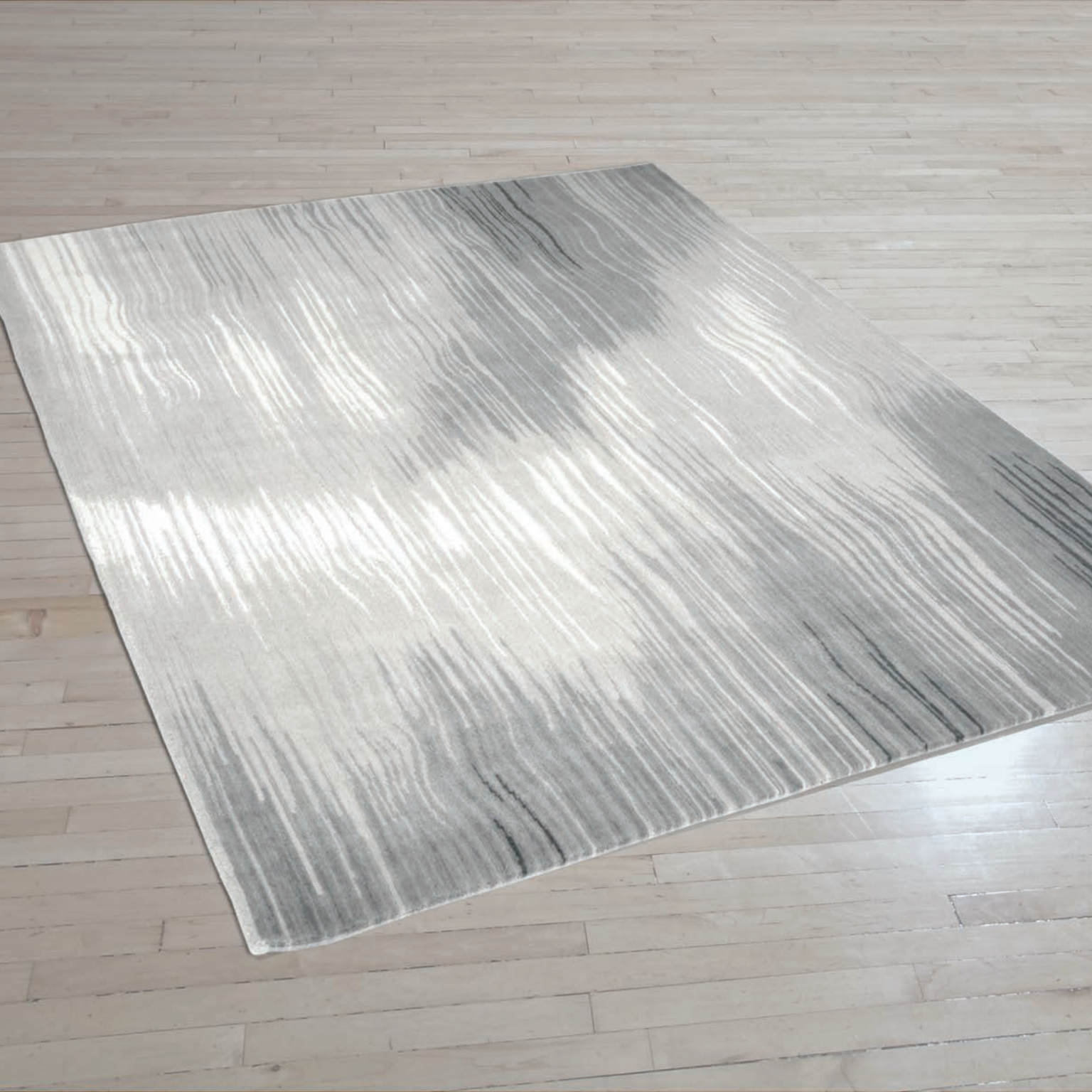
**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

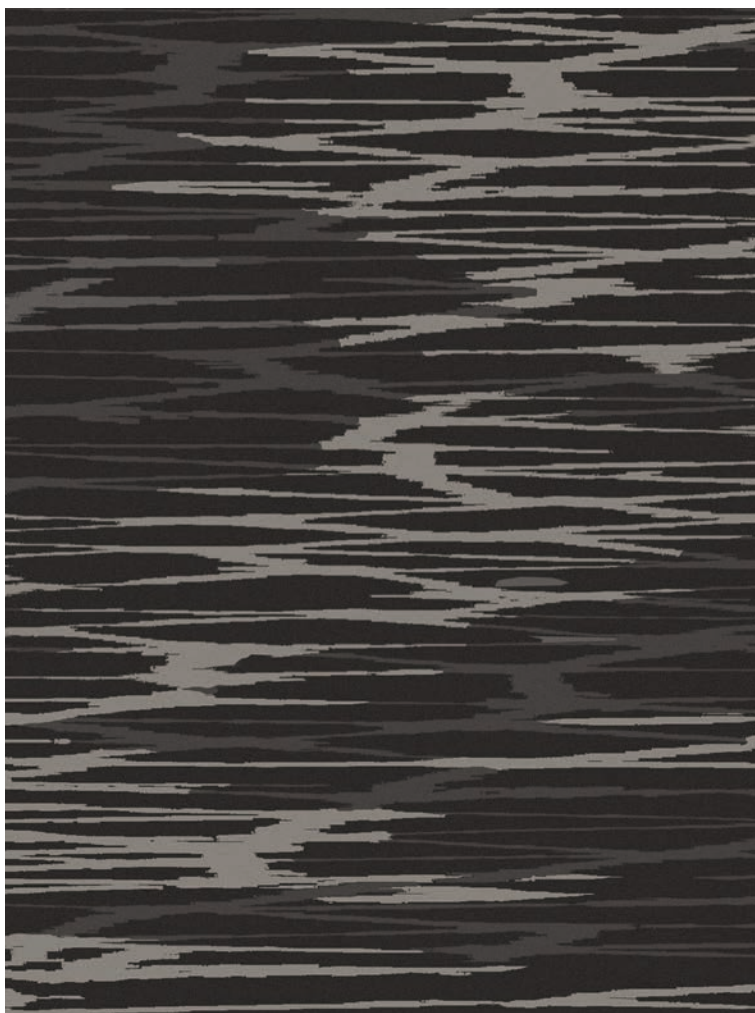
**DETAIL:** Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

**SILK CONTENT:** 10%

**CUSTOM COLOURS AND SIZES AVAILABLE**







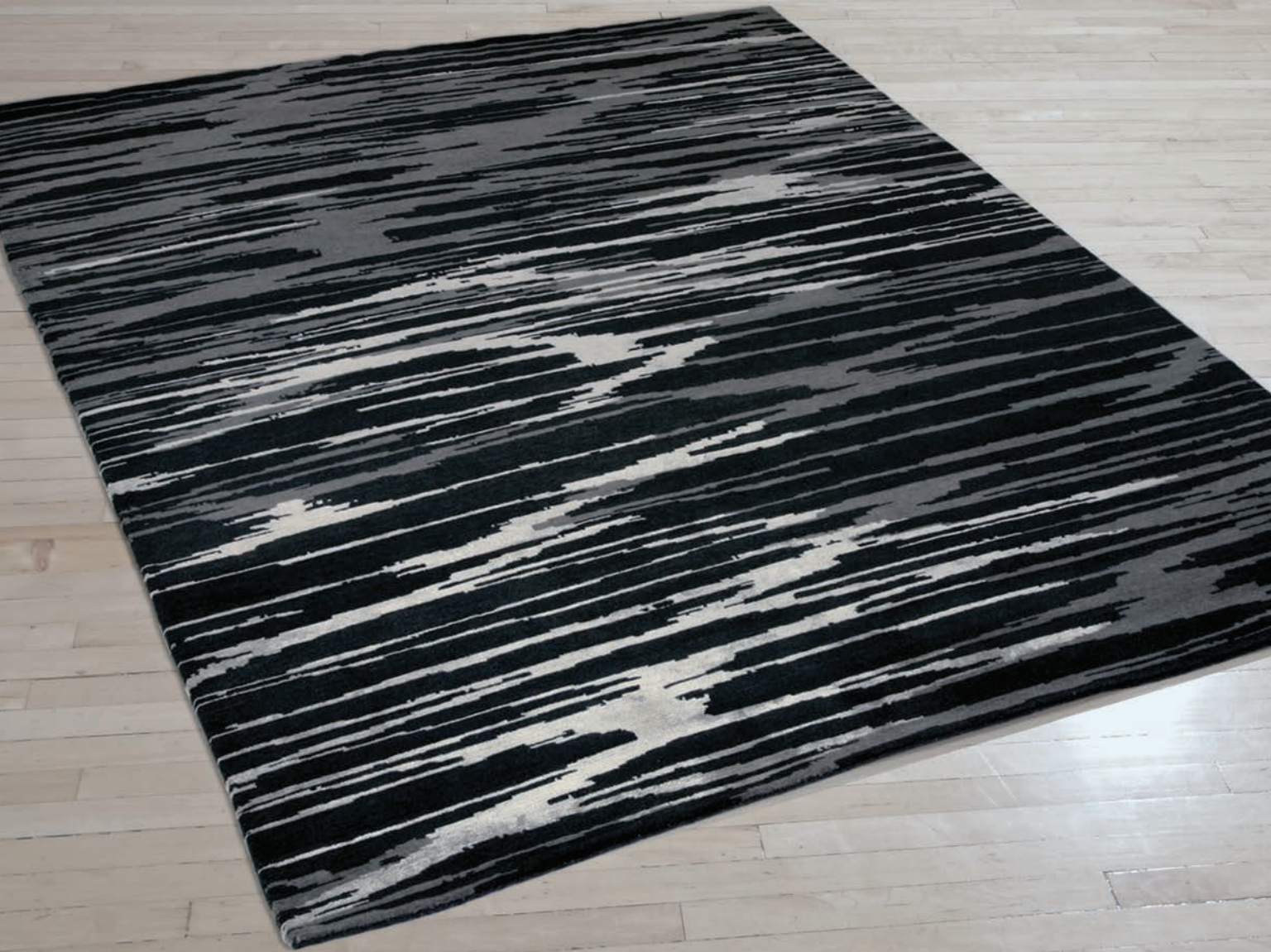
**REFLECTION - PLATINUM**

**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**





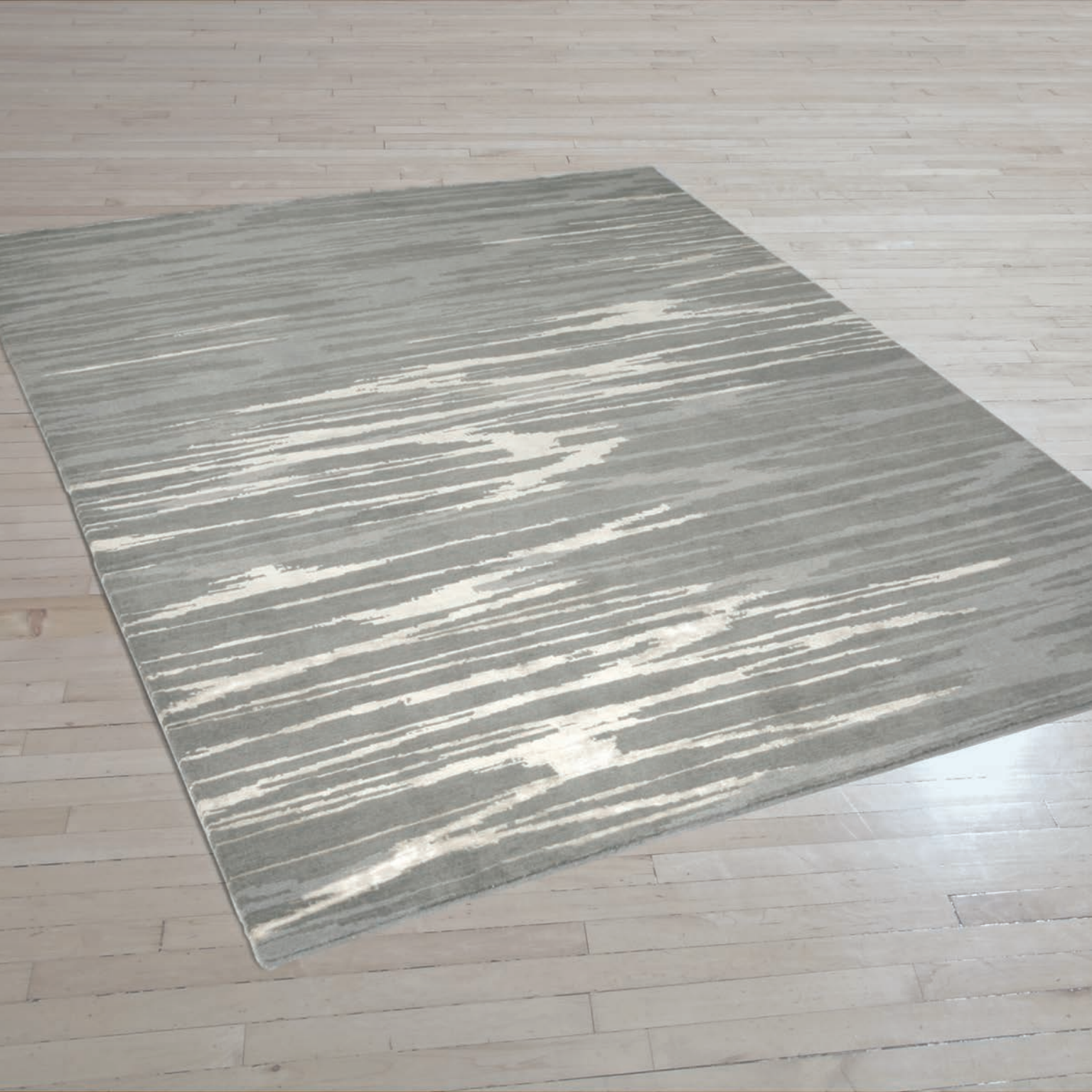
**REFLECTION - SILVER**

**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**





**STRATA - 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:** 13%

**CUSTOM COLOURS AND SIZES AVAILABLE**





**STRATA - PLATINUM**

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

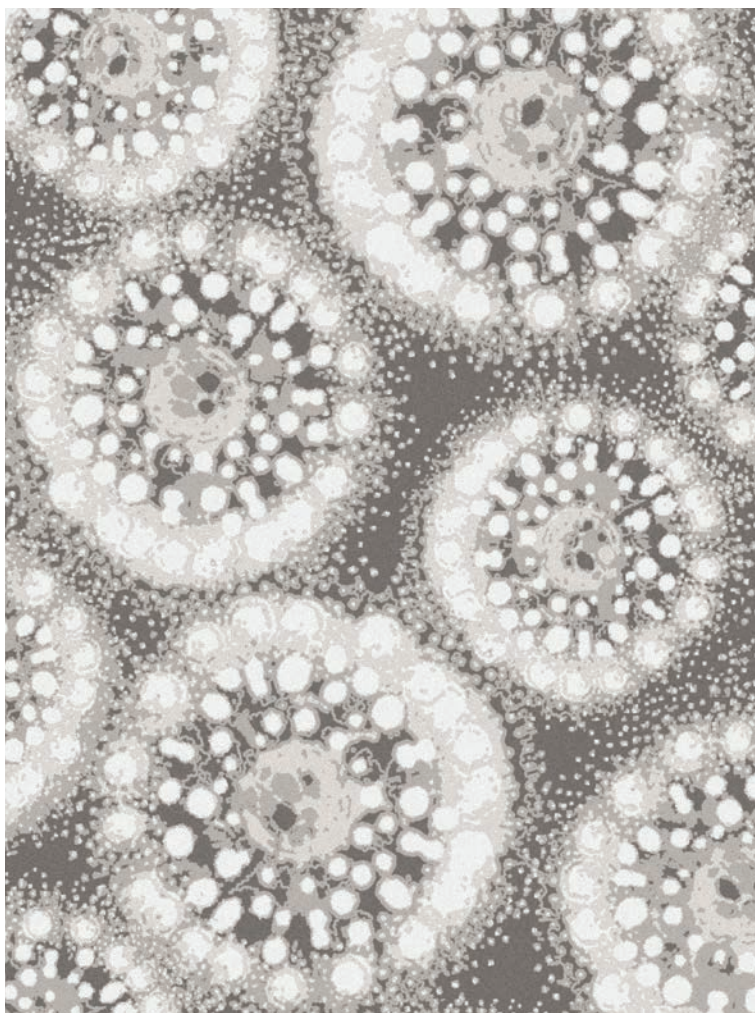
**DETAIL:** Handknotted, fine Tibetan wool with pure Chinese silk, 100 knot, 4mm cut pile construction. Made in Nepal.

**SILK CONTENT:** 13%

**CUSTOM COLOURS AND SIZES AVAILABLE**







**WISH - PLATINUM**

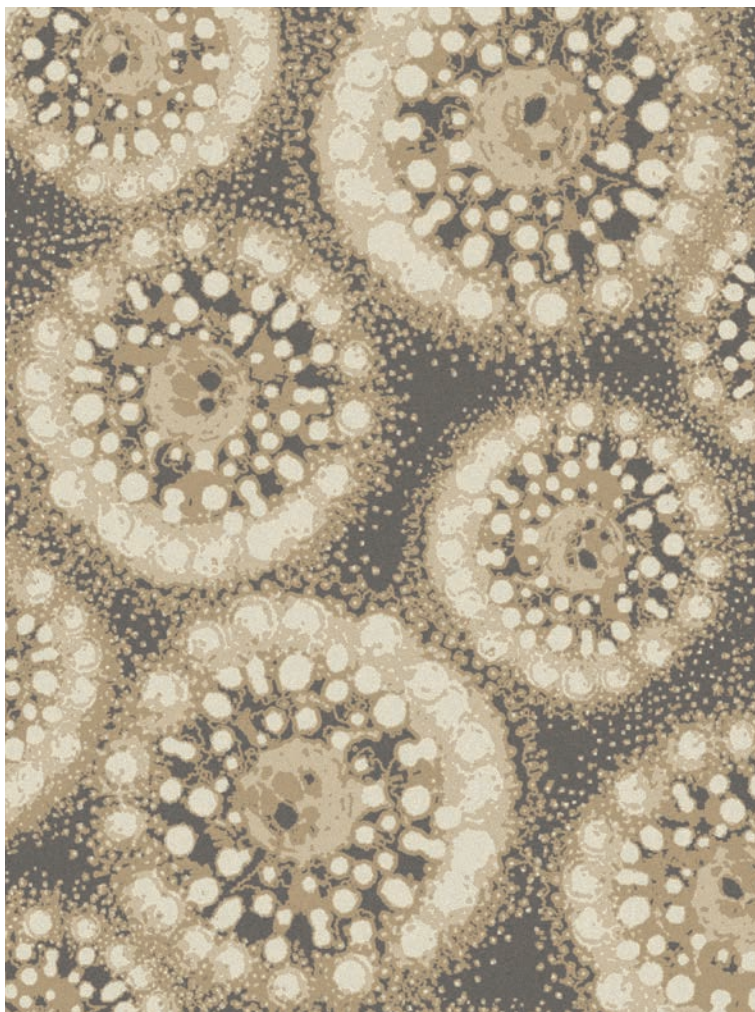
**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 35%

**CUSTOM COLOURS AND SIZES AVAILABLE**





**WISH - 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:** 35%

**CUSTOM COLOURS AND SIZES AVAILABLE**





**Who we are.** The Terra 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 Terra 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 Terra 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 fairtrade 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.

The Terra Collection was designed by our team in Toronto and then finessed in collaboration with our artisanal partners in Nepal. Please visit our website to see the other 13 collections.



**The Terra Collection.** Time-honoured designs that our clients keep coming back to. When your look calls for arresting refinement, carefully consider the eight rugs of Terra – they will not disappoint. Designed and woven so that rich texture keeps everything elevated. Meticulously handknotted over months in Tibetan wool and pure Chinese silk, they speak loudly of sustainability and enduring beauty.

**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](mailto:cmi@creativemattersinc.com) [www.creativemattersinc.com](http://www.creativemattersinc.com)

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