



creative
MATTERS

INSPIRED WALL & FLOOR COVERINGS

CAMPAIGN FOR

wool

A Canadian Wool  Floor Covering Collection



Visually captivating
Canadian charm
Meticulously crafted

A capsule collection motivated by a mission to uncover the true potential of Canadian wool. A profoundly creative collaboration with The Campaign for Wool Canada and world-renowned interior designer Sarah Richardson. Three 100% Canadian wool rugs with intriguing back stories lavishly illustrate a variety of wool textures, colours and weaves.

The Story Behind the Campaign for Wool Collection

With this mini Campaign for Wool Collection, Creative Matters embarked on a new adventure. The three rugs were a partnership between Creative Matters, The Campaign for Wool Canada and interior designer Sarah Richardson. Inspired by a mission to uncover the true potential of Canadian wool, the collection is designed to highlight the benefits of nature's most important fibre - wool. The collection embodies the rich beauty of wool in contemporary design, demonstrating its ability to transform living spaces through its aesthetic and technical qualities. For example, wool provides softness, warmth and has been scientifically proven to clean indoor air.

INITIATED BY ITS PATRON KING CHARLES III,

The Campaign for Wool brings together wool farmers, manufacturers, artisans and leaders in the fashion and interior design space, to advocate for wool's inclusion in all aspects of life. The wool featured in this rug collection comes from the Briggs & Little Mill of New Brunswick, a family-owned business that has been operating since 1857.

As with other Creative Matters creations, the rugs for this collection were produced under fair trade conditions, overseen by our fair trade NGO partner Label STEP.



ORIGIN

THE ORIGIN RUG is all about the simple beauty of Canadian wool in its natural undyed state. By keeping to the natural wool colour, texture alone pays tribute to the beautiful fibre. Inspired by macrame, the end result is a playful rug design with a variety of textures and effects. Origin was woven in India on a horizontal loom using traditional weaving techniques and tools. The textures create so much interest, this rug could easily hang on the wall as an art piece.





ORIGIN

This design is inspired by macrame and showcases the natural beauty of undyed Canadian wool.

SIZE: 8' x 10'

DETAIL: Handwoven, 100% Canadian wool, kapli weave, chunky loop pile, 30mm shag pile, and tight flatweave constructions with over stitching between weavings, and 2" fringe detail. Made in India

CUSTOM SIZES AVAILABLE



HAMPTON

THE DESIGN FOR HAMPTON was developed from a photo of the Hampton Court Palace Flower Festival in England. While the bright sunny colours are generated from the photo, the design was transformed to a more graphic pattern. The rug showcases the texture of the soumac style of carpet weaving. Soumac is a flat weave that appears somewhat as a knitted texture.





HAMPTON

This design is based on a garden photo from Hampton Court Palace.

SIZE: 10' x 8'

DETAIL: Handwoven, 100% Canadian wool, sumac weave. Made in India.

CUSTOM SIZES AVAILABLE



HIGHLAND

HANDKNOTTED IN INDIA in all cut pile, the Highland design was also developed from a photo – this time one reminiscent of the Scottish Highlands. This was where The Campaign For Wool’s Dumfries House Declaration on the future of wool was signed. The runner is an evocative depiction of mist, damp rich greens and purples. Rolling hills recede to a hazy sky.





HIGHLAND

This design evokes the Scottish landscape where The Campaign's Dumfries House Declaration on the future of wool was signed.

SIZE: 4' x 12'

DETAIL: Handknotted, 80 knot, Tibetan knot, 100% Canadian wool, 4mm cut pile. Made in India.

CUSTOM SIZES AVAILABLE



Customization

Underneath the photo of each design in the Campaign for Wool Collection you will see that the rugs are initially offered: 8' x 10' size (4' x 12' for the runner); crafted by a specific method of production; made with 100% Canadian wool; and produced in India. However a number of customization details are available and welcomed. Choose the design that appeals to you, tell us your requests and requirements and we will let you know the options for your special project.

SHAPE AND SIZE: the designs in this collection can be reworked in different sizes.

CONSTRUCTION: the Hampton and Highland designs are both available as handknotted or handtufted rugs.

COMPOSITION: many alternatives are available for the Hampton and Highland designs including New Zealand wool, Tibetan wool, silk and even some nylon.

COUNTRY OF PRODUCTION: to date the rugs in this collection have been made in India. When you choose your method of construction and composition, we will explain the advantages of the different countries for production.





Who we are. For more than 30 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 original designs for our rug collections that are usually handknotted in Nepal in wool and silk. (You can see all 14 collections on our website.)

Art Day

Many of the collection designs emerge 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 Campaign for Wool Collection was handwoven and handknotted 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 is the ultimate sustainable fibre. Not only is it renewable and biodegradable, it also offers stain and fire resistance without added chemicals.

HANDMADE CARPETS AND THE ENVIRONMENT

The handwoven, handknotted and handtufted processes used in the Campaign for Wool Collection produce 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 compound (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 of our clients to reuse or safely recycle old floorcoverings in the most environmentally friendly way possible rather than sending them to landfill.



The Campaign for Wool Collection.

An opportunity to enliven your interiors with Canadian wool. Each rug imbued with unmistakable character, luxury and quality of life. Intimate rug making at its best. Combining artisanal craftsmanship and leading contemporary design.

Casual and polished, textural explorations with enduring appeal.

Canadian wool rugs support the entire value chain of wool production and demonstrate a value-added use for this precious natural resource. In addition, a portion of the proceeds of every rug goes to The Canadian Wool Council, a non-profit organization devoted to supporting Canada's wool growers and educating consumers on the wonders of wool, and the official Canadian implementing partner for The Campaign for Wool.

Learn more at [**campaignforwool.ca**](https://campaignforwool.ca)



inspired floor and wallcoverings

CREATIVE MATTERS INC.

532 ANNETTE STREET, TORONTO, CANADA

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

cm@creativemattersinc.com www.creativemattersinc.com

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