



creative  
MATTERS

INSPIRED WALL & FLOOR COVERINGS

# S O N A N C E

A RESONATING FLOOR COVERING COLLECTION







UNDERSTATED ELEGANCE  
CONTEMPORARY LUXURY  
ENDURING APPEAL

**This contemporary collection asks (and answers) the question: can sound be reflected and re-imagined through art?**

Twelve delightfully engaging designs united by their connection to sound, from abstract to musical, from smooth to angular. Each versatile design has its own dynamic but stitched together they form a veritable rhapsody.









## Prism

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 25%

CUSTOM COLOURS AND SIZES AVAILABLE.









## **Resonant** Moss

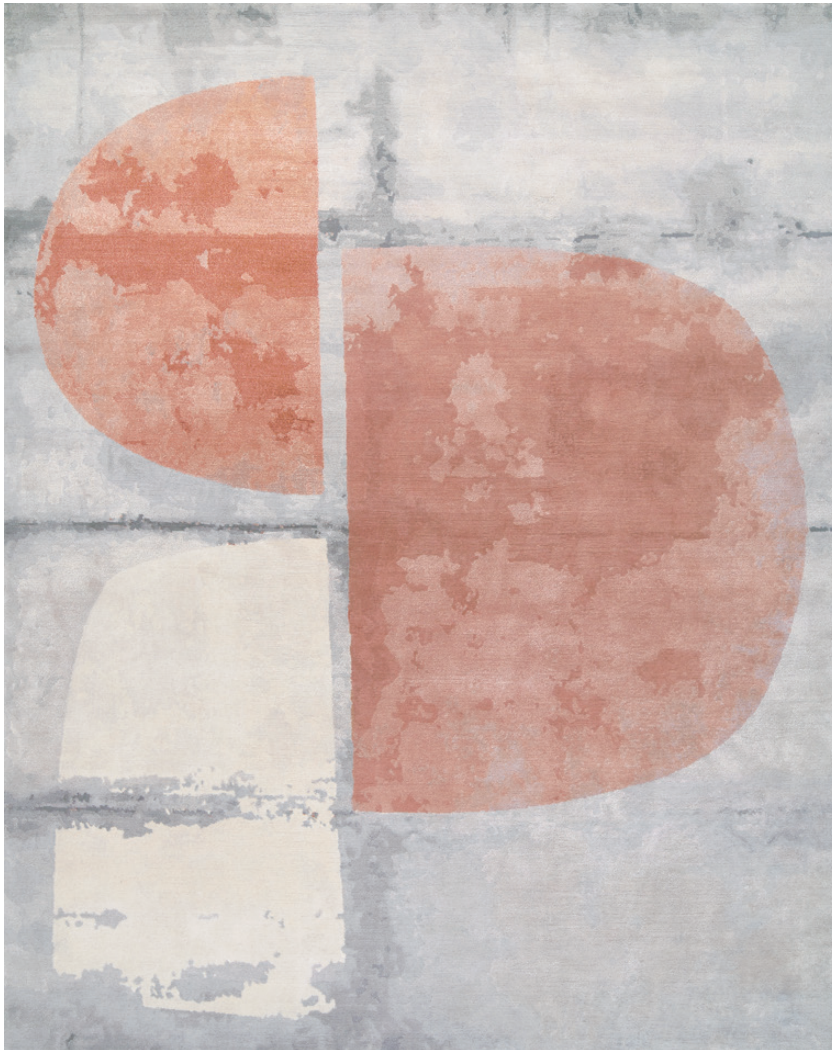
**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 35%

CUSTOM COLOURS AND SIZES AVAILABLE.





## **Resonant** Blush

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 35%

CUSTOM COLOURS AND SIZES AVAILABLE.









## **Resonant** Gradient

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

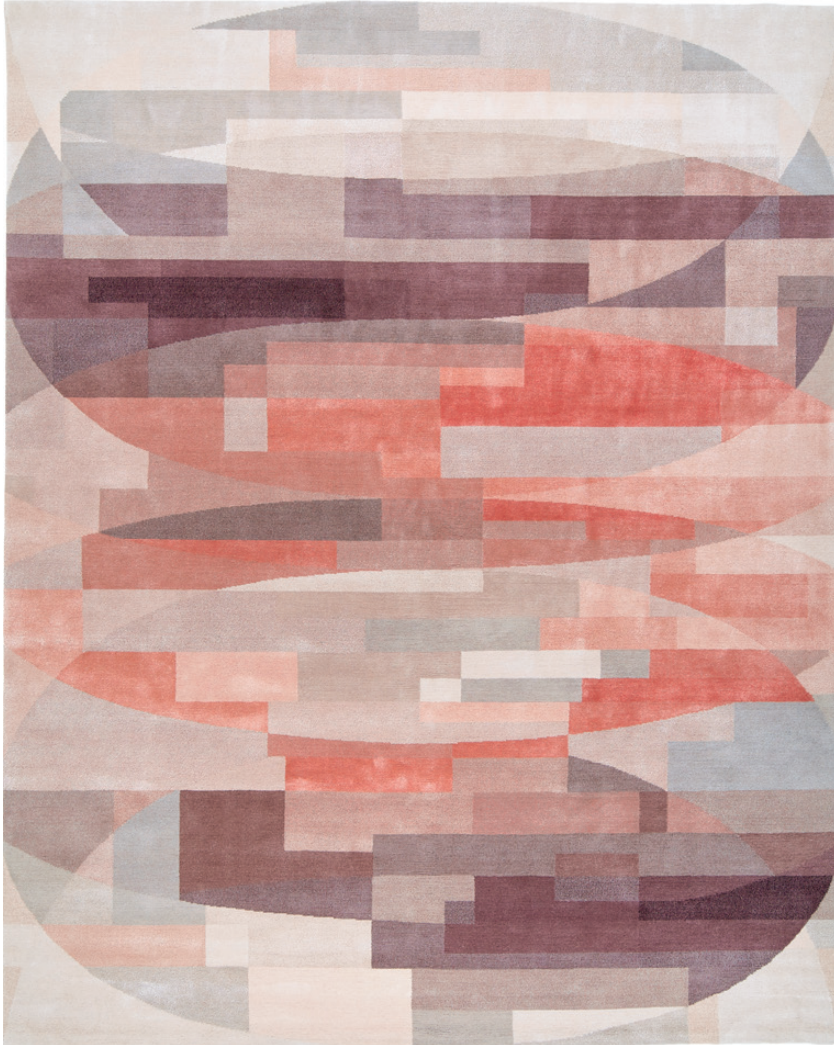
**DETAIL:** Handknotted, 100% Tibetan wool, 100 knot,  
4mm cut pile construction, Made in Nepal

CUSTOM COLOURS AND SIZES AVAILABLE.









## Rubato

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 35%

CUSTOM COLOURS AND SIZES AVAILABLE.







## Hymn Gold & Silver

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 30%

CUSTOM COLOURS AND SIZES AVAILABLE.





## Hymn Pearl

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

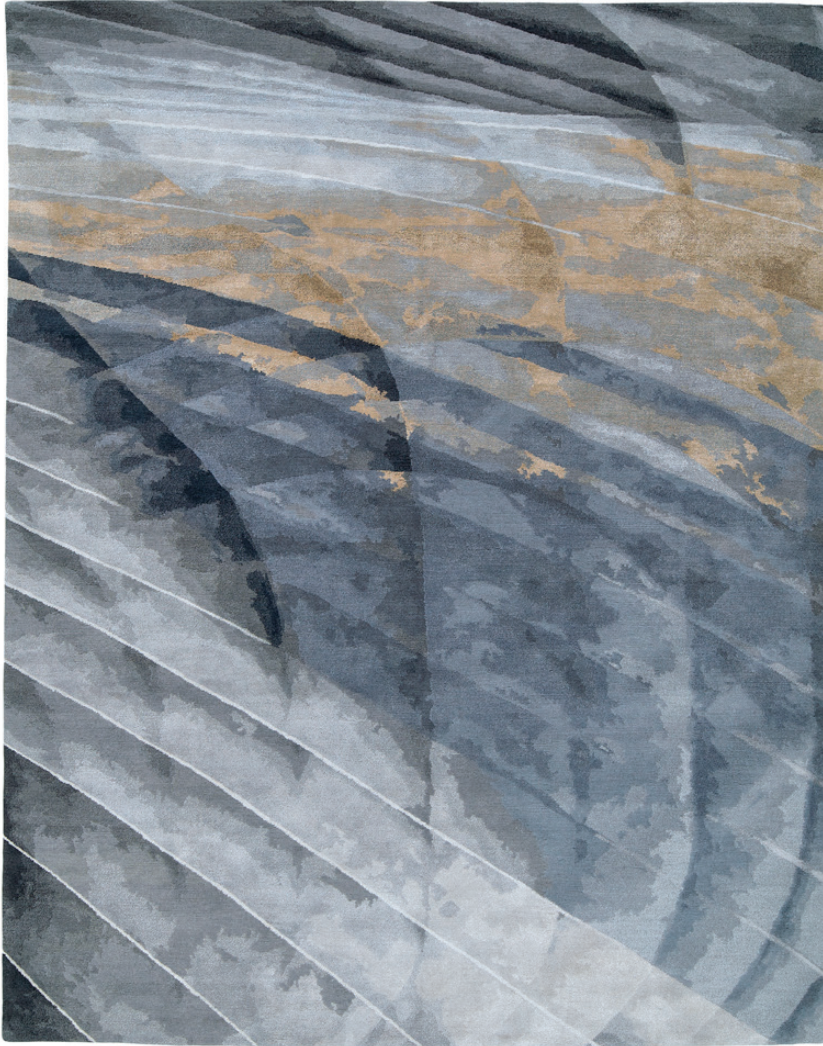
**DETAIL:** Handknotted, Tibetan wool with Chinese silk, 100 knot,  
4mm cut pile construction, Made in Nepal

**SILK CONTENT:** 30%

CUSTOM COLOURS AND SIZES AVAILABLE.







## Chord Slate

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 30%

CUSTOM COLOURS AND SIZES AVAILABLE.





## **Chord** Spearmint

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 30%

CUSTOM COLOURS AND SIZES AVAILABLE.





## **Chord** Chartreuse

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 30%

CUSTOM COLOURS AND SIZES AVAILABLE.







## **Chord** Gradient

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, 100% Tibetan wool, 100 knot,  
4mm cut pile construction, Made in Nepal

CUSTOM COLOURS AND SIZES AVAILABLE.







## **Ambient** Evergreen

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 20%

CUSTOM COLOURS AND SIZES AVAILABLE.





## **Ambient** Plum

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 20%

CUSTOM COLOURS AND SIZES AVAILABLE.









## **Ambient** Gradient

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, 100% Tibetan wool, 100 knot,  
4mm cut pile construction, Made in Nepal

CUSTOM COLOURS AND SIZES AVAILABLE.









## **Alto** Moonlight

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 50%

CUSTOM COLOURS AND SIZES AVAILABLE.



## **Alto** Jade

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

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

**SILK CONTENT:** 50%

CUSTOM COLOURS AND SIZES AVAILABLE.







## **Alto** Gradient

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, 100% Tibetan wool, 100 knot,  
4mm cut pile construction, Made in Nepal

CUSTOM COLOURS AND SIZES AVAILABLE.









## **Cadence** Gradient

**STANDARD SIZES:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, 100% Tibetan wool, 100 knot,  
4mm cut pile construction, Made in Nepal

CUSTOM COLOURS AND SIZES AVAILABLE.





## CUSTOMIZATION

In the “Detail” notes next to each design in the Sonance Collection you will see that the rugs are initially offered: in four conventional sizes; crafted by the handknotted method of production; made with Tibetan wool and Chinese silk; constructed in 100 knot 4 mm cut pile; made in Nepal. However, an array of customization details is available such that all around the world you will find Creative Matters collection rugs that do not fit these basic criteria. Customization is always possible. Choose a design that appeals to you, tell us what you like about it and what doesn't work for you and we will customize it for your special project.

**SHAPE AND SIZE:** most of the designs in this collection can change shape from rectangular to circular, square or runner and be reworked in custom sizes.

**CONSTRUCTION:** we love a handknotted rug but it may not be the most practical solution for your space. These designs can all be handtufted and some of them maybe suitable for the woven Axminster or dye injection methods.

**COMPOSITION:** collection designs were created with particular sensitivity to the qualities of Tibetan wool working in combination with silk. However, we often produce them in 100% wool (Tibetan or New Zealand).

**COUNTRY OF PRODUCTION:** while the vast majority of our collection rugs have been produced in Nepal, others have been handknotted at our mills in India and Afghanistan. Ask us about the advantages of producing in another country.

**COLOUR:** frequently we have changed the original palette to a bolder or softer range of colours. Alternatively ask to see the design in hues that will match your other finishes.

**SCALE:** If you are taken with just one aspect of the design, we can increase the scale of that aspect and use it to create a new design.





## WHO WE ARE



**For over 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 17 collections on our website. Like this Sonance Collection, most of the collections present rugs that are handknotted in Nepal in a combination of Tibetan wool and Chinese silk.



### **ART DAY**

The Creative Matters team participates in Art Days where they spend time away from their computers together to develop hand created concepts that pertain to a specific theme or process. From these Art Days, designs emerge, like those in this Sonance collection.

### **SUSTAINABLE LUXURY**

We assign our designs only to artisans who are true experts. The Sonance 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.

**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.**

### **HANDKNOTTING AND THE ENVIRONMENT**

Wool is the ultimate sustainable fibre. Not only is it renewable and biodegradable, it also offers stain and fire resistance without added chemicals.

The handknotting 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 of our clients to reuse or safely recycle old floorcoverings in the most environmentally friendly way possible rather than sending them to landfill.





## THE SONANCE COLLECTION

Beautiful interpretations relating to sound: harmony, dissonance and crescendo. The skillful placement of silk enhances the character of handspun, handknotted Tibetan wool. Expressive colour transitions delight in fresh palettes of carefully blended yarns. Twelve versatile designs to create mood and ambience in your home for many years to come.

**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 wall and floor coverings

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