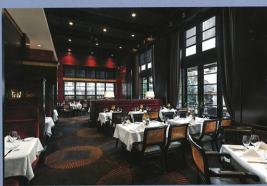


Creative Matters may provide woven Axminster carpet for the corridors, a special hand-tufted piece for the lobby, dye-injected goods for the suites and flatweaves for the presidential suites



- 01 Hand-tufted rug for a lobby in an office buildin
- 02 Dye-injected spiral staircase carpet for a publi space within a condominium in
- 03 Woven Axminster carp for the Gotham restaurant in

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he last ocuple of months have retented the need to be versatile and able to adapt. These qualities are at the core of Canadian brand. Creative Marters, and the design services they ofter. The company period hand-knotted, hand-fuffed, dyelected and woven Azminster product. This see has grown out of clients requesting new officent things—this was in fact how the first hand-knotted Creative Matters rug came about ventry years ago, explains Carol Sebert, Peident of Creative Matters. Constantly asking how can we make things in different ways? has extributed to a vast pool of knowledge about service set before and how they coverage.

During the current crisis, when nothing could be shipped out of Nepal and the brand could not sen send poms to their partners in the country. Beative Matters' hand-furthed production was up and running in Thalland, where shipping did not pose a problem. This highlights the advantages of a versatile approach during an exceptional spation, but there is also plenty to be said in its flow when this proposed.

Sometimes interior designers work to deadlines

lead time, such as hand-knotted rugs. Other projects need a range of product suitable for different uses and areas. Working with a hotel client, Creative Matters may provide woven Awminister carrier for the corridors, a special hand-tuted piece for the lobby, divenificated goods for the suites and flativewers for the presidential suites. This single-sourcing streamlines the process for the client, and means that Creative Matters can create and ensure a otherwise observation scheme, even though the assorted products will be made by different produces in different countries. The company can also co-ordinate delivenes to arms at the Same time at the

The projects illustrated here demonstrate what Ceative Matters can do The sprain startices (60) Zea be found in condominium in Toronto, connecting the fitness centre to the rooftop good deck. The carpet is dye-injected 100% polyamide, made in Denmark. The design, Shard from the Arctic collection, was conceived for a hand-knotted wool and slik rup but was adapted by the brand to fit the new fitner and function. Each step was individually designed, and hand bound before installation. The rup in purple, white and blue tones (01) belongs in a lobby in an office tower. It was hand-futfed in to fit the corporate identity of the client. For the Vancouver restaurant Gotham, located in a heritage building dating to the 1930s, Creative Matters went for an Art Deco-inspired design for the carpet. The construction is woven Axminster, made in Thailand in 80% wool and 20% nylon.

The ability to offer so many different qualities rests on solid partnerships with a variety of producers. New mills go through a thorough testing process and have to be Label Step certified. After that, the key to success is mutual respect. for Sebert, this entails thrings like never holding back payment, respecting that occurrences such as rainstorms may change a timeline and not negotiating hard on price. The point is to create allies, she says, we need to

Creative Matters have not been idle during the period of lockdown. In addition to continuing work on ongoing projects, the extra time has been devoted to realising other goals. A reammed website will soon launch, which will allow the company to sell stock rugs directly online. They are also developing a lookbook on texture, and another on printed vinyl and needle-felt wallcoverings, further diversifying the business. www.creat/wemattersinc.com