

# Diversity matters



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When it comes to floorcoverings, Canadian brand Creative Matters provides a full design service. **Malin Lonnberg** speaks to President Carol Sebert about what the company can offer, the importance of partnerships and what the future holds

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**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**



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**01** Hand-tufted rug for a lobby in an office building in Toronto

**02** Dye-injected spiral staircase carpet for a public space within a condominium in Toronto

**03** Woven Axminster carpet for the Gotham restaurant in Vancouver

**T**he last couple of months have reiterated the need to be versatile and able to adapt. These qualities are at the core of Canadian brand Creative Matters, and the design services they offer. The company

can provide hand-knotted, hand-tufted, dye-injected and woven Axminster product. This range has grown out of clients requesting new or different things—this was in fact how the first hand-knotted Creative Matters rug came about twenty years ago, explains Carol Sebert, President of Creative Matters. Constantly asking ‘how can we make things in different ways?’ has contributed to a vast pool of knowledge about various techniques and how they overlap.

During the current crisis, when nothing could be shipped out of Nepal and the brand could not even send poms to their partners in the country, Creative Matters’ hand-tufted production was up and running in Thailand, where shipping did not pose a problem. This highlights the advantages of a versatile approach during an exceptional situation, but there is also plenty to be said in its favour when things are operating normally.

Sometimes interior designers work to deadlines that do not accommodate products with a longer

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 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. This single-sourcing streamlines the process for the client, and means that Creative Matters can create and ensure a cohesive design scheme, even though the assorted products will be made by different producers in different countries. The company can also co-ordinate deliveries to arrive at the same time.

The projects illustrated here demonstrate what Creative Matters can do. The spiral staircase (02) can be found in condominium in Toronto, connecting the fitness centre to the rooftop pool 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 silk rug but was adapted by the brand to fit the new fibre and function. Each step was individually designed, and hand bound before installation. The rug in purple, white and blue tones (01) belongs in a lobby in an office tower. It was hand-tufted in Thailand in 100% wool, and the colours selected

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 things 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 have good relationships with our partners.’

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 revamped 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.creativemattersinc.com](http://www.creativemattersinc.com)