

# COVER Conversations 2

COVER's second podcast is titled 'Creative Matters Inc. on wool, trends and future plans'. COVER Editor Lucy Upward talks to Carol Sebert and Ali McMurter, two of the managing partners at Creative Matters Inc. Here is an excerpt

**Carol, why did you get involved with the International Wool Textile Organisation?**

Well, the IWTO has been around for ninety-two years and none of us has heard of them because their focus is wool, animal husbandry and mostly apparel, so Merino wools. They didn't have a group focusing on interiors. There wasn't a position before, so I am the first chair person of the working group for interiors for the IWTO. Wool carpeting is a huge part of the wool story. Our mandate is to talk about all the fabulous aspects of wool. I have learnt so much more about wool even though I have been working with it for thirty-five years. We knew it was one of the best fibres but we didn't know why. So I have learnt about strong wool, which is mostly made in New Zealand and the UK.

**What does the group aim to do?**

Our first project was to work out what the hurdles were for the industry. We did a survey and we found out that one of the big problems is that people believe that wool is hard to clean. We should be able to manage that, producing some information about cleaning wool, and hopefully it will go through from stakeholders right through the supply chain to the end user.

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



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01 Sculptures from the Campaign for Wool Canada

02 New rug design Shorelines, Creative Matters Inc.

03 One of Creative Matters' Art Days: a wool needle felting session

04 Ali McMurter and Carol Sebert of Creative Matters Inc.



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Beverly Hills, CA, USA  
caravanrugs.com

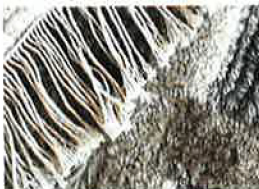
Since 1978, Caravan has been helping designers make their creative visions a reality. Its Beverly Hills showroom features exquisite modern and traditional, extravagant hand-knotted rugs which possess an elevated level of luxury.



## Creative Matters

Toronto, Ontario, Canada  
www.creativemattersinc.com

Known for its high quality, art-led, ethical rugs and custom options, Creative Matters will launch four brand new collections, including a wool Persian knot collection from Afghanistan. View its new collaborative design with interior design studio Burdifelik and exciting additions to the Sonance and Macrame (right) collections.



## Creative Touch

Fairfield, NJ, USA  
creativetouchrugs.com

This boutique manufacturer and wholesaler offers one-off pieces, in-house designs and custom solutions. It brings new additions to the Marrakesh collection (above) plus new collections highlighting unique textures and finishes with splashes of colour.

# Toronto office

A custom round rug by Toronto's Creative Matters serves as a captivating centerpiece in the reception area of the city's TGF law firm office by InSTUDIO. Rich jewel tones were requested, to infuse vibrancy and character into the corporate interior, and inspiration struck courtesy of a glass-blowing workshop held on one of Creative Matters' regular Art Days.

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