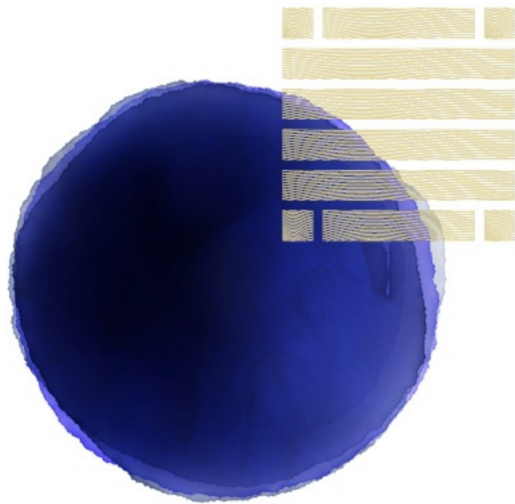


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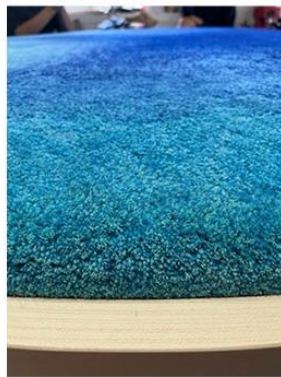
**Creative Matters and Studio LOMA highlight our most precious resource with installation for Paris Design Week 2023**

*The Redoux Passager continues the design series with focus on the nature of water*

August 30, 2023, Toronto, ON – Acclaimed custom floor coverings firm for many of the world’s most prestigious brands, Creative Matters will showcase the *Redoux Passager* art installation at Paris Design Week from September 7 – 12, 2023.

Collaborating once again with the Parisian design studio LOMA to create an immersive activation, the installation follows the success of the *Winter Garden* exhibit featured at Paris Design Week 2022. The latest installation poetically continues the journey of water using a collection of sustainable materials such as silk, wool and wood, leading visitors through a calming oasis towards the *Redoux Passager*.

“We’re proud to have our presence at Paris Design Week continue this year, and we wanted to use this opportunity to expand on our *Winter Garden* concept, this time, highlighting water as the source of life,” says Ana Cunningham, vice president and partner at Creative Matters. “Partnering with studio LOMA again, the designers have created a space that harmonizes the creativity and craftsmanship of both brands.”



The design asks viewers to consider the precious nature of water relating to climatic distress, posing as a reflection on the question of sustainability and the management of this natural resource through the ages.

The *Redoux Passager* can be found at 23, rue du Pont-aux-Choux 75003 Paris and will be open from September 7 - 12 at Paris Design Week 2023.

creative  
MATTERS  
INSPIRED WALL & FLOOR COVERINGS

Established in 1988, Creative Matters designs and creates hand knotted rug collections and custom fair trade floor coverings for clients in more than 40 countries. It was the first North American

company to commit to the Label STEP, an international non-profit association that seeks to promote fair trade in the handmade carpet industry, based on safe working conditions, fair wages and sustainable, environmentally-friendly production.

With this commitment, Creative Matters pays close attention to the materials it uses to make its rugs, with a preference for regenerative, sustainable fibres. Consequently, Creative Matters has, for several years, been involved in solutions to reduce the use of water in the production of floor coverings.



Johan and Nicolas share a responsible and optimistic vision of design. All you need is less: echoing a global situation, LOMA questions the fundamentals of design through attention to use, material and nature. The studio develops fertile concepts, taking care to produce frugal, high-quality responses.

The aim is to design for durability, both physically and aesthetically, so that time once again becomes an added value in the lifecycle of objects. In parallel with its projects, LOMA conducts research into things that do good, such as thermal spa traditions, and particularly the moment of bathing. In the broadest sense of the term, bathing in a dimension that is above all collective and multi-scale. Seeking to bring together the conditions that enable us to conscientize rest – Redoux Passager is one of the chapters in this quest.



### **CREATIVE MATTERS x STUDIO LOMA**

**“ REDOUX PASSAGER “**  
Pop UP Store  
Heureux les Curieux  
23 rue du Pont-aux-Choux  
75003 Paris

jeudi 7: 11h-19h  
vendredi 8: 11h-19h  
samedi 9 (soirée vernissage Marais): 11h-22h  
dimanche 10: 11h-19h  
lundi 11: 11h-19h  
mardi 12: 11h-18h

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