Custom floor and wallcoverings firm Creative Matters grows with promotion of Ana Cunningham and Ali McMurter to partners and vice presidents

(Left to right) Creative Matters Partners moving forward: vice president Ali McMurter, president Carol Sebert and vice president Ana Cunningham. Photographer: Andrea Gibson.

Toronto, Canada – May 17, 2017: Carol Sebert, president and founder of Creative Matters custom floor and wallcoverings, today announced the appointment of Ana Cunningham and Ali McMurter to partners and vice presidents of the Toronto-based firm which counts international luxury retailers Gucci and Holt Renfrew as well as New York's Soho Grand and Miami's Faena hotels among its list of high-profile clients.

"Since joining Creative Matters more than a decade ago, Ana and Ali have consistently demonstrated a dedication to the hallmarks of our firm: design excellence, superior client service and fair trade," said Sebert. "As I looked to the future and our firm's expansion into new markets, it made complete sense not only to acknowledge their contributions but also to assure that their innovative thinking, focus and energy would continue to propel our company forward for years to come."

Cunningham, who previously held the position of creative director, has been with Creative Matters for 18 years. In addition to being a graduate of the Textile Studio at Sheridan College, she brings a love of international textiles and travel to Creative Matters and thrives on collaborating

– more –

with clients and colleagues to create beautiful works. Her design successes have included "Best liked by DOMOTEX Visitors" Carpet Design Award for Rory Platinum and "Finalist" for Nova Platinum in Hannover, Germany in 2009. Both designs are part of the Creative Matters Aerial Collection.

"It's a privilege to join a partnership that continues to be strengthened by its values and goals for exceptionalism and success. Carol has been an incredible mentor over the years and with Ali's expertise and ingenuity, I'm truly excited by what the future holds for Creative Matters. The opportunity to deepen my roots within Creative Matters and to continue working with such a highly energetic and talented team is thrilling."

Ali McMurter, previously a senior designer with Creative Matters, joined the firm in 2006 and has since developed countless design solutions for prominent interiors professionals in both the residential and hospitality fields. Recent high-profile projects include Bergdorf Goodman and the W Hotel, Hoboken. She is a graduate of Fine Art and Geography from the University of Guelph.

"I'm honoured to continue growing with our amazing team as well as our network of talented clients and skilled suppliers. Carol has set up a very strong foundation for all of us to build upon, and Ana is a trusted fountain of creative and caring energy. Working together makes me excited about the future of our firm and our ability to nourish positive partnerships," said McMurter. "I'm excited and humbled by this new level of responsibility."

ABOUT CREATIVE MATTERS
Creators of contemporary floor and wallcoverings for close to 30 years
Established in 1988 in Toronto, Creative Matters designs and creates custom fair trade floor and wallcoverings. With rugs and carpets in more than 40 countries, the firm's international clientele range from such luxury retailers as Gucci, Tom Ford and Louis Vuitton to hotels, corporate offices, private homes, and diplomatic residences and embassies worldwide. Creative Matters proudly supports STEP, an international organization committed to fighting abusive child labour, improving the working and living conditions of carpet weavers and promoting environmentally friendly production methods.
www.creativemattersinc.com

NOTE TO EDITORS
Carol Sebert, Ana Cunningham and Ali McMurter, available for interview.
High resolution images available.

CONTACT
Amie Suttie
+ 416.934.9771 ext. 33
amie@creativemattersinc.com