

FOR IMMEDIATE RELEASE

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Creative Matters Art Day workshops and award-nominated rug take centre stage at DOMOTEX, January 11 – 14, 2019

Toronto, Canada—December 10, 2018: Known as the go-to custom floor and wallcoverings firm for designers, architects and many of the world's most prestigious retail brands, hotels and embassies, Creative Matters announced today that it will present its signature, interactive Art Day workshops for rug design enthusiasts at the DOMOTEX flooring exhibition in Hannover January 11 – 14 , 2019. It also announced that its luxurious custom rug for Toronto boutique hotel, The Anndore House, is a finalist for a 2019 Carpet Design Award in the Best Interior category.



Acrylic inks are just some of the materials used in Creative Matters Art Day workshops.

Creative Matters will collaborate with COVER magazine and DOMOTEX to present its Art Day workshops, will be on hand for the award ceremony on January 12 (Hall 9) and will exhibit its

latest contemporary, fair trade creations at booth B40 (Hall 9) throughout the exhibition at the Hannover Exhibition Centre in Hannover, Germany.

Art Day Workshops

“The one-hour workshops are an opportunity for DOMOTEX visitors to try their hand at a floor covering design and gain insight into the unique way we approach rug creation,” said Carol Sebert, president of Creative Matters. “Art Day is the time we take and method we use to generate fresh ideas. Our clients depend on us for inspiring creations—ready to customize to their requirements. These workshops have enabled us to build an extensive searchable archive of designs as well as to develop our own collections of handknotted rugs,” she said.

DOMOTEX Hannover 2019 marks the second time that Cover magazine and DOMOTEX have worked together to present the Art Day workshops. “Our readers are fascinated by the process of creating carpets for modern interiors so this is an unexpected opportunity to involve themselves in that process,” said David Young, sales and marketing director, Cover Magazine.



Designers get creative at a recent Creative Matters Art Day event.

In line with the DOMOTEX 2019 theme, “Create’N’Connect,” Creative Matters Art Day workshops will offer trade show visitors the opportunity to create a design of their own. Up to eight participants per workshop will have an hour to experiment with pastel, charcoal, ink and wax resist on paper. Creative Matters guided workshops will be available throughout-DOMOTEX. “The process is always a lot of fun and it will give participants an insight into the complexities and nuance of rug design,” said Thilo Horstmann, project director at DOMOTEX.

Visitors may sign up to participate in a Creative Matters Art Day workshop at <https://www.domotex.de/event/art-day-workshops/WOR/88959> and may email Sandra@creativemattersinc.com or Madeleine@creativemattersinc.com to set up an appointment at its trade show stand.

Carpet Design Award



Simple meets sophisticated in this luxurious Creative Matters rug for the refurbished mid-century modern lobby of Toronto's newest boutique hotel: The Anndore House. The custom, fair trade rug is a finalist for a 2019 Carpet Design Award in the Best Interior category. Photography: Simon Tannenbaum.

Creative Matters' luxurious custom rug for Toronto boutique hotel, The Anndore House, is a finalist for a 2019 Carpet Design Award in the Best Interior category. The 100% wool handtufted (Thailand) lobby carpet was designed by Creative Matters' Sandra Ciganic-McKinney for Studio Munge. The winners in each category will be announced at DOMOTEX on January 12, 2019 at an award ceremony in Hall 9. The Carpet Design Awards are highly regarded within the international carpet industry and form the centerpiece of the presentation of modern, hand-made carpets and rugs at DOMOTEX.

ABOUT CREATIVE MATTERS

Creators of timeless, contemporary and fair trade floor and wallcoverings for 30 years.



Creative Matters' team of floor and wallcoverings designers and administrators celebrating the firm's 30th anniversary in NYC in late 2019. Photography: Andrea Gibson

Established in 1988, 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 ranges 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 Label 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 and www.creativemattersinc-hk.com

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NOTE TO EDITORS

Carol Sebert, President and Founder, Creative Matters, available for interview.

High resolution images available.

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