



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Creative Matters to participate in fair trade discussion panel at High Point Market

Toronto, Canada - April 6, 2018: Creative Matters Vice President Ana Cunningham will be a speaker at the "Leading the Way" panel discussion on April 17, 2018, when The Rug Show returns to the High Point Market home furnishings trade show from April 14 - 18, 2018. "Leading the Way" will focus on the creation of an accountable design industry and the 10 principles of fair trade as well as sustainability.

"I will be joined by Reto Aschwanden, Managing Director of Label STEP, the international NGO that Creative Matters works with to ensure its handwoven floor coverings meet the STEP Standard for fair trade," said Cunningham. "The knowledge and breadth of experience of the panel will be enhanced by five other industry representatives."

While many interiors professionals are keen to learn more about Creative Matters' progress in fair trade, others are interested in participating in one of the firm's seven Art Day workshops scheduled throughout the show. "Art Day is a process we developed to create new rug designs and have been using for years," said Cunningham.



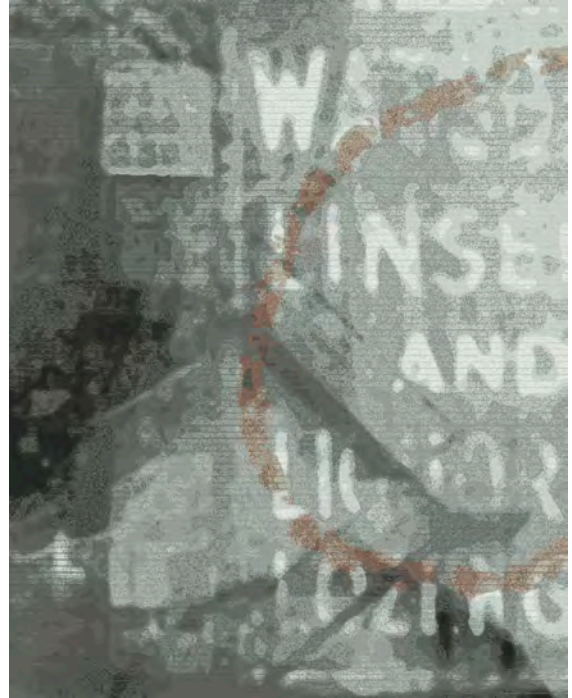
Creative Matters first offered Art Day workshops at The Rug Show in New York in September 2017 and again at the Domotex floorcoverings show in Germany in January 2018. Participants will have the opportunity to develop their own rug design under the creative guidance of Cunningham and Senior Designer Sandra Ciganic-McKinney. Those interested in participating may sign up via The Rug Show website - [Art Day Registration](#)

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Lobby rug for The Anndore House, Toronto, with Studio Munge.
Photography by Simon Tanenbaum



Linseed – Rust from the Creative Matters Architecture Collection.
Handknotted in wool and silk

Known as the go-to custom floor and wallcoverings firm for designers of many of the world's most prestigious retail and hotel brands and embassies, Creative Matters will also present two of its latest collections (the Arashi Collection and The Architecture Collection), along with the firm's custom capabilities at Suites At Market Square, The Rug Show at High Point, Top Floor, **booth #T-535**.

ABOUT CREATIVE MATTERS

Creators of timeless contemporary floor and wallcoverings for 30 years



Creative Matters' team of floor and wallcoverings designers and administrators is led by Carol Sebert, President and Founder (third from left).

INSPIRED FLOOR AND WALLCOVERINGS

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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

Ana Cunningham, Partner and Vice President, Creative Matters, available for interview.
High resolution images available.

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