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Creative Matters shares inaugural superyacht collaboration

Renowned rug design house teams up with Burdifilek on project for Moran Yacht & Ship

Toronto, ON, January 31, 2024 – [Creative Matters](#), the acclaimed custom floor and wall coverings firm, has unveiled its first custom superyacht design aboard the Moran Yacht & Ship superyacht, Entourage. Created in collaboration with interior design studio Burdifilek, the 100% Prism nylon handtufted rugs were designed to enhance the serene ambiance on the remarkable 60m motor yacht constructed by Amels in the Netherlands.



Creative Matters' custom area rug for Main Deck Salon, Entourage yacht

"We're honoured that respected interior design house Burdifilek reached out to us for this collaboration," says Ali McMurter, managing partner of Creative Matters. "Our team embraced the opportunity to design for a new environment, ensuring each luxury rug seamlessly integrated into

Entourage's specialized environment. Working with the precision and care needed for this project, our team delivered designs reflecting Creative Matters' creativity, passion and expertise."

Seeking to enhance the yacht's tranquil ambiance, Burdifilek engaged Creative Matters to create custom floor coverings that seamlessly complement the yacht's calming interior. The vision was to capture the radiance of natural light, reflecting the sparkle of the ocean within Entourage's inner spaces.

Bringing the vision to life, Creative Matters meticulously crafted a collection of 100% Prism nylon rugs, handtufted in Thailand with low loop pile, tip-sheared loop and cut pile. The approach ensures durability and a polished finish, essential for accentuating the yacht's architectural details. The result is a sleek intriguing surface with high sheen, harmonizing with the serenity of the ocean, designed for the bridge and main deck salons, main and lower corridors, and main owner and guest cabins.

Receiving outstanding accolades during its debut at the Monaco Yacht Show in September, Entourage was awarded Boat of the Week by Robb's Report and was a finalist in the best interior and exterior design category at the 2024 BOAT International Media Design and Innovation Awards.

For more information about Creative Matters, reach out to creativematters@mattepr.com.

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ABOUT CREATIVE MATTERS

Established in 1988, Creative Matters designs and creates handknotted 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, responsible 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 been working with their mills to encourage solutions to reduce the use of water in the production of floor coverings. Successful progress has proudly been made with their Thailand mill, where a water stewardship program is actively in place. As of January 2024, the mill has been running exclusively off of rain water for production and is fully removed from the public water system.

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