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Creative Matters announces launch of three new artful collections

The custom floor and wall covering design house introduces Vista, Vanguard and Arcadian collections at COVER Connect New York 2023



Shorelines design from The Arcadian Collection

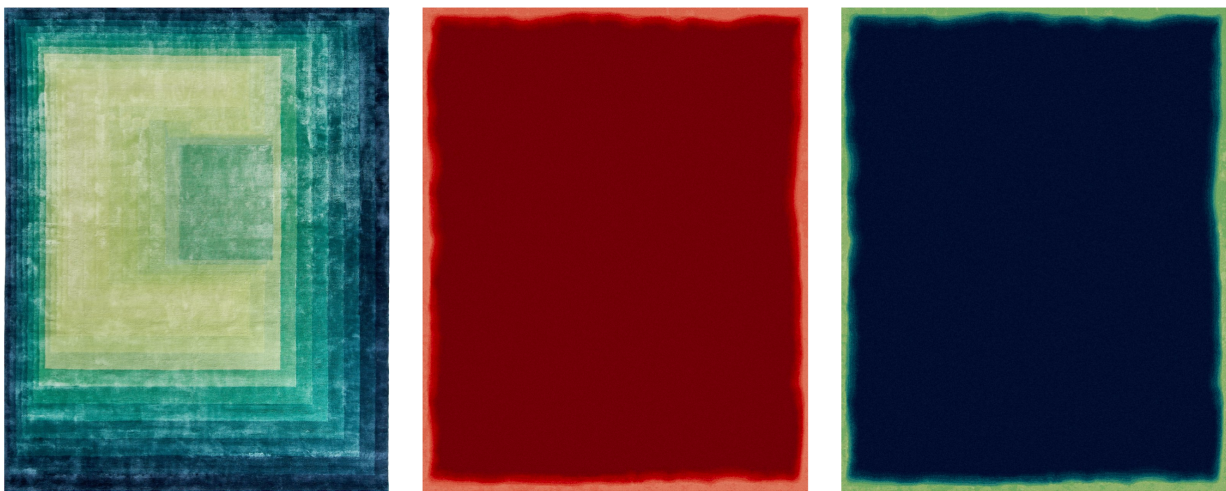
Toronto, ON, September 14, 2023 – [Creative Matters](#), the acclaimed custom floor and wall coverings firm introduced three new rug collections, among the exciting offerings at the show, at COVER Connect New York, the boutique rug show for leading high-end brands held annually in central Manhattan.

Vista, Vanguard and Arcadian are handcrafted by Creative Matters' artisans in Nepal, India and Afghanistan. The three collections reflect Creative Matters' artful interpretations for each unique

concept. Responsibly-produced under Label STEP guidance, the handknotted designs are crafted with materials like fine Tibetan wool, pure Chinese silk and 100% Ghazni wool.

“Our team has been anticipating the launch of the Vanguard, Vista and Arcadian collections and are thrilled to introduce these designs to the market,” says Ana Cunningham, managing partner of Creative Matters. “These collections reflect our designers’ creativity and skill with a charming textural appeal that transform and define a space. Vista is a highlight as the first Creative Matters collection from Afghanistan in the Persian knot and using local Ghazni wool.”

Vanguard, Vista and Arcadian collections are available directly through Creative Matters and will arrive soon to select stockists across North America.



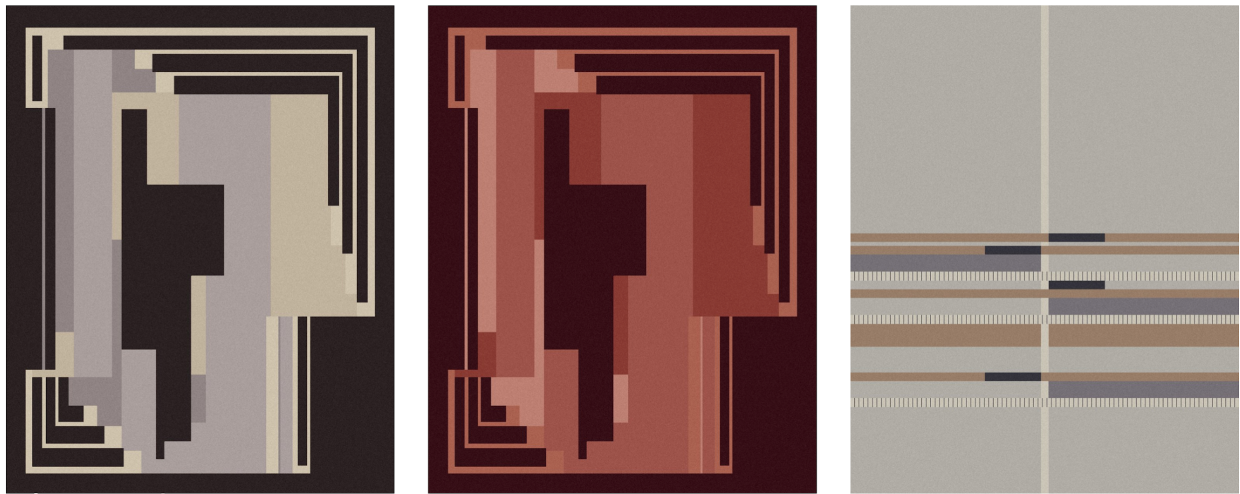
The Vanguard Collection: Aura, Exhale -Garnet, Exhale - Indigo

The [Vanguard Collection](#) interprets notable art movements, providing an artful reimagination with visually striking handknotted rugs. Designs like [Exhale](#) in Indigo and Garnet colourways are inspired by the blurred edges of Mark Rothko’s abstract block paintings, while [Opus](#) presents a playful mid-century modern deconstruction and reassembling of existing artworks to create a new collaged design. The Vanguard Collection is handknotted, with Tibetan wool, New Zealand wool and some rugs having pure Chinese silk for added luxury. All designs crafted in 100 knot count, made in India and Nepal.



The Arcadian Collection: Rain, Brook, Creek

The [Arcadian Collection](#) artfully captures water's emotive dance, from the tranquility of [Rain](#) to the clash of [Rapids](#) they awaken senses and spark imaginative journeys with their organic and fluid textures . Meticulously handknotted in Nepal, they embody water's beauty, enriching their spaces. The Arcadian Collection is made in the handknotted technique, with fine Tibetan wool and pure Chinese silk. Arcadian collection rugs have a 100 knot count and 4mm cut pile, with select rug designs including a higher 150 knot count and a varied pile height of 5mm and 6mm to enhance the visual concept of water.



The Vista Collection: Plaza in Tarmac, Plaza in Jasper, High Street in Ash

Creative Matters' first collection from Afghanistan, the [Vista Collection](#) is constructed with a Persian knot technique and using local Ghazni wool, giving the rugs an artisanal aesthetic. Vista's six designs reminisce mid-century modern style, drawing from cityscapes to create immaculately handknotted designs such as [Boulevard](#), a polished, vintage-inspired modern design, or

[Promenade](#)'s reimagining of urban living. This collection is handknotted and made with 100% Ghazni wool from Afghanistan.

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. By the end of 2023, the mill will run exclusively off of rain water for production and be fully removed from the public water system.

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