

creative MATTERS

INSPIRED WALL & FLOOR COVERINGS

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Creative Matters features acclaimed designs at Carpet Diem's debut Paris exhibition

Toronto-based design firm is one of two Canadian brands showcasing November 10 to 12

Toronto, ON, November 10, 2023 – Creative Matters, the acclaimed custom wall and floor coverings firm to the world's most prestigious brands, is proud to announce their inclusion at the inaugural [Carpet Diem](#), an annual exhibition highlighting the beauty of contemporary textiles through showcasing materials, techniques and textures. This year, the show is held in central Paris at the Espace Commines from November 10 to 12 in conjunction with Paris Photo. It is open to professionals and the general public.



Creative Matters featured at Carpet Diem's debut exhibition in Paris, France

“Creative Matters is thrilled to participate in Carpet Diem’s first exhibit in Paris with three creative designs – [Four Cedar Waxwings](#), [Chord Gradient](#) and [Opus Oxide](#). We’re certain the pop-up will encourage visitors to view textiles from a new perspective, taking them through a rug labyrinth from leading floor covering designers across the globe,” says Ana Cunningham, managing partner, Creative Matters. “As one of two Canadian brands in the show, we take pride in representing Canada with our inclusion and believe this will be a truly exciting experience for designers and guests alike.”

Carpet Diem is the latest exhibition envisioned, curated and organized by Paris-based Italian Francesco Pirrello, with scenography by globally renowned set designer, Hervé Sauvage, known for work with brands such as Hermès, Louis Vuitton and Chanel. Top floor covering and tapestry designers from 16 different countries are participating, revealing their current textile creations and techniques to create a striking exhibit.

Carpet Diem is hosted at the Espace Commynes (17, rue Commynes, Paris) on November 10 to 12, 2023 from 11 a.m. – 8 p.m. and is open to the public.

HIGH-RES IMAGES CAN BE FOUND IN THE PRESS KIT [HERE](#)



Opus Oxide, Four Cedar Waxwings and Chord Gradient designs from Creative Matters Inc.

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, environmentally-friendly 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, for

several years, been involved in solutions to reduce the use of water in the production of floor coverings.

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