

CREATIVE MATTERS TO PRESENT FIRST ART INSTALLATION AT PARIS DESIGN WEEK 2022



Toronto, Canada – August 25, 2022: Known as the go-to custom floorcoverings firm for designers of many of the world’s most prestigious retail and hotel brands and embassies, Creative Matters will present their first art installation at Paris Design Week September 8 – 17, 2022.

Paris Design Week is an exhibition that brings together the talents and forces of retailers, galleries, show-rooms, hotels and restaurants for eight days to share their experience in design and creation with the public.

“Creative Matters is based in Toronto but we opened a satellite office in France in the fall of 2021. As a result of our increased presence in Europe, we are really enthusiastic about playing a larger role in the creative scene there,” said Ana Cunningham, partner.

creative MATTERS

INSPIRED WALL & FLOOR COVERINGS

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“With the title Winter Garden, the installation is located at 80 rue de Turenne in the Le Marais district of Paris,” said Clémence Hardelay, design director Europe. “The space invites guests into a winter garden sanctuary to sit and reflect.” “It is a collaboration with LOMA, a design and architecture studio in Paris,” she said.

“In a frenetic world of consumption, we chose to make the exhibit an eco-responsible environment constructed from natural wool and wood that will be entirely reused afterwards,” said Cunningham. “Wool plays a very important part in most of our floorcoverings so it takes the lead in Winter Garden. We were fortunately able to source beautiful wool in France, from Brun-de Vian-Tiran, a company that set up their first mill 1808. And as a Canadian firm, we have also sourced wool through The Campaign for Wool Canada.”

About Creative Matters Inc.

Established in 1988, Creative Matters designs and creates handknotted rug collections and custom fair trade floorcoverings. More than 100 customizable designs are available in 14 collections through selected retailers internationally. With floorcoverings in more than 40 countries, Creative Matters’ international clientele ranges from such luxury retailers as Bergdorf Goodman, 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 promoting environmentally friendly production methods, improving the working and living conditions of carpet weavers, and fighting abusive child labour.

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