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Discover Canadian Design In Germany

Toronto, ON – Jan. 4, 2010: In just two short weeks, Creative Matters will head to Hannover Germany to launch the stunning new additions to their 2010 Aerial Collection at Domotex. Domotex hosts some 1400 international carpet and rug exhibitors and expects to welcome over 60,000 visitors from more than 100 countries. Creative Matters is the only Canadian designer of hand-made rugs at Domotex 2010, this year. The new pieces, inspired by the majestic Canadian landscape, tell the story of changing seasons and natural beauty.

Among their new rug creations, CMI will present Arboreal, Lumina, Glow and The Queen in an ode to the allure and majesty of the Canadian terrain. Arboreal Platinum illustrates the magnificent Northern forests at the height of its autumn season with earthly grey tones and dramatic orange flush. Lumina is reminiscent of the mysterious Northern lights and Glow Silver of an ethereal winter snowfall.

In a shift from previously all hand-knotted rugs, Creative Matters has conceived a new hand-tufted addition to the Aerial collection with The Queen. Queen Anne's Lace is the intricate subject captured in this bold rug design, and as the name suggests, possesses a subtle regal quality. Offered in two colourways, Onyx features a velvety black background with raised white and silver accents and Radiant, heightened by its infrared inspired, thermal palette – the colours radiating in a rainbow effect.

The dramatic changes in Canadian season also inspire the addition of a number of new colourways to the Aerial collection - French Wire and Nova's new "Silver" palette of icy winter, Rory and Liquid's new "Bronze" tones of the late summer harvest sun and Polarize's new "Dusk" and "Oceana" of delicate spring blooms.

Creative Matters will be located in Hall 20-Stand C12, joining the likes of many top contemporary international rug designers. Hall 20 boasts Souk Delux, the new trend showcase, staged by internationally renowned rug designer Jan Kath, which will present high-end rugs ranging from "classic designs to modern creations with a cutting-edge look." Arboreal Platinum will be among the rugs featured.

In addition to their latest design achievements Creative Matters continues to support the RugMark /Goodweave organization in its work to end exploitative child labour in the rug industry and offer educational opportunities to children in India, Nepal and Pakistan.

Established in 1988, Creative Matters Inc. designs and manufactures original rugs and floor coverings. With carpets in more than 40 countries, Creative Matters' international clientele ranges from such high-end retailers as Gucci, Tom Ford and Louis Vuitton to hotels, corporate offices and residences including St. Regis Hotel (Mexico City), JWA Marriott Hotel (Kazakhstan), Bank of Butterfield (Bermuda) and Canadian diplomatic residences and embassies in more than 35 locations.

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NOTE TO EDITOR: Founders available for interviews; high quality images available.