



## FOR IMMEDIATE RELEASE:

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# CREATIVE MATTERS TAKES THE FLOOR IN MORE THAN 40 COUNTRIES

**Toronto, Ontario** – August 11, 2008 – For two decades, **Creative Matters Incorporated** has been custom designing one of a kind, hand-knotted carpet and rugs for high-end retailers, corporate offices, residences, hotels and Canadian diplomatic residences and embassies worldwide.

Founded in 1988 by veteran designers Donna Hastings and Carol Sebert, **Creative Matters** has produced enough handcrafted carpet to summit Mount Everest four times. Their studio, formerly in a bank in Toronto's west end, houses stunning samples of their work, a team of eight talented artists and acts as the control centre for all their creations.

**Creative Matters** has designed for high-end clients including Gucci, Tom Ford and Louis Vuitton and their supporters include interior designers and architects Brian Gluckstein, William Sofield, Robert Stern, and Shamir Shah. **Creative Matters'** custom carpets reside in 40 countries and they have had the honour of doing custom work for the Canadian Embassies in over 30 countries including Paris, London, Madrid and Tokyo. Their client base includes clients in New York, Chicago, Vancouver, Atlanta, Miami and Bermuda making up 80 percent of their roster.

In the early years, Donna and Carol executed all design work by hand, drawing and painting each concept. Although beautiful, this method proved very time consuming and eventually, they realized the need to convert to the more efficient mode of computer-based design. The design team graduated to digital design in 1999, offering more concepts to their clients, full scale if required, in a more timely fashion.

Most **Creative Matters** creations are handmade at small mills in Asia using natural fibres imported from mills in Thailand, Nepal, India and China. Each rug is hand-tufted, hand-knotted or woven. The hand knotted pieces are made with handspun yarn that has a natural lanolin content found in wool from high-mountain sheep. The carpets average \$60 to \$90 per square foot and take about six months to make.

Weaving intricate design with social responsibility, **Creative Matters** has partnered with RugMark, a nonprofit foundation working to end illegal child labour in the carpet industry and offer educational opportunities to children in South Asia ([www.rugmark.org](http://www.rugmark.org)). This new relationship guarantees that **Creative Matters'** rugs are created without child labour and ensures that a portion of the sales goes towards educating and rehabilitating former child weavers.

To celebrate the newly founded partnership with RugMark, **Creative Matters** is creating and donating a one-of-a-kind hand-knotted luxury rug to RugMark for their annual raffle. Inspired by a photograph taken in Nepal in 2000 during one of Creative Matters' journeys to South Asia, the rug, entitled *Hariti* (Tibetan for "protectress of children"), will be on display throughout the **Floored – 20 Years of Creative Matters**, running Thursday, November 12 until Sunday, November 15 at Gallery 345 in Toronto, with the raffle winner being drawn November 15. 100% of the proceeds from the raffle go back to RugMark. Raffle tickets for *Hariti* go on sale in early September and will be available at [www.creativemattersinc.com](http://www.creativemattersinc.com).

To receive certification, manufacturers sign a contract with RugMark to produce carpets without illegal child labour, register all looms, allow access to looms for unannounced inspections and pay associated licence fees.

#### BENEFITS OF HANDMADE, CUSTOM DESIGNED RUGS

- Unique, artistic design, colour spectrum, composition and size
- Adds beauty, warms up, provides comfort, increases safety and reduces sound in a room
- Versatile and durable
- Made predominantly from natural, renewable fibres of wool, silk, cotton and organic material
- Catches allergens that can be safely removed through regular vacuuming
- Helps with increasing the standard of living for people in developing nations

#### About Creative Matters:

**Creative Matters** has a 20-year history creating original rugs and floor coverings for such high-end retailers as Gucci, Tom Ford and Louis Vuitton. The company's "rugs of art" can be found in more than 40 countries. **Creative Matters** is a Licensed Importer and member of RugMark, a nonprofit foundation working to end illegal child labour in the carpet industry and offer educational opportunities to children in South Asia ([www.rugmark.org](http://www.rugmark.org)). They use RugMark certified manufacturers for their hand-knotted designs and work with trusted suppliers who employ only adults and use renewable resources, minimal waste and maximum recycling. To learn more call (416) 934-9771 or visit [www.creativemattersinc.com](http://www.creativemattersinc.com)