



## FOR IMMEDIATE RELEASE:

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## Visit *Floored – 20 Years of Creative Matters*

Retrospective at Gallery 345 - Thursday, November 12 through Sunday, November 15

**Toronto, Ontario** – August 5, 2008 – **Creative Matters**, originators of creative floor covering, rug design and manufacture, will mark their 20<sup>th</sup> anniversary with *Floored – 20 Years of Creative Matters*, a gallery retrospective demonstrating their spectacular artistry over the last 20 years. The exhibit opens on Thursday, November 12 and runs until Sunday, November 15 at Gallery 345 in Toronto (345 Sorauren Avenue) from 12 noon to 5:00 pm. For more information call 416-934-9771 or visit [www.creativemattersinc.com](http://www.creativemattersinc.com).

With twenty years and thousands of carpets under their belts, partners Donna Hastings and Carol Sebert have jointly lead a team of artists whose creations grace upscale retail stores, hotels, corporate offices and residences in more than 40 countries. With recent projects including Louis Vuitton in Paris, hotel lobbies in Kazakhstan and residences in Hong Kong, the sky seems to be the limit.

From fine art to computer savvy, hand paintings to print outs, **Creative Matters** retraces their footsteps and raid the vaults to find for 20 years of hidden gems by showcasing some of their shining moments in *Floored – 20 Years of Creative Matters*.

*Floored – 20 Years of Creative Matters* will feature:

- Artwork and process work showing some of the original work that **Creative Matters** has created over the past 20 years.
- Site photos of installations of original work by **Creative Matters**.
- Swatches of samples of original rugs created by **Creative Matters**.
- **Creative Matters** will be previewing the additional pieces to their award winning, "Aerial Collection" - "Pepe", "Rory" and "Scratch" will be launched at the Domotex International Carpet Show in Hanover, Germany, 2009
- "Faces of Freedom", photo exhibition will feature photographer Robin Romano's captivating photos of former child weavers who are currently enrolled in RugMark schools and centres

- To celebrate the newly founded partnership with RugMark, the nonprofit Washington, D.C.-based foundation working to end child labour in the carpet industry, **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"), is certified child-labour-free by RugMark and will be on display throughout the **Floored – 20 Years of Creative Matters**, 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).

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)