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Toronto's Creative Matters win the "*People's Choice Award*" at International Carpet Design Fair

Toronto, ON – February 3, 2009: There could not have been a more fitting way to kick off 2009 for the team at Creative Matters, than heading to Domotex, making this their third consecutive trip to the world's most comprehensive floor coverings expo in Hannover, Germany. For co-founders Carol Sebert and Donna Hastings, who celebrated the company's 20th anniversary this past November, Domotex proved an exceptional show for the international launch of their 2009 *Aerial Collection*. Most thrilling though, was being voted "**Best Liked by Domotex Visitors in the Category of Design**" for their carpet "Rory Platinum", at **floorforum** in Domotex.

The **floorforum** is an "area that is devoted to trends in the modern carpets and textile floor coverings industry was designed and masterfully staged by internationally renowned designer Ulf Moritz." This year the categories were reserved for *design*, *structure* and *colour*. Creative Matters was selected to contribute 3 entries this year. According to Moritz, the criteria for this category is that "an exceptional design makes the point that creative flooring solutions are the foundation - in every sense - of a properly coordinated interior design concept. The focus here is on decorative and glamorous carpets."

Throughout the show, the expected 40, 000 visitors were invited to vote for their favourite carpet in each category. "We were delighted to be a winner in the company of the exceptional talent that is showcased in the **floorforum** area of the show," says Sebert, "to be judged and chosen by international buyers and to win alongside past repeat winners was a great thrill."



Additionally, Creative Matters was honored to have, once again, been short-listed for the prestigious Carpet Design Award for Best Modern Design. The judges included some of the most well-respected names in the industry, including Matthew Bourne of Christopher Farr Contemporary Rugs and internationally-exhibited textile designer Kate Blee.

“This nomination supports the direction that Creative Matters is headed. We are continuing to design carpets that are both contemporary while maintaining a "furniture friendly" tradition. Carpets that fit into a home while making a great statement".

According to the Deutsche Messe, “The caliber of visiting professionals was higher than ever, with a trade visitor ratio of virtually 100 percent – Domotex 2009 was on par with last year's event, reasserting the show's distinctly professional appeal.” Organizers say that “despite the tough economic climate, Domotex 2009 emits positive signal proving the flooring industry upbeat while emphasizing innovation and creativity.”

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), Covidian Offices (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.