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For Immediate Release

Modern Weave + Creative Matters = Celebration

Toronto, ON – Mar. 26, 2009: One could say that a collaboration between renowned Toronto carpet showroom **Modern Weave** and award-winning carpet design studio **Creative Matters** is a creative merging of the minds. Both companies have been bringing award-winning, Canadian design to the Toronto community for over 20 years and have now joined forces to promote contemporary carpet design as a true art form. On the evening of Thursday April 16th from 6 to 9pm, Michael Pourvakil and his team at **Modern Weave**, located at 160 King St. E, will open its doors to clients, customers and friends in celebration of their partnership with **Creative Matters** – the West-end, boutique carpet design studio headed by Carol Sebert and Donna Hastings. The event will continue with an open house at **Modern Weave**, Saturday April 18th from 12-4 where the public will be able to meet, and speak to, the Creative Matters design team.

Pourvakil, Hastings and Sebert, all veterans of the carpets business with a collective experience totalling over 60 years, have entered into a new era of carpet design and manufacture. In search of a Toronto showroom that extolled, "...a reputation for not only high quality product and beautiful atmosphere but, importantly, for outstanding client service", says Sebert, she and business partner Hastings finally made the connection with Pourvakil half way around the world at a carpet fair in Germany. It is a union says Pourvakil "that has been eight years in the making", adding, "I was so impressed with the inherent beauty of the designs – I wanted these special rugs to be part of our exclusive collection".

With a total of four showrooms in the Toronto area, Michael Pourvakil has garnered an international distinction with architects and interior designers as an authority on fine quality, hand-woven rugs. Through partnerships with leading workshops in Nepal, Pakistan, India, China, Turkey and Iran, Pourvakil has cultivated a broad knowledge of the industry and of rug history and craft, while maintaining relationships with rug-making communities around the world. This knowledge and experience continues to inspire all aspects of both the Weavers Art and **Modern Weave** Collections.

Creative Matters continues to celebrate as they enter their 21st year in business. They showcased the Aerial Collection; complete with the 2009 additions at Domotex in Hanover this past January, which proved an exceptional show for the international launch. Most thrilling, was being voted "*Best Liked by Domotex Visitors in the Category of Design*" for their carpet "Rory Platinum", at *floorforum* in Domotex. "Nova Platinum" was short-listed for a Carpet Design Award in the category of *Best Modern Design*. Both carpets will be on display at the April **Modern Weave** event.

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Additionally, both companies are members of RugMark - a non-profit organization that works to end illegal child labour in the carpet industry and offer educational opportunities to children in South Asia - and are personally committed to responsible business practices and believe consumers share this conviction. Both companies believe strongly in RugMark's, *The Most Beautiful Rug Campaign*, which aims to bring together consumers, designers, importers and retailers to wipe out the practice of child exploitation in rug making within the next decade. As importers of certified rugs, **Creative Matters** and **Modern Weave** are an important part of this movement to create fair and sustainable working practices abroad.

About Creative Matters:

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.

About Modern Weave:

Michael Pourvakil is the owner of Weavers Art and **Modern Weave** and has over twenty years of experience in carpet design, wholesaling, and retailing, and has garnered an international reputation with architects and interior designers as a leading authority in rugs. He has participated in a number of trade shows including Decorex, the Atlanta International Market, IIDEX/Neocon and the Toronto Interior Design Show where he has received multiple international rug design awards. Mr.Pourvakil is affiliated with the CDECA and ARIDO and is a member of the RugMark Foundation.

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