



creative  
MATTERS

INSPIRED WALL & FLOOR COVERINGS

# Architecture

AN URBAN FLOORCOVERING COLLECTION



# Architexture

**Juxtaposition of history and modernity, depth and dimension, unique interpretation of the beauty in the everyday.**

Nine statement designs and colourways exploring the relationship between nature and structure. Embracing inner-city landmarks and incorporating thought-provoking imagery and pattern, this collection gives a new life to oft-overlooked elements of our surroundings.





## inspired by places

**Art Day.** A concert of ideas, media and inspiration. A time-honoured practice to contemplate form and colour. To engage with the process. The synchronicity, synergy and symbiosis of pure design.







**DIVERGENT - LAVENDER**

**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, Chinese silk with Tibetan wool in 100 knot, 4mm cut pile construction. Made in Nepal.

**CUSTOM COLOURS AND SIZES AVAILABLE**







**DIVERGENT - TAUPE**

**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, Chinese silk with Tibetan wool in 100 knot, 4mm cut pile construction. Made in Nepal.

**CUSTOM COLOURS AND SIZES AVAILABLE**









**DUOMO - PATINA**

**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, Chinese silk with Tibetan wool in 100 knot, 6mm cut pile and 4mm loop pile construction. Made in Nepal.

**CUSTOM COLOURS AND SIZES AVAILABLE**









**DUOMO - GOLD**

**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, Chinese silk with Tibetan wool in 100 knot, 6mm cut pile and 4mm loop pile construction. Made in Nepal.

**CUSTOM COLOURS AND SIZES AVAILABLE**







**LINSEED - CHARTREUSE**

**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, Chinese silk with Tibetan wool in 100 knot, 5mm cut pile and 4mm loop pile construction. Made in Nepal.

**CUSTOM COLOURS AND SIZES AVAILABLE**







**LINSEED - RUST**

**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, Chinese silk with Tibetan wool in 100 knot, 5mm cut pile and 4mm loop pile construction. Made in Nepal.

**CUSTOM COLOURS AND SIZES AVAILABLE**









**SCAFFOLD - DAY**

**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, Chinese silk with Tibetan wool in 100 knot, 6mm cut pile and 4mm loop pile construction. Made in Nepal.

**CUSTOM COLOURS AND SIZES AVAILABLE**







**SCAFFOLD - NIGHT**

**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, Chinese silk with Tibetan wool in 100 knot, 6mm cut pile and 4mm loop pile construction. Made in Nepal.

**CUSTOM COLOURS AND SIZES AVAILABLE**









**STREETS OF NEW YORK**

**SIZE:** 8' x 10', 9' x 12', 10' x 14', 12' x 15'

**DETAIL:** Handknotted, Chinese silk with Tibetan wool in 100 knot, 4mm cut pile construction. Made in Nepal.

**CUSTOM COLOURS AND SIZES AVAILABLE**









**Who we are.** The Architecture Collection features the best of what Creative Matters has become known for after 30 years of creating timeless yet contemporary floor and wallcoverings with interiors professionals worldwide.

Rugs that channel design excellence with an intimate understanding of natural fibres and artisanal techniques. Rugs that understand their role in the bigger picture. Standout pieces textured in all the right ways. Rugs that are meticulously crafted with respect for people and the environment.

As a result of collaborations with interiors influencers such as Yabu Pushelberg, Karim Rashid,

HOK and Gensler, our rugs are now found in over 40 countries. We travel the world for consultations, to liaise with our artisans and for installations, but we design from a historic building in Toronto, Canada.

The Creative Matters label is your guarantee that all design and production details were carefully considered along with every possibility for fair trade. We are

aided in this continuing quest by our partnership with Label STEP.

**You're inspired by this collection – what's next?**

Available in four standard sizes, the rugs are handknotted in a sumptuous yarn blend of wool with touches of silk. However, different spaces require different solutions, so we often work with interiors professionals to customize the designs





**CREATIVE MATTERS CANADA TEAM**  
FOURTEEN DEDICATED DESIGNERS,  
PROJECT MANAGERS, LOGISTICS  
AND FINANCE PROFESSIONALS  
PASSIONATE ABOUT CREATING  
LUXURIOUS, RESPONSIBLY  
SOURCED, HANDMADE RUGS.

in size, colour, quality, method of production – and even the design itself. The designs reemerge in circular rugs or runners; neutral palettes become emboldened with colour; details may be intensified or subdued; borders add elegant dimension; and the fibre mix is retextured for heavy traffic or additional luxe.

The Architecture Collection was designed by our team and then finessed in collaboration with our artisanal partners throughout 2017. Please visit our website to see the other seven collections.



**The Architexture Collection.** Traversing motifs. Renaissance architecture and Islamic tiles that converge. A humble manhole cover allures. Colours span bold shades of chartreuse and azure, moody charcoal and russet. Disparate loop and cut pile in wool and silk offer dimension and luxe. Designs that excite and challenge.

**Fair Trade** is important to us. We are a small team of creative people with families, children and grandchildren. Throughout our firm, we work to trade responsibly and minimize our environmental footprint. Most important in this endeavour is our membership in the Swiss based Label STEP – an international non-profit organization committed to promoting environmentally friendly production methods, improving the working and living conditions of carpet weavers, and fighting child labour.





# inspired floor and wallcoverings

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*Label STEP Partner – Improving the working and living conditions of weavers*