

The background features several circular and semi-circular pieces of embroidered fabric. One prominent piece in the upper left shows a complex geometric pattern in shades of grey, white, and yellow, with a purple floral-like motif at the top. To its right is a solid yellow circular piece. Below the main rug sample is another large yellow circular piece. The overall aesthetic is modern and artistic, showcasing traditional Canadian art transformed into contemporary rug designs.

creative  
MATTERS

INSPIRED WALL & FLOOR COVERINGS

# Storytelling

**ENCHANTING CANADIAN ART  
TRANSFORMED INTO RUGS**



**Standout pieces**

**Exquisite details**

**Precise colour matching**

Recreating specially-selected artworks of particular merit. Bringing them into a new life where textiles present character, dimension and tactility never imagined by the original artist. Artisanal wools, silk, mohair – a world of options and interpretations await.



### REMEMBERING BATOCHÉ

*Original artwork by Métis artist Christi Belcourt*

**SIZE:** 10' x 8'

**DETAIL:** Handknotted, 100% Ghazni wool, 60 x 60 Persian knot, cut pile construction. Made in Afghanistan.

CUSTOM SIZES AVAILABLE



# REMEMBERING BATOCHÉ

BY CHRISTI BELCOURT



Having transformed Christi's artwork in 2014 to wallcoverings, seen her Valentino runway project and enjoyed her pieces at the Art Gallery of Ontario, it was no surprise when we felt compelled by the powerful composition and story to add Remembering Batoché to the Storytelling Collection. The theme originates from the Battle of Batoché in 1885 and a

stolen bell that is represented by a red bell flower in the centre of this distinctive design. "I wanted to commemorate all the Métis soldiers who died and fought for the protection of their land and families," said Christi. Unusual for Creative Matters rugs, we chose to handknot this rug in the Persian knot in Afghanistan using the local Ghazni wool.

ABOUT

## CHRISTI BELCOURT

**Christi is a Métis visual artist, designer, community organizer, environmentalist, social justice advocate, and avid land-based based arts and language learner with a deep respect for the traditions and knowledge of her people.**

Like generations of Indigenous artists before her, she celebrates the beauty of the natural world while exploring nature's symbolic properties. Her paintings are found within many public and permanent collections across North America.





**FOUR CEDAR WAXWINGS**

*Original artwork by Métis artist Christi Belcourt*

**SIZE:** 8' x 10"

**DETAIL:** Handknotted, 100% Ghazni wool, 60 x 60 Persian knot, cut pile construction. Made in Afghanistan.

CUSTOM SIZES AVAILABLE





# FOUR CEDAR WAXWINGS

BY CHRISTI BELCOURT



We loved the sheer delight of Four Cedar Waxwings! And we were already familiar with Christi's work from a 2014 project when we created wall coverings from her designs for the Toronto Birth Centre. As we predicted, it translated beautifully into a rug because of the crisp beadwork style and the rich colours. The rug came into its own when it was handknotted in

the Persian knot in local Ghazni wool in Afghanistan. Four Cedar Waxwing's theme originates from Christi's love of "the intricate beauty of all nature" and the idea that all things are interconnected. "Perhaps there isn't a more perfect looking bird than the cedar waxwing," said Christi.





## RAVEN

*Original artwork by Inuit artist Ningjukulu Teevee*

**SIZE:** 10' x 8'

**DETAIL:** Handknotted, New Zealand wool with pure Chinese silk, 6mm and 8mm cut pile, 6mm loop pile construction with tip shearing. Made in Thailand.

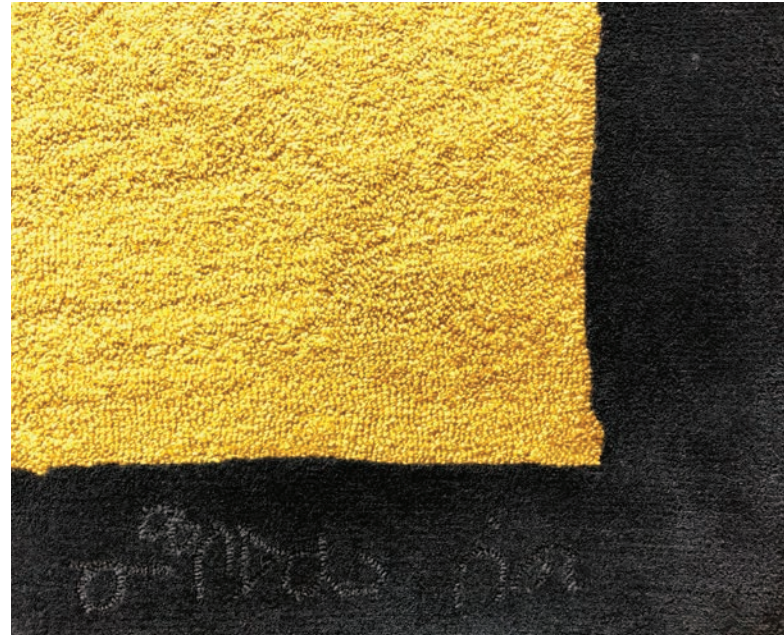
**SILK CONTENT:** 4.41%

CUSTOM SIZES AVAILABLE



# RAVEN

BY NINGIUKULU TEEVEE



We were drawn to this artwork because of Ningiukulu's talent in interpreting – and translating into drawings – traditional Inuit legend and symbols with contemporary aesthetics. We love its visual impact with the association of yellow and black, the accents of ink blue and purple as well as the delicacy of the pencil markings.

The Raven's artwork theme originates from a tale about an owl and Raven. In Ningiukulu's words, "This Raven took someone's kamiks (footwear) from a drying rack and it is taking the kamiks to its nest for decoration." Raven is a major figure in Inuit storytelling and is particularly important in the Inuit creation story.

Our interpretation of the artist's drawing uses an intriguing variety of textures and materials. The golden straw background is constructed in loop pile generating a feeling of Ningiukulu's drawn line – the energy of pencil on paper. In stark contrast, Raven is defined in tight wool cut pile giving the opulent appearance of dark grey velvet. Note how the kamiks on Raven's back are rendered in both cut and loop pile adorned with violet silk laces. And finally, to create the splendid feathers, luxurious raised silk adds lustre to the imposing matte Raven.

ABOUT

## NINGIUKULU TEEVEE

**Born in 1963, Ningiukulu lives and works in the Inuit hamlet of Kinngait (in the massive territory of Nunavut in the Canadian Arctic) world-renowned for its Inuit art. Ningiukulu has become one of Kinngait's most celebrated artists.**

She has a comprehensive knowledge of Inuit legends and a fine sense of design and composition. These elements have made many of her prints highly sought after by collectors. Ningiukulu has had numerous solo shows of her bold and resplendent drawings and some of her work has been featured in exhibitions in major public galleries and museums.





**UNTITLED (WINTER SUNSET)**

*Original artwork by Inuit artist Ooloosie Saila*

**SIZE:** 10' x 8'

**DETAIL:** Handtufted, mohair and New Zealand wool, 13mm, 18mm and 25mm cut pile, and 11mm loop pile construction, Made in Portugal.

CUSTOM SIZES AVAILABLE





# UNTITLED (WINTER SUNSET)

BY OOLOOSIE SAILA



Untitled (Winter Sunset) is a stunning interpretation of the Canadian northern landscape - the untouched pureness of the snow against the bright colours of the sky, and the deep tones and textures of the earth. For the rug, we chose to use mohair with New Zealand wool to create delightful variations

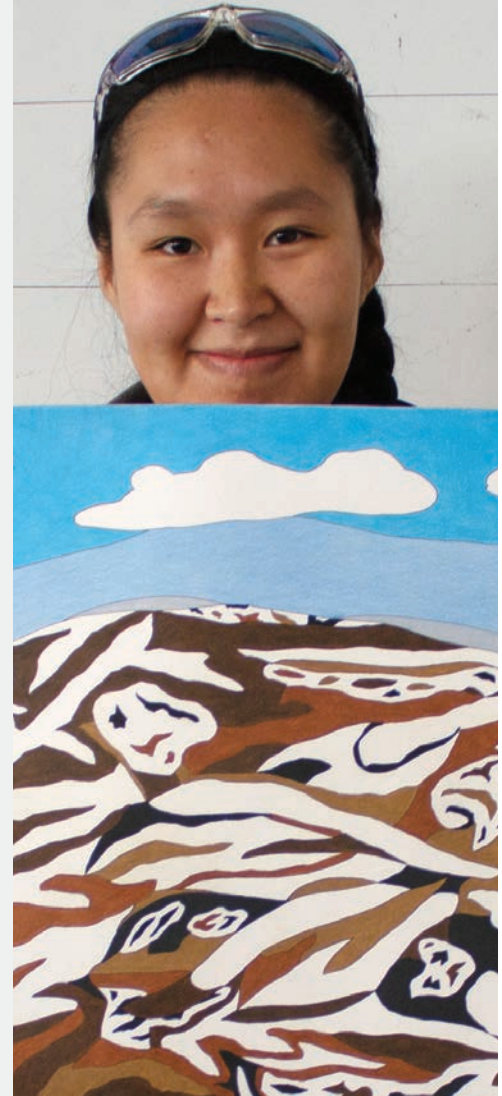


in texture in the snowy areas. For construction we thought handtufted and entrusted the work to some particularly attuned Portuguese artisans we recently met in Paris. This rug has a variety of pile heights (from 13mm to 25mm) that create interesting relief and pile movement.

ABOUT

## OOLOOSIE SAILA

**Ooloosie was born in 1991 in Iqaluit the capital of Nunavut, a massive territory in the Canadian Arctic. She now lives and works in Kinngait, an Inuit hamlet located on Dorset Island (400 km from Iqaluit) and world-renowned for its Inuit art.** She has explored many diverse themes over the years but recently her work has been focused on the northern landscape around her home. Her bold and often large drawings are characterized by patches of colour and suggestive lines that aptly express the changing landscape throughout the seasons. Her artwork has been featured in exhibitions within Canada and internationally, and is also included in the collections at the Musée des beaux-arts de Montréal and Capital One in Toronto.



## Customization

Underneath the photo of each design in the Storytelling Collection you will see that the rugs are initially offered: 8' x 10' size; crafted by a specific method of production; made with a specific wool and/or silk; and produced in a specific country. Although we are committed to reproduce the integrity of the original art in terms of colour and scale, a number of customization details are available and welcomed. Choose a design that appeals to you, tell us your requests and requirements and we will let you know the options for your special project.

**SHAPE AND SIZE:** most of the designs in this collection can be reworked in different sizes.

**CONSTRUCTION:** we love a handknotted handmade rug, but it may not be the most practical solution for your space. Most rugs can be handtufted made in alternate techniques, and some of them may also be suitable for the woven Axminster or dye injection methods.

**COMPOSITION:** the yarns you see mentioned underneath the photos (Tibetan wool, Ghazni wool, mohair, etc.) were our choice when we first interpreted each piece of artwork as a rug. However, many options are available including Canadian wool, New Zealand wool, silk and even some nylon.

**COUNTRY OF PRODUCTION:** to date, the rugs in this collection have been made in a variety of countries: Nepal, Thailand, Afghanistan and Portugal. When you choose your method of construction and composition, we will explain the advantages of the different countries for production.





**Who we are.** For more than 30 years Creative Matters has worked with interior designers and architects to create exceptional floor and wallcoverings for luxury hotels, boutique retailers, stylish offices, elegant homes and diplomatic missions. Alongside these projects we also create original designs for our rug collections that are usually handknotted in Nepal in wool and silk. (You can see all 13 collections on our website.) The Storytelling Collection is however a marked departure for Creative Matters. Rather than our own designs, it comprises rugs we have created from special works of Canadian visual artists. Creative Matters has long been interested in translating visual artworks into carpet. In 2015 we converted 27 Canadian contemporary paintings to handtufted area rugs for the Canadian High Commission in London. And in 2018 we completed a major project with Inuit art when we transformed small felt-based artworks into enormous handmade wall hangings for the Iqaluit airport in Nunavut. The success of these projects prompted us to collaborate further with Canadian artists to bring their work to life in the medium of wool (or silk or mohair). Please note that part of the proceeds of each rug goes to the artist as a commission.

### **Sustainable Luxury**

We assign our designs only to artisans who are true experts. One of the rugs in the Storytelling Collection was handtufted at a mill in Thailand that we have been working with for nearly a decade. Two others were made at a mill in Afghanistan that has now produced

almost 300 rugs for us. Everything, the dyeing of the wool, the weaving of the rugs, the finishing is done by hand. As a fair trade licensee of the Swiss-based Label STEP we have a long-standing commitment to ethical and sustainable manufacturing.



### **Shared Values**

Our success has been influenced by what we believe and how we work.

**CREATIVE** – we use our skills and talents to realize inspired designs and luxurious creations.

**COLLABORATIVE** – we work together with our artisans to achieve the very best result.

**METICULOUS** – we pay attention to the smallest details and commit to unsurpassed quality and service.

**ETHICAL** – we make decisions based on mutual respect for each other, our artisans, our clients and the environment.

**HONOURABLE** – we are open, honest and deliver on our promises.



## Sustainability

**Wool** is the ultimate sustainable fibre. Not only is it renewable and biodegradable, it also offers stain and fire resistance without added chemicals.

### **HANDKNOTTING AND THE ENVIRONMENT**

The handknotting process produces little waste or carbon emissions. The equipment required to weave a rug is very simple and does not need electricity to operate. Weaving and finishing is all done by hand with little if any mechanization. All manufacturing is done by skilled craftspeople who live in the same vicinity as the production site. This means a significantly reduced carbon footprint. Finished rugs contribute to the overall health of the environment they are used in as they emit little to no volatile organic compounds (VOCs), and do not shed any synthetic fibres into the environment.

### **MATERIAL REUSE AND THE ENVIRONMENT**

All rugs and carpets produced by Creative Matters are washable/cleanable and long lasting. Area rugs can be used in different locations or repurposed after their initial life span is complete. We encourage all of our clients to reuse or safely recycle old floorcoverings in the most environmentally friendly way possible rather than sending them to landfill.





**The Storytelling Collection.** An evolving collection – currently four designs but growing whenever we come across a Canadian artwork befitting a textile interpretation. Colours exquisitely matched by the delicate art of blending yarns. Faithful to the intention of the artist but allowing texture to play a new and incredible role. Add remarkable artwork to your floors or your walls.

**Fair Trade is important to us.** We are a special team of creative people with our own families. 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

**CREATIVE MATTERS INC.**

532 ANNETTE STREET, TORONTO, CANADA

M6S 2C2 **T** 416.934.9771 **F** 416.934.1528

cm@creativemattersinc.com [www.creativemattersinc.com](http://www.creativemattersinc.com)

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