

creative
MATTERS
INSPIRED WALL & FLOOR COVERINGS

Arashi

AN ENDURING FLOORCOVERING COLLECTION



Arashi

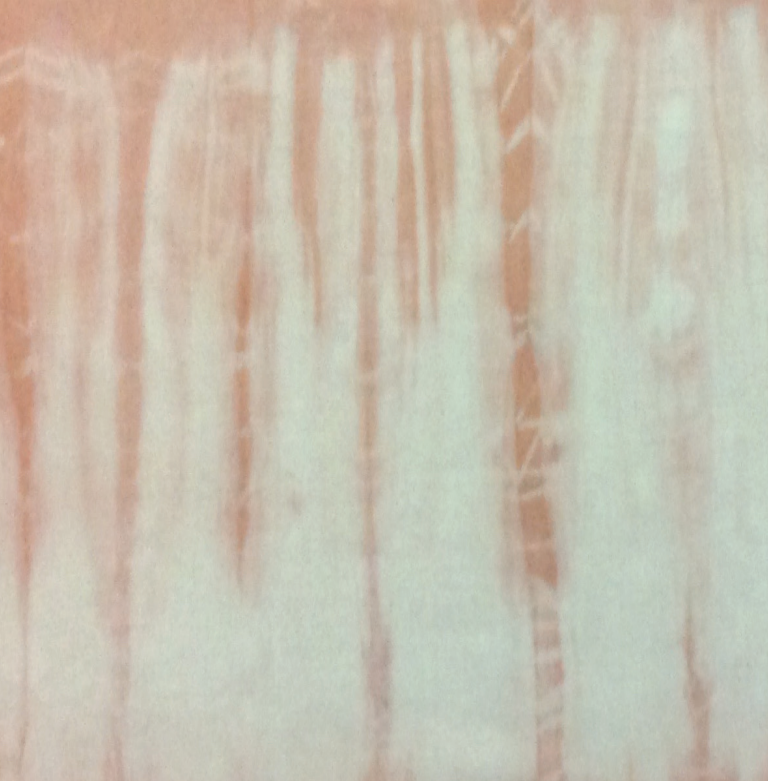
**Fluidity and movement,
striking hues, ancient
Japanese craftsmanship
with a modern sensibility.**

Eleven statement designs and colourways inspired by the respected tradition of Shibori - binding, twisting, folding and dyeing fabrics. Earthy colour palettes, restrained design and exploration of textures characterize this timeless collection.



inspired **by nature**

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.





ICHIBAN - COPPER

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





ICHIBAN - INDIGO

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





CRUMPLE

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

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

CUSTOM COLOURS AND SIZES AVAILABLE





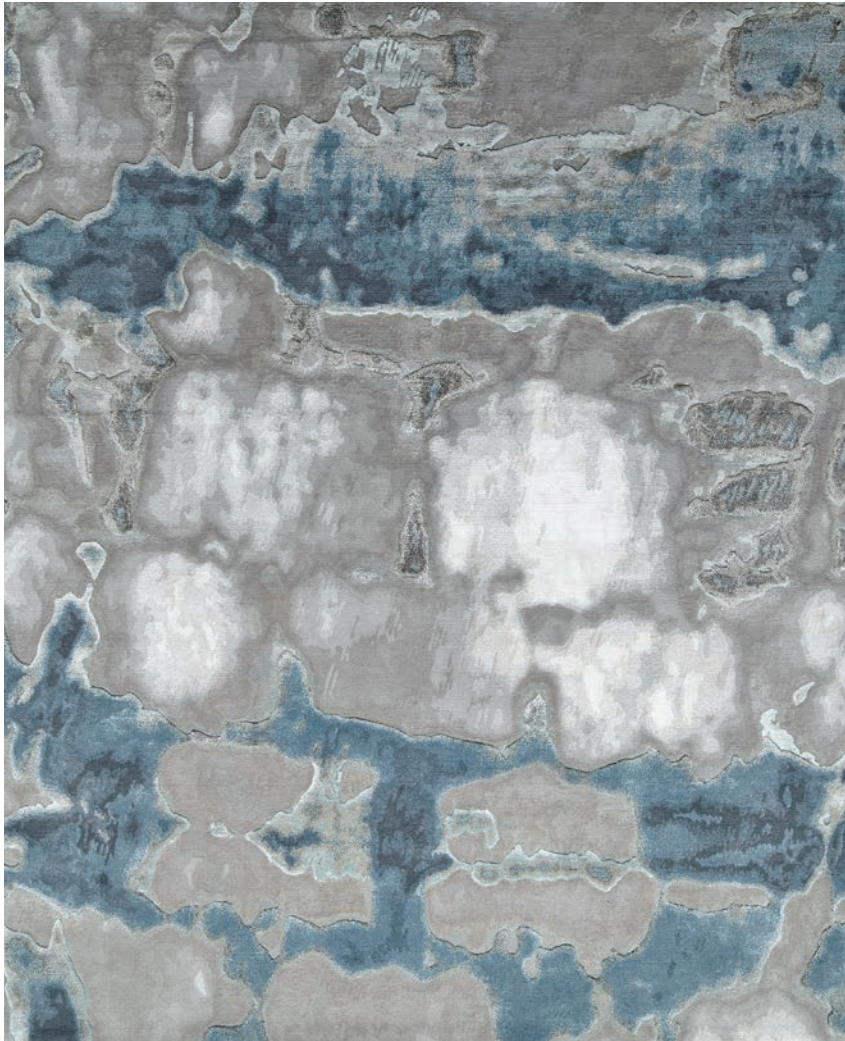
IMPRINT - EARTH

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

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

CUSTOM COLOURS AND SIZES AVAILABLE





IMPRINT - AQUA

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

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

CUSTOM COLOURS AND SIZES AVAILABLE





SUJI - GOLD

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





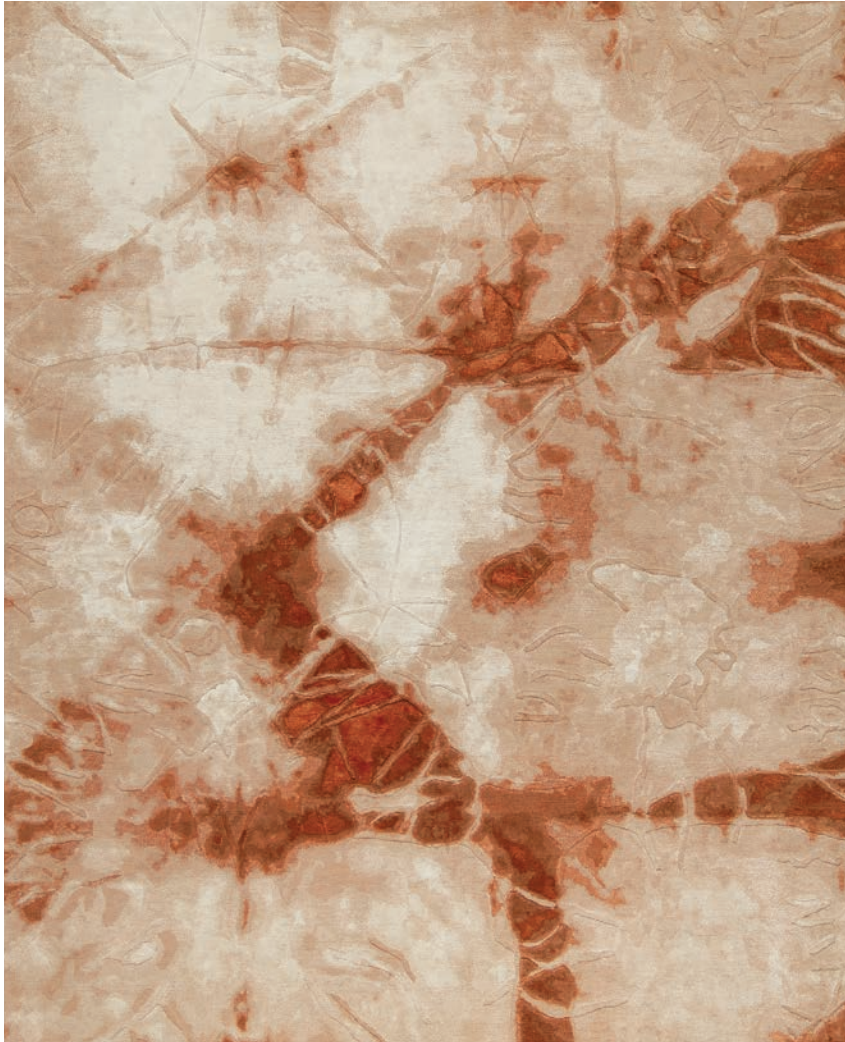
SUJI - FROST

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





TWINE - COPPER

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

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

CUSTOM COLOURS AND SIZES AVAILABLE





TWINE - MINT

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

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

CUSTOM COLOURS AND SIZES AVAILABLE





VEIL - GREY

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





VEIL - MINT

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





SHADOW - GREY

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





SHADOW - RASPBERRY

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 Arashi 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.

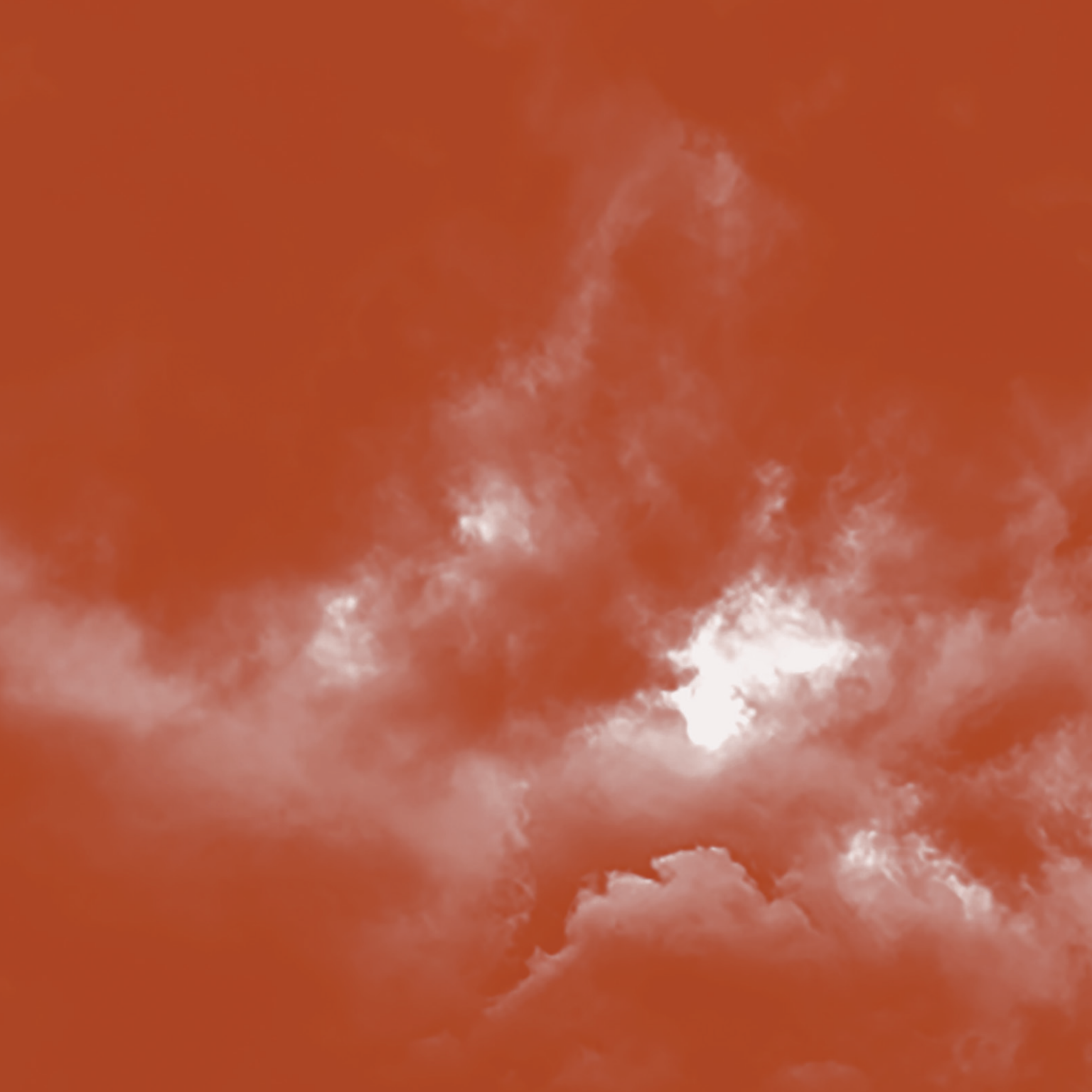
in size, colour, quality, method of production – and even the design itself. The designs reemerge in circular rugs or runners; neutral palettes become emboldened with colour; details may be intensified or subdued; borders add elegant dimension; and the fibre mix is retextured for heavy traffic or additional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

The Arashi 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 Arashi Collection. Experimentation in pattern through use of nature – flora bundled into wool and silk, bound with twine then soaked in natural dyes. Designs reinterpreted and developed into handmade area rugs. Distinct beauty achieved through subtle hues of ecru and coffee, copper and mint. A stroke of silk amplifies and enriches. Designs to peruse and to ponder.

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

CREATIVE MATTERS INC.

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