

September 18, 2013

IMMEDIATE RELEASE

The Textile Museum of Canada is pleased to present *Creative Matters • The Art Day Project*, a partnership to celebrate and demystify the art of rug design and fair trade weaving.

TORONTO – The Textile Museum of Canada is pleased to present the Art Day Project, a three-part project mounted by Creative Matters in partnership with the TMC and Label STEP. The Art Day project features an educational exhibit, a lecture and hands-on design workshops for the general public, post-secondary students and teachers. A comprehensive multi-media presentation of handmade rug production, materials and techniques will offer insights into the complex process of making artisanal carpets in the 21st-century.

Exhibit

November 20 – 24, 2013

Learn about the processes behind the creation of one-of-a-kind rugs made by hand in Nepal in this step-by-step display of raw materials, finished products and videos that tell the stories of the ethically responsible production methods in Nepal's handmade carpet industry. Free with admission.

Workshops

Join Creative Matters designers for an interactive two-hour session of creative mark-making exercises inspired by objects and imagery from the TMC's exhibition *Telling Stories*. Creative Matters will incorporate artwork created by workshop participants into original rug designs entered into the firm's first-ever *Art Day* competition. The winning design will be hand woven by artisans in Nepal, and the winning rug will be donated to Label STEP, a not-for-profit organization that encourages fair trade within the carpet industry. Watch it happen at www.creativemattersinc.blogspot.ca

Post-Secondary Workshops: Wednesday, November 20 and Friday, November 22 from 10:00 am - 12:00 pm or 2:00 - 4:00 pm; \$8 per student

Teachers' Workshop: Saturday, November 23 from 10:00 am - 12:00 pm; \$15 per person

Public Workshop: Saturday, November 24 from 2:00 - 4:00 pm; \$15 TMC Members, \$20 Non-Members

For more information or to register, contact Susan Fohr at 416-599-5321 x2228 or programs@textilemuseum.ca.

Presentation - *Responsible Rug Making: The Fair Trade/Quality Connection*

Wednesday November 20, 6:30 pm

Who made your handwoven rug? Why does it matter? And what does fair trade have to do with it? Learn how custom rugs and carpets are created for discerning clients like Tom Ford, Christian Dior and Gucci using fair trade practices that ensure the highest ethical and environmental standards and the highest quality finished product. Join this visually stunning behind-the-scenes look at the art of fair trade rug making with Carol Sebert, Co-Founder of Creative Matters, creators of custom fair trade floor coverings, and Reto Aschwanden, Commercial Director of Label STEP, an NGO working to end child labour and improve living and working conditions. FOR members \$10, TMC members \$15, non-members \$20, and full-time students pay-what-you-can. To register, call 416-599-5321 x 2228.

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Textile Museum of Canada

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Museum Hours

Open 7 days a week 11 am - 5 pm
Wednesdays 11 am - 8 pm



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