

Calienna

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September 2020

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Calienna

project

Wien hat einen neuen Laden, wie es ihn noch nicht gab: Calienna – ein Conceptstore in dem Pflanzen die Hauptrolle spielen.

Calienna – eine Wortkreation aus California und Vienna – will Wachstum im konkreten und im übertragenen Sinne fördern.

Miriam und Christian Cervantes stehen hinter dieser Idee. Christian kommt aus Kalifornien, Miriam aus Tirol – die letzten Jahre lebte das Paar in New York und London, als Art Director und Branding Expertin. Auch im Fall von Calienna zeichnen die beiden für Shopdesign und Brand Identity verantwortlich.

Sich mit Pflanzen zu umgeben, ihrem Gedeihen zu widmen und dabei mehr über sich und sein eigenes Wohlergehen zu begreifen, sehen die beiden Kosmopoliten zentral für ihr Vorhaben.

Calienna ist ein Sehnsuchtsort mitten in Wiens quirliger Neubaugasse, die dieser Tage als Fussgängerzone in frischem Glanz erstrahlt.

Ein Café und ein Ausstellungsraum im Obergeschoß komplettieren die 300m² Pflanzenoase von Calienna. Bücher und Publikationen mit einem Fokus auf (Selbst-)Entwicklung und Inspiration, sowie eine exquisite Auswahl an Designobjekten laden zum Gustieren ein und unterstreichen die Idee hinter Calienna.

Alles was wir lieben – Pflanzen, Bücher, Kaffee, Design und inspirierende Begegnungen!

about

Christian Cervantes is a multi-disciplinary creative director, designer and art director working in Vienna. Originally from Southern California, he studied design in Los Angeles, worked in New York (11 years) and London (4 years). Some of his clients include Zaha Hadid, New York Fashion Week, Nike, 1 Hotels, BBC and Maison Gerard. After years of helping others build their dreams, he wanted to finally build his own with the love of his life, Miri.

He has designed the entire experience for Calienna: from concept to brand identity to the store's environment. His passion for philosophy, mindfulness and design can be found threaded within the entire experience. christiancervantes.com

Miriam Cervantes: A Tyrolean native, Miriam fell in love with plants while living in the concrete jungles of New York and London allowing her to invite nature into the living space. Next to her job as brand consultant for Fortune 500 companies she's nurtured and grown her own collection, worked in one of London's most beloved plant stores and completed the Floristry exam at the renowned McQueens school in London.

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about

Miri and Christian met in a language school in Barcelona 13 years ago. After a year-long distant relationship Miri moved to New York to study and together they spent 8 years in the fast-paced, energetic city. Looking for a new experience to grow, they moved to London where they worked in their respective fields: Christian as a creative director at the agency Mother and Miri as a brand strategist. Living in East London, specifically Victoria Park, they were introduced to a greener lifestyle and developed a deeper love for nature and indoor plants. After deciding to leave their jobs and pursue their own dream together, they moved to Vienna to build Calienna, an inspiring world of growth where people can connect with nature and themselves.

overview

GROW EVERY DAY. It's our motto and our way of life. Calienna is a destination, a store, café, event space, and design studio dedicated to serving its customers and community by inspiring a relationship with nature and introspection through plants, thoughtful objects, books and conversation.

In-depth

We believe that in a world heavy with mixed messages, over-consumption, social media distraction, and an ongoing push for faster, cheaper, and more efficient solutions — we, as humans, are not just hurting our environment, we are losing our connection to it, and to ourselves. This deterioration, especially in city living, can lead to increased anxiety, stress, and a life lived out of balance.

It is our ambition to help increase consciousness and to inspire growth into our everyday lives. We are interested in finding simple ways to reconnect with nature and therefore with oneself by providing different entry points that individuals can discover for themselves along their own paths, whether that be through plants, insightful reading and conversation, introspective art, or thoughtfully made products.

This is the Calienna state of mind.

Programming

The upstairs gallery at Calienna will host a range of events that focus on growth and mindfulness, whether that be through art/design, panel discussions, interviews and/or workshops. We will have continuous gallery exhibitions featuring artists who work in themes involving the natural world as well as panel discussions and interviews focused on personal growth.

These events will begin towards the end of 2020. Updates and notifications of when these events are happening can be found on our Instagram @calienna

contact: christian@calienna.com / miri@calienna.com / www.calienna.com