

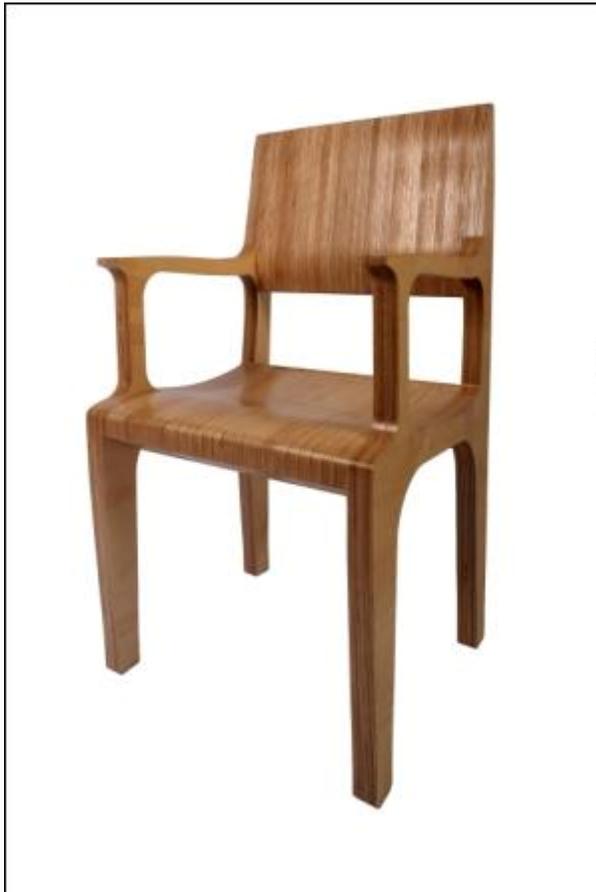
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LOS ANGELES, CALIFORNIA

*FOR IMMEDIATE RELEASE...*

***Furniture showroom FORD&CHING announce the arrival of CERNO to the Kim Sing Theatre in Chinatown...***

Laguna Beach locals Daniel Wacholder, Nick Sheridan and Bret Englander bring you a collection of CNC-machined furniture for the contemporary household. According to FORD&CHING showroom director Willard Ford, "Pedestrian materials conspire with minimalist silhouettes to create surprisingly comfortable and usable furniture."



The trio started working together as young teens. Their first project resulted in a sailboat used to explore the local coastline. The boys then restored an RV and traveled across the west. University loomed where Daniel studied mechanical engineering, Nick architecture, and Bret the liberal arts. Years later when they reconvened in Laguna Beach, the old friends collectively possessed the skills necessary to turn their childhood wanderlust into a thriving design-build business spanning furniture, industrial, and environmental design. Thus Cerno was born in 2008.



According to Bret, “Cerno” is Latin for “resolve,” a word he believes best describes their collective design philosophy. He continued, “Our work acknowledges the conflict between art and science...and each project embraces this dichotomy and attempts to resolve the conflict in a beautiful and satisfying way.” The CNC process is critical to the end result and helps the team resolve complex aesthetic issues through technology. “By utilizing state-of-the-art technology to liberate the design and building process, the Cerno group builds one-of-a-kind objects whose aesthetic content and form finds alignment with function and structure.”



“We are pleased to have CERNO on board,” said Andrea Ching of FORD&CHING. Ford added, “The silhouettes they create are oddly striking and their attitudes are infectious. Look for big things from this group of young and talented people.”



## ABOUT FORD&CHING

FORD&CHING represents emerging and innovative designers. F&C expands on the traditional showroom model by providing marketing and sales support and by creating an interface between emerging design, end users, people who specify, and people who love design. F&C hosts quarterly events in the historical KIM SING THEATRE in Chinatown, Los Angeles to encourage and engage the design community by increasing awareness of products, trends and creativity. F&C also maintains a private sample warehouse and sales office in Oakland, California.

For more information about CERNO, please contact:

Willard Ford  
FORD&CHING  
Kim Sing Theatre  
718 N Figueroa Street  
Los Angeles, CA 90012

T. 310.800.3999

E. [willard@fordandching.com](mailto:willard@fordandching.com)

W. [www.fordandching.com](http://www.fordandching.com)