



news

# Cerno opens new showroom

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*Images: Eric Stoner*

(USA) – Cerno, lighting design studio based in Southern California, celebrates the opening of its new showroom in Aliso Viejo, CA.

Founded in 2009 by childhood friends Bret Englander, Daniel Wacholder, and Nick Sheridan, Cerno started in Laguna Beach, CA. After designing and building lights in Laguna Canyon and Irvine, Cerno opened its 20,000sqft industrial and office space in 2020. The brand is debuting its first lighting showroom on the second floor of its factory for trade and consumers in the Southern California region.

The Aliso Viejo showroom is a curated space showcasing the latest designs, classic favorites, and new ideas. The showroom embraces the inspiration at the core of Cerno – using the natural landscape of its coastal community in its design to strike a balance of contemporary and modern craftsmanship.

The new factory and showroom is a proud milestone for its founders to expand its capabilities.



“We started Cerno in a tiny industrial garage smaller than our new showroom,” shares Englander. “Our ambitious dreams were fuelled by a genuine passion for the process of designing and building things. We were chasing that high you get when you put the final touches on a challenging project. The first time I walked into this new space, I had goosebumps. I recognise the amount of time and effort it took to get here. I am proud to be part of this team, and I appreciate all of our clients and customers who supported us along the way.”

Cerno hopes to connect other creatives and passionate design fans through its showroom. The brand plans to host events for interior designers, architects, and sales reps across North America and provide factory tours to show how its vertical integration takes shape. Cerno is designing and prototyping new lighting styles that will debut later this year.

[cernogroup.com](http://cernogroup.com)