

# Vervia

By Verona Lee



AS Taikang Road is attracting more and more art lovers from Shanghai and beyond, the booming popularity of the area has encouraged even more handicraft stores and the like to set up shop. Among the latest newcomers is Vervia, nestled in Lane 248.

Your senses will be excited by the intriguing shapes, dazzling colors and enhancing sounds when you step through the doors of Vervia. With an emphasis on the unusual, aficionados of the esoteric and extraordinary will feel right at home in the shop.

A purveyor of art and design, Vervia's handicrafts and other fashion and furniture products represent a fusion of European and Asian styles. The shop aims to invigorate homes across Shanghai, while wanting life at home to be as beautiful and as pleasurable as possible.

"Vervia is not just a shop," says Iris Hreinsdottir, one of the founders. "It's a lifestyle concept. We wanted Vervia to have the atmosphere of a home rather than just a store."

"The idea is that people should come to enjoy the 'Vervia experience' while feeling energized, refreshed and inspired after shopping. Vervia stands for an inspirational fantasy land waiting to be discovered," Hreinsdottir adds.

All items feature Vervia's very own in-house designs and patterns, often blending European and Asian themes, thus reflecting the heritage of Vervia's designers. The highly experienced team includes Icelandic designer Iris Hreinsdottir, Italian designer Viviana Scala, Swiss furniture designer Marc Vincenz, and contemporary art designer Joyce Jiang from Hangzhou, capital of Shanghai's neighboring Zhejiang Province.

Together they draw on images from their homelands — Chinese ancient imperial architecture, the piazzas and colonnades of Rome, Iceland's moonscape scenery and mystical Viking culture and Swiss alpine meadows and icy glaciers — to create contemporary, stylish pieces.

Joyce Jiang, one of Vervia's senior designers, says "For me, Vervia is an entirely new concept where traditional patterns are used in many exciting new ways."

Furniture comprises one of the more valuable parts of the Vervia collection. Many of the single piece furniture items are hand-

made by a family of artisans who have been making furniture for many generations.

Popular furniture items include the cube seats, the sculpture shelf and the furry butterfly chair. Yet crowning the furniture range is the magnificent "Magik" chest of drawers, available either multi-colored or in stained Elmwood. This fabulous piece was designed by the Swiss designer Vincenz, and looks superb in any home.

If you like things wooden, there are plenty more pieces to keep your appetite whetted. Wooden model cars, fine wooden saucers and plates, and wooden creatures from Vervia are just a few more collectables from their range of the unusual and exotic.

For something with a softer edge, the cushions are the perfect accessories to go with the furniture. Any pattern from Vervia's extensive "color book" can be placed on the cushions.



The prices are medium to high-range, and among the many pieces everyone will find something they can afford.

"To recreate the feeling of the natural and the organic, we like to use pure sources such as wood, linen, recycled glass, Thai silk, gemstones and stainless steel. We even use seashell for some products," says Hreinsdottir.

Vervia will increase its presence by opening outlets in Beijing, Hong Kong and another two shops in Shanghai — one of them on Yangshupu Road.

Visitors to the Vervia shop may enjoy browsing the extensive array of fashion and furnishing pieces, whilst sipping a coffee or nibbling on a snack from the shop's coffee lounge and listening to the ambient music.

**Address:**

Shop 46, Lane 248 Taikang Road

地址: 泰康路248弄46号

Tel: 5466 7832

Opening hours: 10am-7pm

