

GENTRY

# HOME

MAY/JUNE 2018



## PASSION FOR NATURE

Artists, graphic designers, and entrepreneurs **Kellie Menendez** and **Ondrea Vicklund** have stepped away from their high-tech careers to pursue a passion project titled **Half Full**, crafting hand-designed wallpapers, fabrics, and more—all with a focus on nature. As artists and friends since art school, they wanted to collaborate on a venture but wanted to stay true to their illustration backgrounds. The natural step was in the direction of home décor, specifically art on walls. They created wallpaper with the idea of branching out to fabric and other home items in the future. Their new showroom enables them to be in close contact with the Bay Area design community, but showrooms in Chicago, New York, and Austin are bringing their unique style across the country. We caught up with the Half Full team to see how they take on the day.

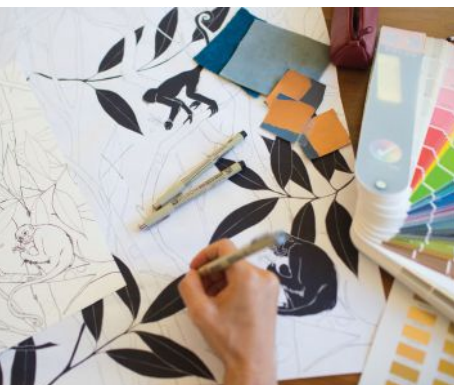


**KELLIE** (in San Francisco, Mission District) **6AM** SoulCycle class with some friends. **7:15AM** Get the family up and going. Look online at inspirational art, design, paintings, and read some poetry. Respond to emails from our East Coast printers and showrooms. **7:30AM** Make breakfast and pack a lunch for my 5-year-old son Adrian, while my husband walks over to Grand Coffee on Mission Street for the best cappuccinos. I then send my son off to school and check in with Ondrea on her way in to San Francisco. **ONDREA** (in Mill Valley) **7AM** Morning meditation, feed the cats, and drink a ton of water. Jump on social media to see what the industry and other artists are up to



and post for Half Full. **8AM** Grab coffee at Equator in Mill Valley on my way to meet Kellie, listen to a podcast as I drive over the Golden Gate Bridge. Best commute ever!

**ONDREA & KELLIE: 9-10:30AM** On Monday morning we start the week off with team yoga at Yoga Tree in San Francisco's Mission District—calming and gets a lot of energy out. It's a hard class but gives us both the focus and center we need to be fully creative and present. **11AM** Meet at the Design Center in San Francisco, where we have a small office and showroom. Here, we collaborate on new patterns and products, and we sketch and strategize a lot. **12PM** Grab lunch nearby together and sometimes with someone in the industry. **1-2PM** Meetings, order fulfillment, pro-



motion, and visits to our local fabric printer (linen and velvet lines coming soon). Occasional visits to our local favorite shops Black & Gold and Human Condition to check out the latest, or a chocolate fix at Dandelion on Valencia Street. **2-4:30PM** If an installation is local, we will stop by and take some photos. We love photo shoots! **5PM** We are both home. **ONDREA:** Post-dinner production work at home, or connect with friends within the community. **KELLIE:** Family arrives and the chaos begins!



(clockwise) Artists and entrepreneurs Andrea Vicklund and Kellie Menendez of Half Full in San Francisco. Vicklund and Menendez craft elegant wallpapers and fabrics inspired by nature.