

Kevin Calica is a New York-based visual artist engaged in the design of merchandising displays, the decoration of interior spaces, and a fashion approach to floral creations. Many of the world's leading brands and designers are among his clients.^[1]

Early Life & Education

Kevin was born October 11, 1967 in Troy, NY to Emilio Flores Calica, MD, a Filipino surgeon, and Emily Calica, née Jermain, a registered nurse from Green Island, NY. He grew up near America's first Shaker settlement in Watervliet, NY, where his father had his medical practice, and was impressed, at an early age, by the plain and practical aesthetic of these early pioneers.

At Albany Academy, from which Kevin graduated in 1985, he first encountered the writings of Walt Whitman and Henry David Thoreau, sparking in him an on-going engagement with the relationship between the design of the material environment and peace of mind. Francis Schmertz, PhD, an Academy English teacher, was instrumental in opening up this direction in his life.

In 1990, he graduated from Boston University with a BA in History and in Art History.

Carl Calica, MD, a surgeon in Westchester County, NY is his brother.

Career

In 1991, Kevin began his professional career with Ralph Lauren, creating retail store displays in New York and Hong Kong. In 1995, after a brief stint as Creative Marketing Manager with Dickson Concepts in Hong Kong, he returned to New York and joined Calvin Klein, Inc. Working directly with Klein, he swiftly rose to the position of Vice President & Creative Director, Special Events, making him at 33, the youngest vice-president in the history of the multi-billion dollar company. In 2002, the trade magazine, BizBash, voted Kevin one of "NYC's Most Influential Event Designers."^[2]

Having gained a broad knowledge of three dimensional design, Kevin founded his own studio in 2003, bringing with him his own unique approach to brand-focused visual merchandising and interior decoration. Since then, his "STRONG + SIMPLE" signature style has made him a much-valued partner in the global retail arena. His clients include Vera Wang, David Yurman, Elie Tahari, Van Heusen, Swarovski, Via Spiga, Franco Sarto, Etienne Aigner, Brown Shoe Company, Joseph Abboud, Andrew Marc, Coty, Silverstein Properties, Kenneth Cole and Reebok, among others. His trademarked "STRONG + SIMPLE" style can also be seen in his decoration of private residences around the globe.^[3]

Pro-Bono Work

A percentage of Kevin's business' time and resources are dedicated to non-profit organizations. In addition, as "National Coming Out Day" is October 11th, Kevin's birthday, Kevin threw a birthday party in 2011 that raised \$5,000 for the Human Rights Campaign.^[4] He also designed two galas for the Dia Center for the Arts, once while at CK and another on his own and designed an event for the Municipal Arts Society of NY.^[5]

Teaching

In addition to his commercial and charitable work, Kevin is a teacher able to impart both the basics and nuances of his art in person and in writing. In 2009, he joined part-time the faculty of Parsons The New School for Design,^[1] teaching Fashion Industry Marketing and Visual Merchandising in the AAS programs.^[6] He is also currently writing a textbook on Visual Merchandising for Berg Publishers, aimed at students and anyone else who wants to attract, engage and incentivize wholesale and retail customers through impactful displays.

References

1. ^{^ a b} <http://www.newschool.edu/parsons/faculty.aspx?id=48610>
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5. [^] http://15minutesmagazine.com/archives/issue_66/mai_0505-04.htm
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