

briefs

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MUUAAA UNVEILS INNOVATIVE CULTURAL BOUTIQUE



Creators of Muuaaa, first cultural boutique business on the island, Celina Noguerras, president and Miguel Miranda, creative director

For entrepreneur Celina Noguerras Cuevas, the economic recession was precisely the excuse she needed to establish Muuaaa, an innovative cultural business boutique in Santurce—and the first of its kind in Puerto Rico. Muuaaa's diverse staff of graphic designers, architects and communications executives work directly with clients in developing concepts and special projects in the fields of arts, architecture and design.

"I realized that there's a growing need both in the private and public sector to develop targeted cultural projects or initiatives that complement and enrich the local socioeconomic activity of the island," Noguerras said, adding culture is an invaluable resource that can be successfully developed in a way that is both entertaining as well as business viable.

Not to mention that it opens up a whole new category of cultural business opportunities that have not been seen before in the local market while it lends a new professional standard to the island's cultural segment, expressed the creator of Muuaaa.

Muuaaa's list of clients provides good insight into the type of cultural business and development initiatives the new company can be engaged in. Some of their clients include the School of Architects and Landscape Architects of Puerto Rico, the School of Interior Designers, the Puerto Rico Museum of Art, CIRCA Puerto Rico, Con Plot Galería Diseño, Art Quest and Akzo Nobel.

In addition to signature cultural events, Muuaaa also works closely with the publishing industry in the research, development, editing, graphic design and production of texts.