



M U S E U M S & E X H I B I T I O N S

exhibiciónactiva

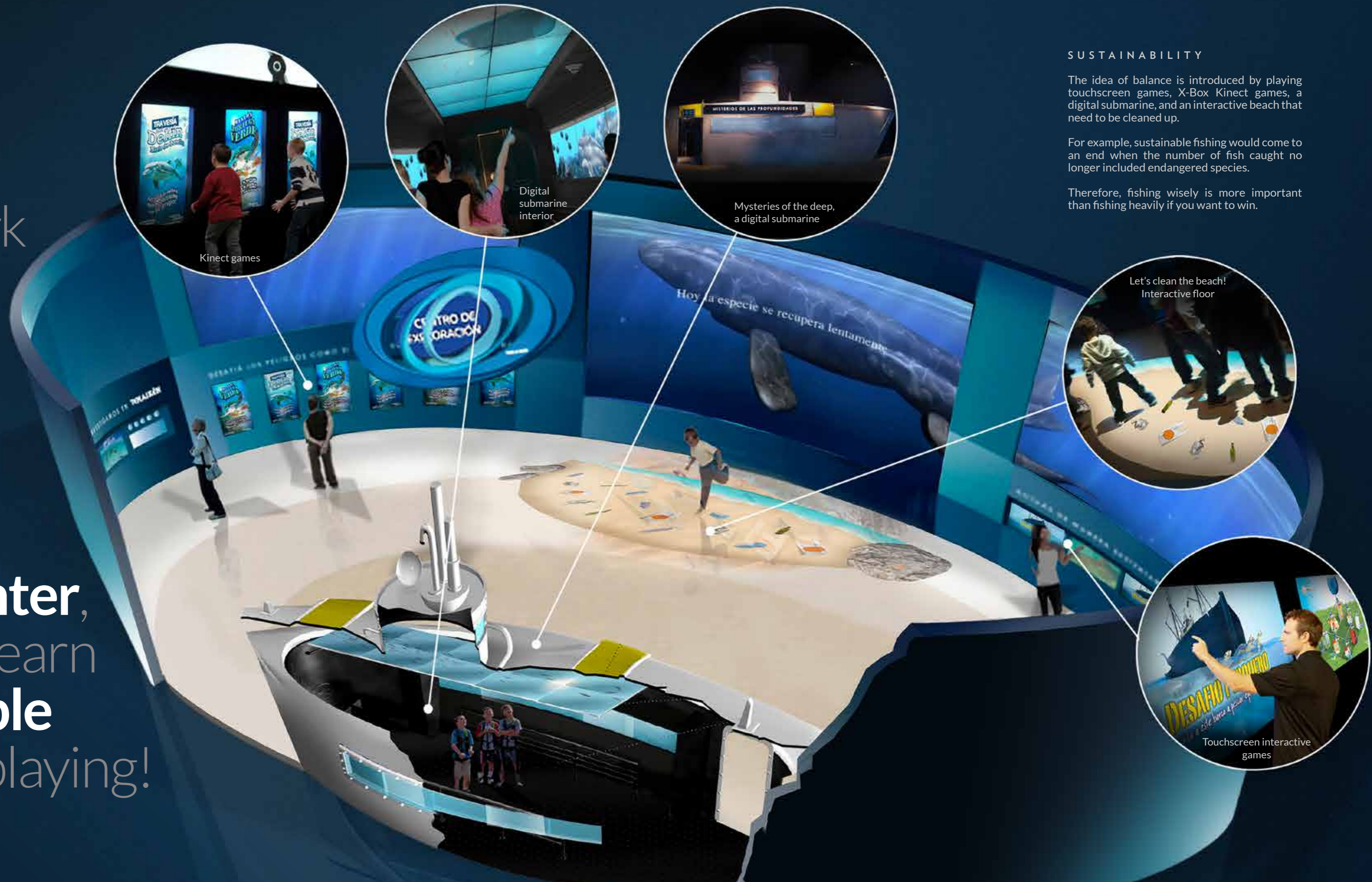
We design storytelling spaces.  
**Welcome to our museum  
& exhibition show!**

Life in the Water Exhibition.  
Timeline wall. Temaikén Aquarium.



Temaikén bio-park hosts Latam's most important aquarium.

We designed an **interactive exploration center**, where kids can learn about **sustainable** behavior while playing!



#### SUSTAINABILITY

The idea of balance is introduced by playing touchscreen games, X-Box Kinect games, a digital submarine, and an interactive beach that need to be cleaned up.

For example, sustainable fishing would come to an end when the number of fish caught no longer included endangered species.

Therefore, fishing wisely is more important than fishing heavily if you want to win.

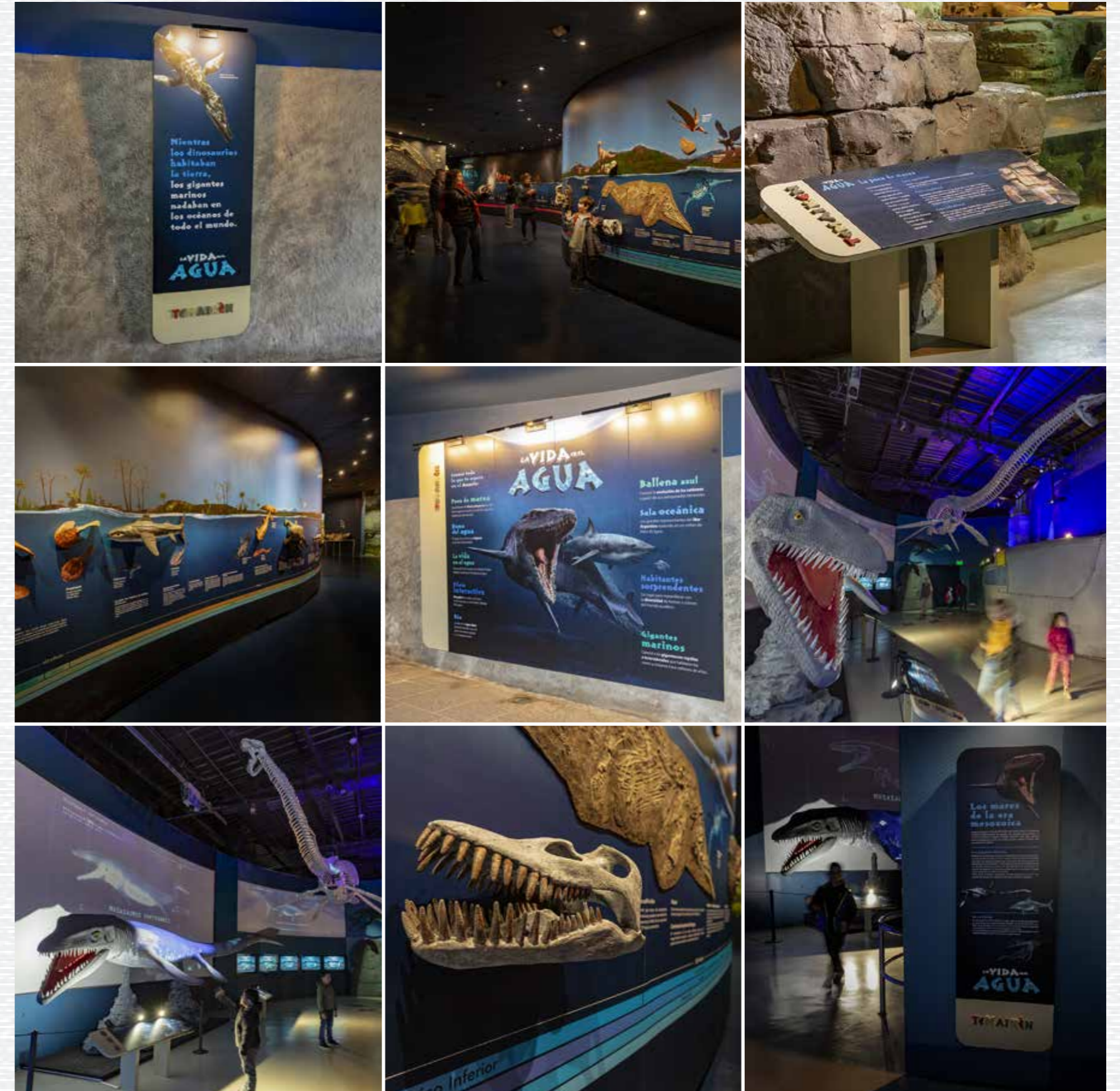


Aquarium Exploration  
Center, Temaikén

We can **quickly switch out** the exhibits at our exploration center.



During 2019, a special exhibition called "Life in the Water" took place all over Temaikén Aquarium. The exploration center also followed this new concept.



We breathe new life  
into history museums by  
**incorporating playful  
and interactive  
experiences** into their  
collections.

A snaking cabinet containing models, pieces,  
and interactive monitors cuts through a  
refunctionalized house and its collection.

EXPLORA SALTA is a new chapter in history  
museums that takes place in the heritage  
houses of Leguizamón and Arias Rengel  
in the city of Salta, Argentina.



To contextualize  
museum exhibits,  
we **create building  
replicas.**

Henry Ford Workshop  
Private Collection

As part of a private automobile collection, the assignment was to replicate Henry Ford's first workshop on Bagley Ave., Detroit.

exhibiciónactiva® designed and reproduced every single item from machines to furniture.

The "quadricycle", Henry Ford's first car, was also a replica created in Spain in 2008.





Henry Ford Workshop  
Private Collection

We are even  
capable of  
**creating  
historical  
characters!**

#### YOUNG HENRY FORD

The collector also wanted to reproduce an image of Henry Ford while working on the "Quadricycle", the first car designed by young Henry Ford.

With the help of Ford Motor Co. Foundation in Michigan, we were able to obtain rare photos of Henry Ford when he was young to further aid in the art direction of the creation of the piece.

Jaime Salmon, a Vancouver based hyperrealistic artist, was commissioned by exhibiciónactiva® to create the latex sculpture.



At the Tecnopolis showcase, exhibiciónactiva® participated by updating the aquarium.

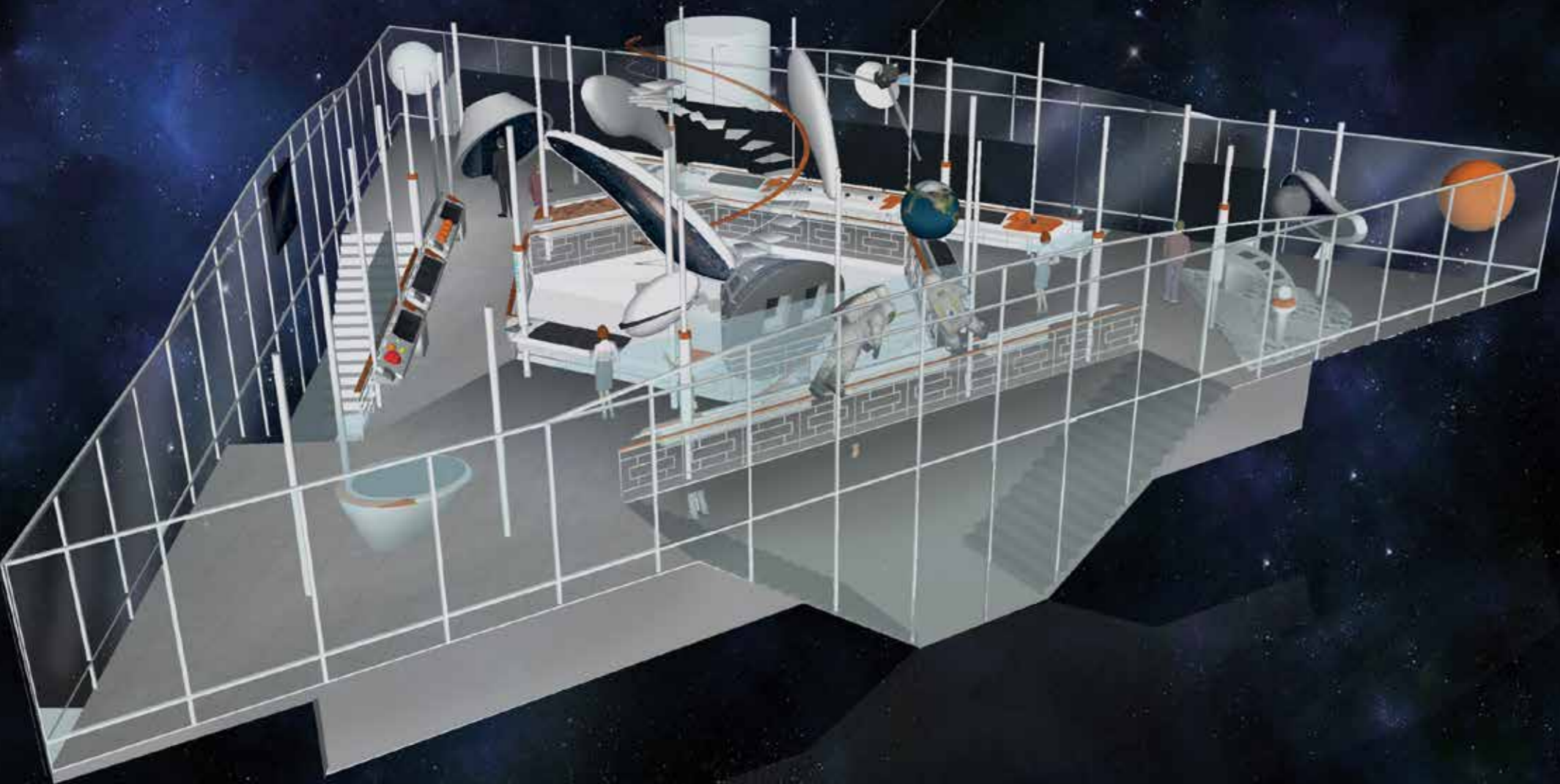
We added landscape design to the tanks, as well as an augmented reality system for guided tours.

Visitors are able to expand the information in their tour, while playing collaborative quizzes and games as well.

Hold your breath!  
**Sharks** ahead!

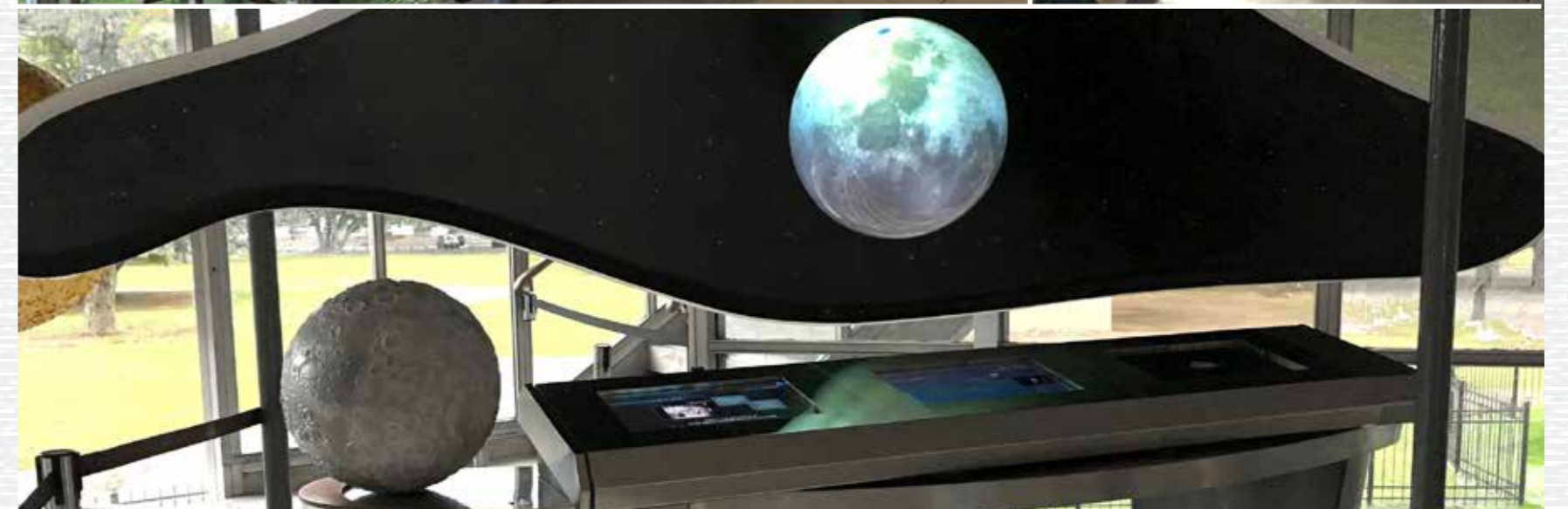
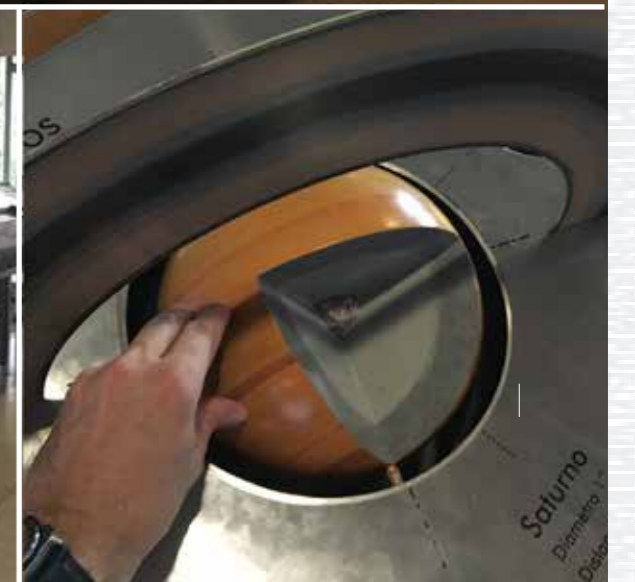
Planetario de Buenos Aires  
Museum

And we've designed  
all the way **to outer space**  
**and beyond!**



#### PLANETARIO DE BUENOS AIRES

The head of the Planetarium of the City of Buenos Aires commissioned exhibiciónactiva® to create an interactive museum. Located on the first floor of this emblematic building, the exhibition shows both digital and mechanical interactivity.





A CLASSIC MUSEUM, NOW INTERACTIVE

"El lugar de las Aves" (The Place for the Birds) reopened its doors in Temaikén bio-park. We developed an interactive center inside a beautiful victorian building. We followed the building's style and created a classic and interactive new proposal.

Biology and science are transformed into **interactive surprises!**

Birds Interpretative Center  
Temaikén



# Birds Interpretative Center Temaikén

The contents show the main aspects of birdlife: classification, evolution, embryo development, adaptations and natural hazards to which they are exposed.

The proposal includes mechanical and analog interactivity.

The exhibit was created, designed and developed by exhibiciónactiva®.



Tapa de acrílico / Vidrio con vinilo plotado en la cara interna.  
El vinilo demarcará 2 "porciones" liberadas:  
Una permite ver una amenaza completa mientras que la otra porción liberada deja ver la solución posible presentada.

Rueda de MDF con vinilo plotado. Sistema giratorio que permite al rotarse llegar a terminar el giro en 6 diferentes posiciones (tipo ruleta).

Segunda rueda de MDF con 6 hendiduras para fijar posiciones. Las hendiduras son trabadas por un fleje reemplazable de PAI o similar que funcionará a modo de "matraca".

Mediante el material y terminaciones del fleje se regulará el sonido que emitirá la rueda en movimiento. El mismo deberá ser de bajo volumen.

Proyección de la ubicación final de la rueda. Porción saliente por caladura en Tapa lateral.

Tapa de MDF de 9 mm. para cierre lateral pintada color Pant. 291 C ó color Cielo Pleno. (Ídem color estructura central)

Este lateral calado para dejar salir un sector de la rueda que permitirá el giro por parte de los visitantes.



# We learn while having fun!

Didactic signage system  
Temaikén



We designed a didactic signage system for Temaikén biopark. The system encouraged children to learn as they are playing.



Boca Juniors  
Soccer Museum

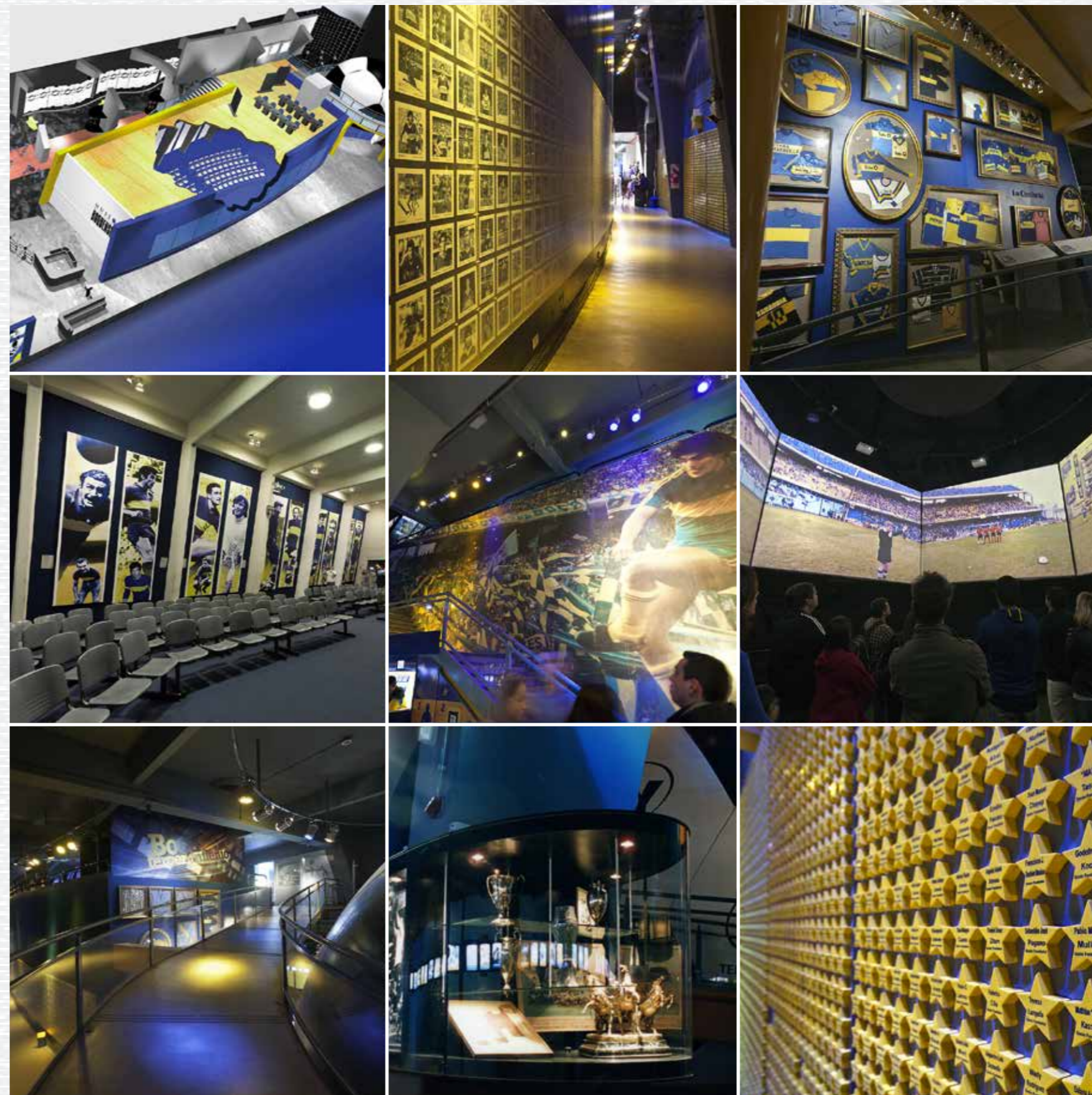
# History and Sports. **We rewrite** the rules of passion!

BOCA JUNIORS SOCCER MUSEUM

In the year 2000, we helped to establish Latam's first technological museum. The building was designed and built by the architectural firm Lopatin and Assoc. and managed by MUDE S.A, with all exhibits created by exhibiciónactiva®. Our studio developed the furniture, industrial design, art direction, and graphics over a two-year period.



DE 1960  
A 1970





Once a basketball court, this area hosts 12 sectors showing different aspects of the club:

- The Players
- The Stars
- The Neighborhood
- The Shirt
- Boca 360° Experience
- The Goals
- Championships
- Their Idols
- Diego Maradona
- The Glory
- Events year 2000
- The Stadium



Merchandising Store  
Temaikén

The assignment was to update a Temaikén bio-park retail store, located at the entrance to the park.

exhibiciónactiva® redefined the place as "a jungle invasion".

The furniture was replaced by giant rocks. We added trees, plants and a sound system to create interactive effects.

**We develop premises**  
worthy of adventures in the  
middle of the jungle!

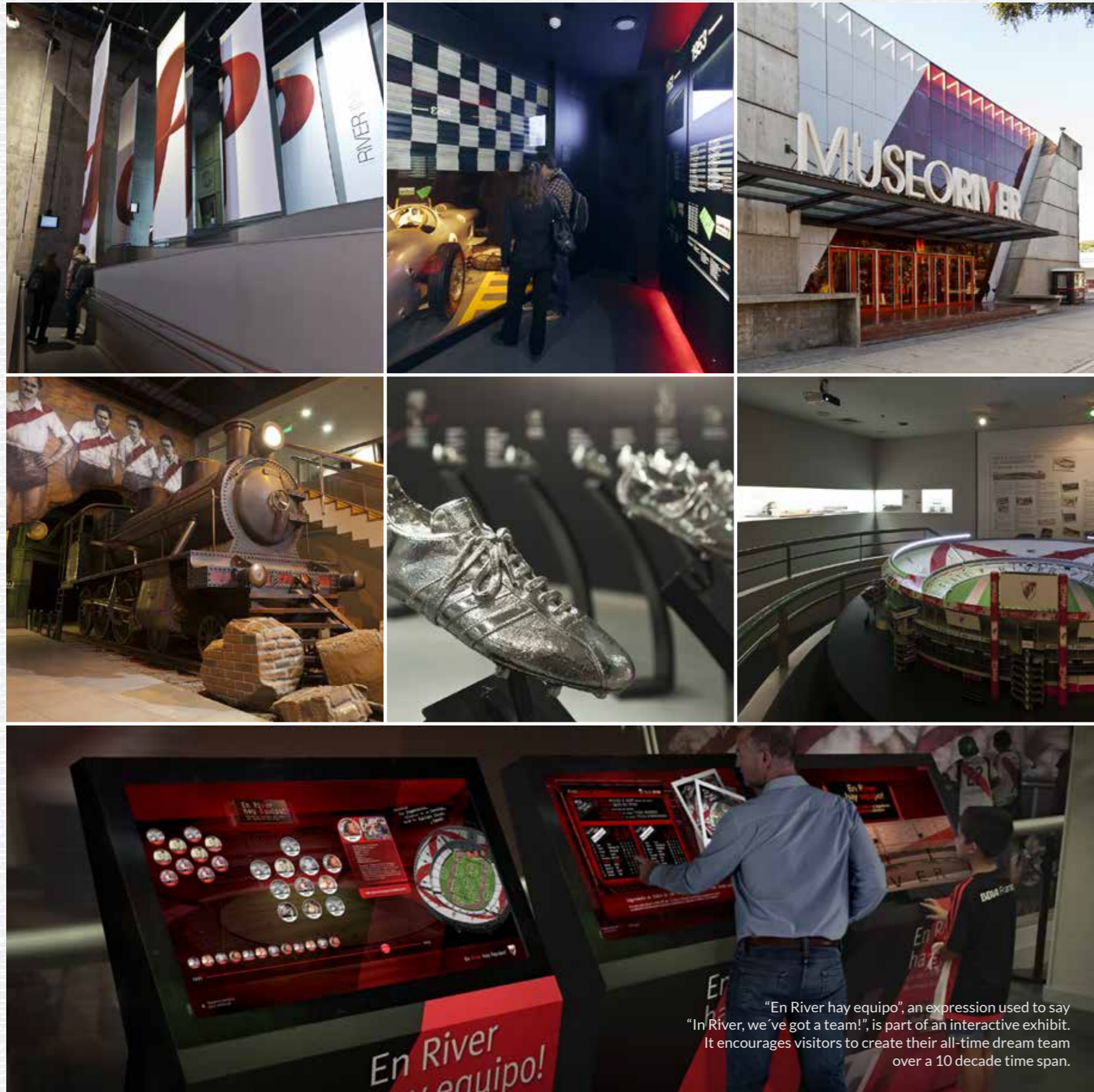


Merchandising Store  
Temaikén



Our project proposed shapes, textures, colors and locations for trees, plants and rocks. Rocks and trees were created out of concrete. exhibiciónactiva® also carried out the construction direction.





"En River hay equipo", an expression used to say "In River, we've got a team!", is part of an interactive exhibit. It encourages visitors to create their all-time dream team over a 10 decade time span.

River Plate  
Museum

# We reenact time travel!



Club Atlético River Plate is one of the most important soccer clubs in Argentina.

Its museum focuses on the club's history, using a time travel hallway. Red ribbon is a signature icon of the institution. The building was designed and built by the architectural firm Lopatin and Associates and managed by MUDE S.A.

exhibiciónactiva® was commissioned to art direct the whole exhibition concept and every themed area.

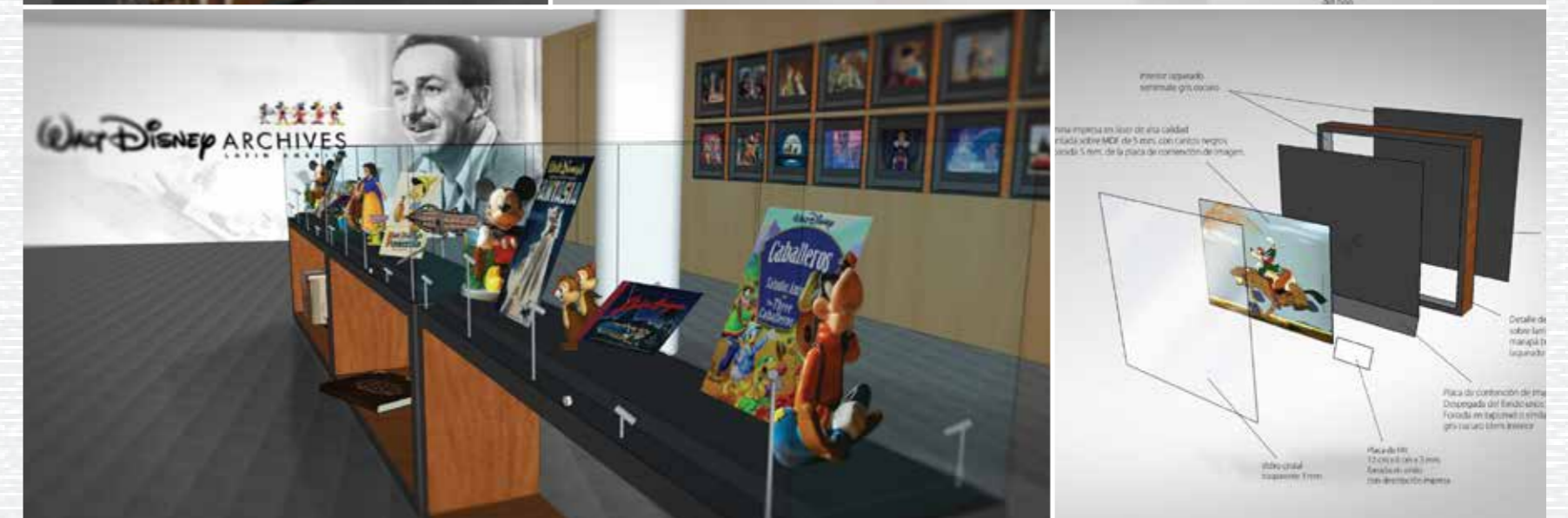
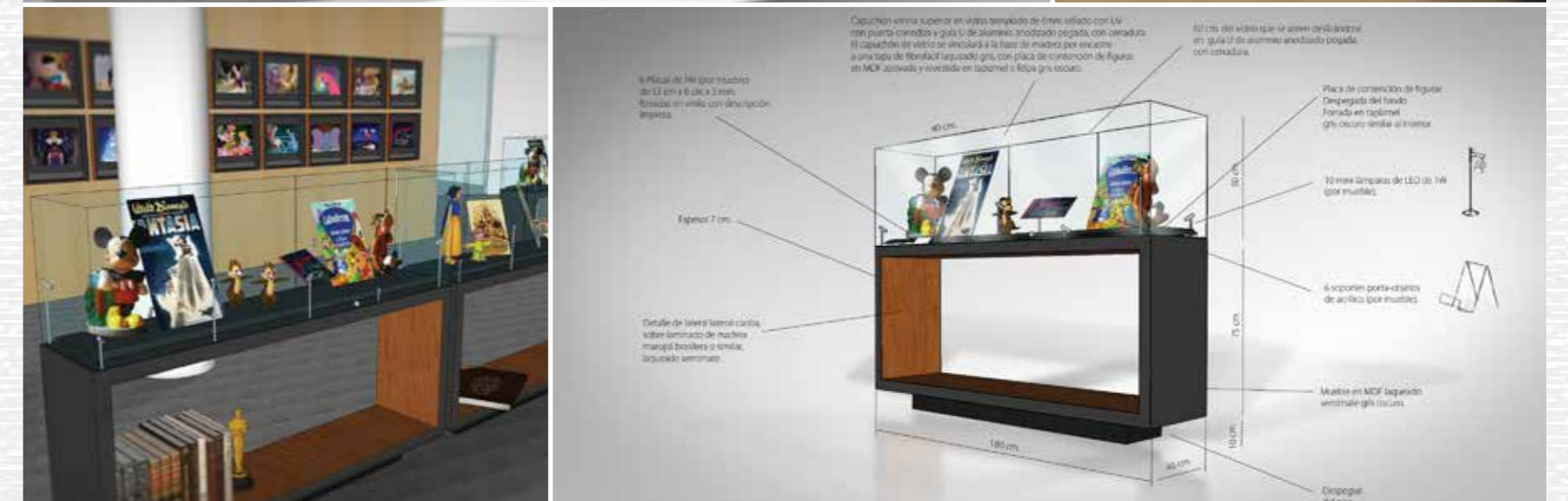
We value institutions' and businesses' cultural legacies.

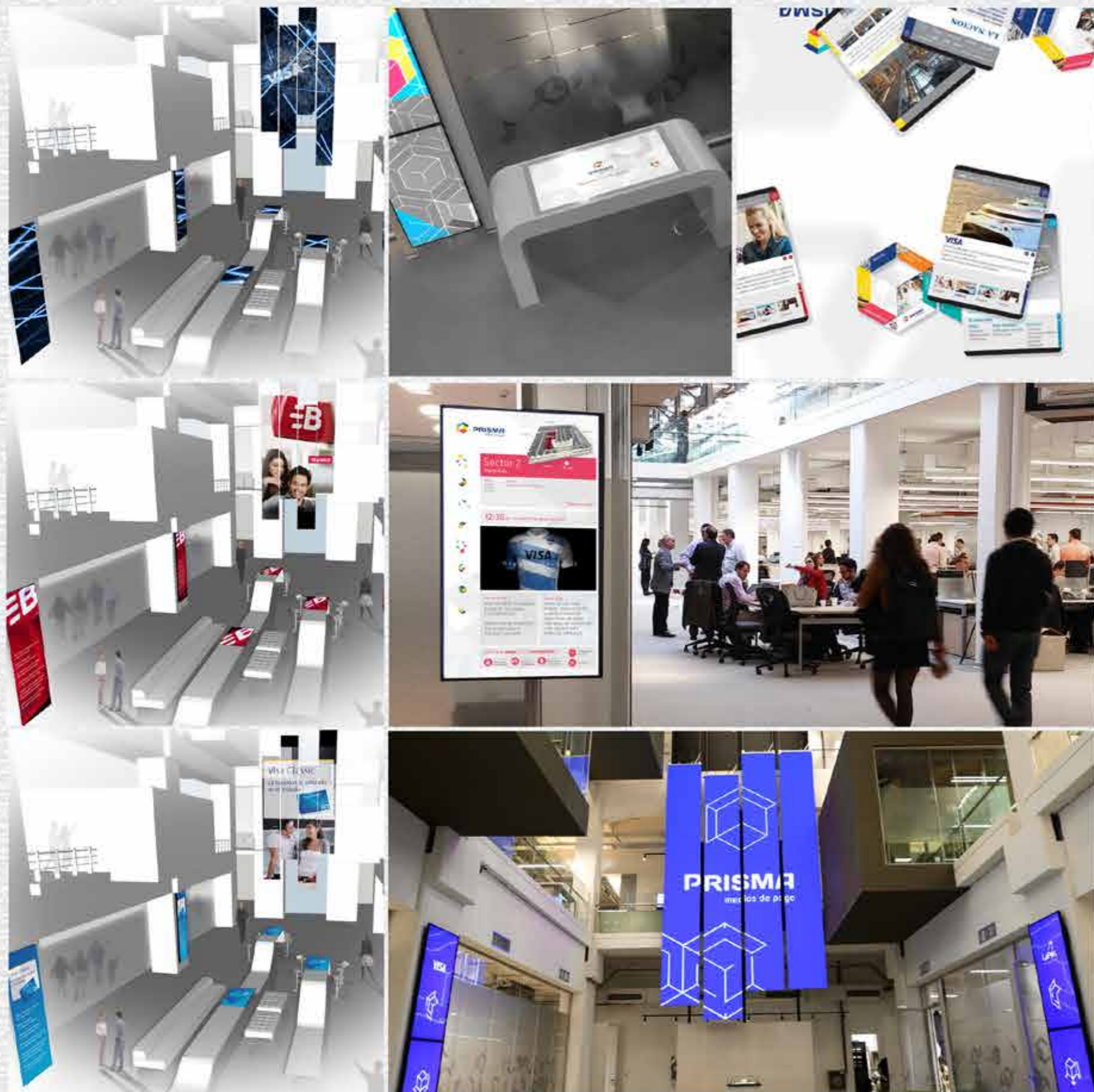


WALT DISNEY ARCHIVES LATAM

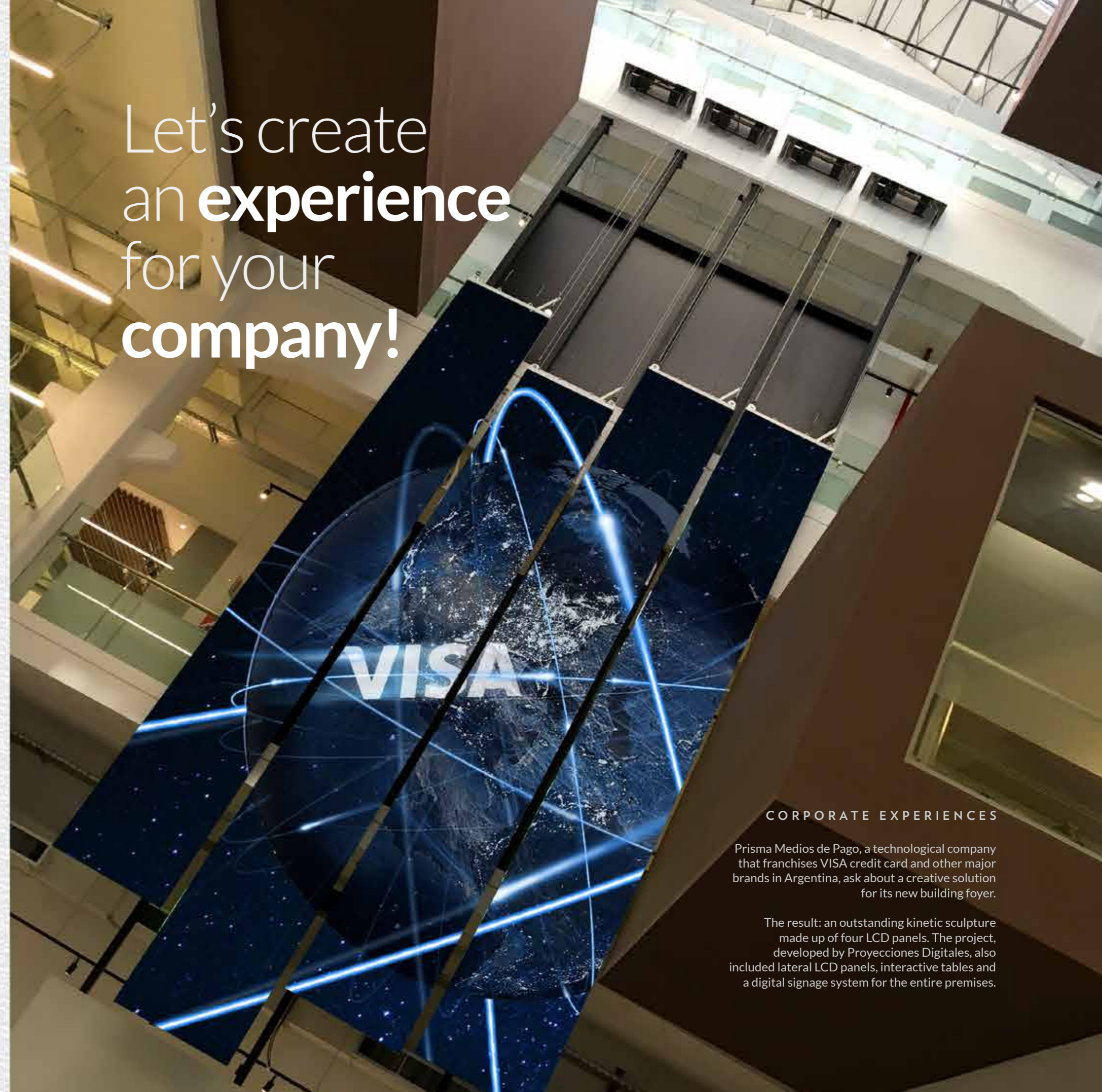
Disney Latam corporate management asked us to oversee the arrival of a number of collectible items from Burbank, California.

We were able to complete this fascinating project thanks to Jeff Kurti, Walt Disney historian and curator of the Disney Family Museum in San Francisco.





Let's create  
an **experience**  
for your  
**company!**



#### CORPORATE EXPERIENCES

Prisma Medios de Pago, a technological company that franchises VISA credit card and other major brands in Argentina, ask about a creative solution for its new building foyer.

The result: an outstanding kinetic sculpture made up of four LCD panels. The project, developed by Proyecciones Digitales, also included lateral LCD panels, interactive tables and a digital signage system for the entire premises.

Ingreso Plaza Italia

Ecoparque de Buenos Aires

Ecoparque is the result of a turning point in the worldwide zoo scenario.

Once a neoclassic zoo from the early 1900s, the entire facility is undergoing a major transformation.

Animals hosted in the new facilities will be only those participating in conservation projects. They will be relocated so they can enjoy better and bigger premises.

Historical buildings will be refunctionalized.

The park has developed a Building Contents Program to ensure a successful narrative all throughout the park.

eco**parque**

Aperturas 2021, 2022 y 2023

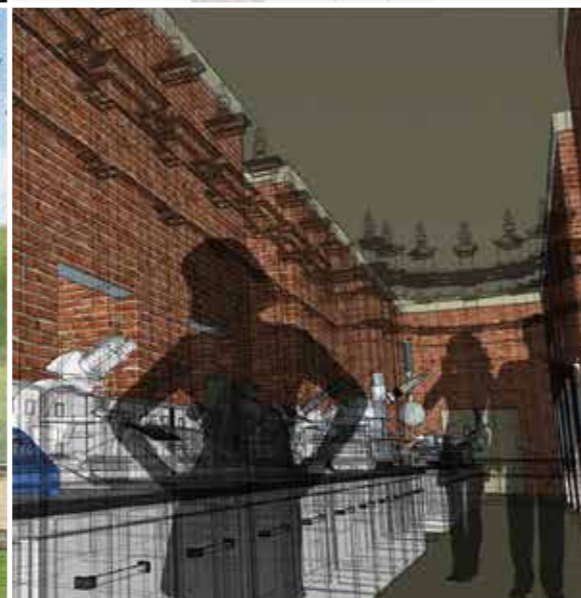
reserva

We can also **provide advice** to theme parks and institutions. Ecoparque de Buenos Aires in 2018.



Av. del Libertador

Rep. de la India



Our Building Contents Program illustrates the different options to refunctionalize heritage constructions.

We conducted our research using records and surveys supplied by the Buenos Aires City Government and by interviewing actual employees from the zoo.

This hybrid park has started a new paradigm, and will be operated on a combined Government - Private basis.

It will therefore be necessary to maintain a solid brand concept as well as a unified narrative.

The exhibiciónactiva® Building Contents Program will supervise the operation.



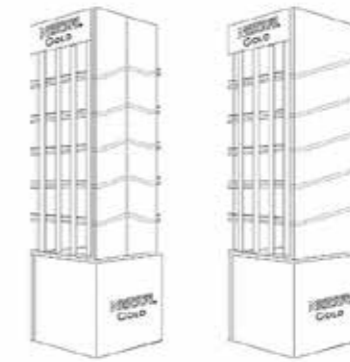


We have worked with **products & campaigns** for more than 30 years.

We have a **passion for design.**



Nescafé Gold point of sale materials and product display.



Esquina interior para carga de producto por frente y cono con ángulo en ambas direcciones

Esquina interior para carga de producto solo por frente con ángulo en una única dirección





Maybelline NY packaging and point of sale brochure system.



MAYBELLINE  
NEW YORK

Branding, packaging and point of sale materials are part of our strong expertise.



Perrier and S. Pellegrino brochure systems and point of sale materials.



KARINARABOLINI.COM

# SEXYPink

LA NUEVA FRAGANCIA DE KARINA RABOLINI



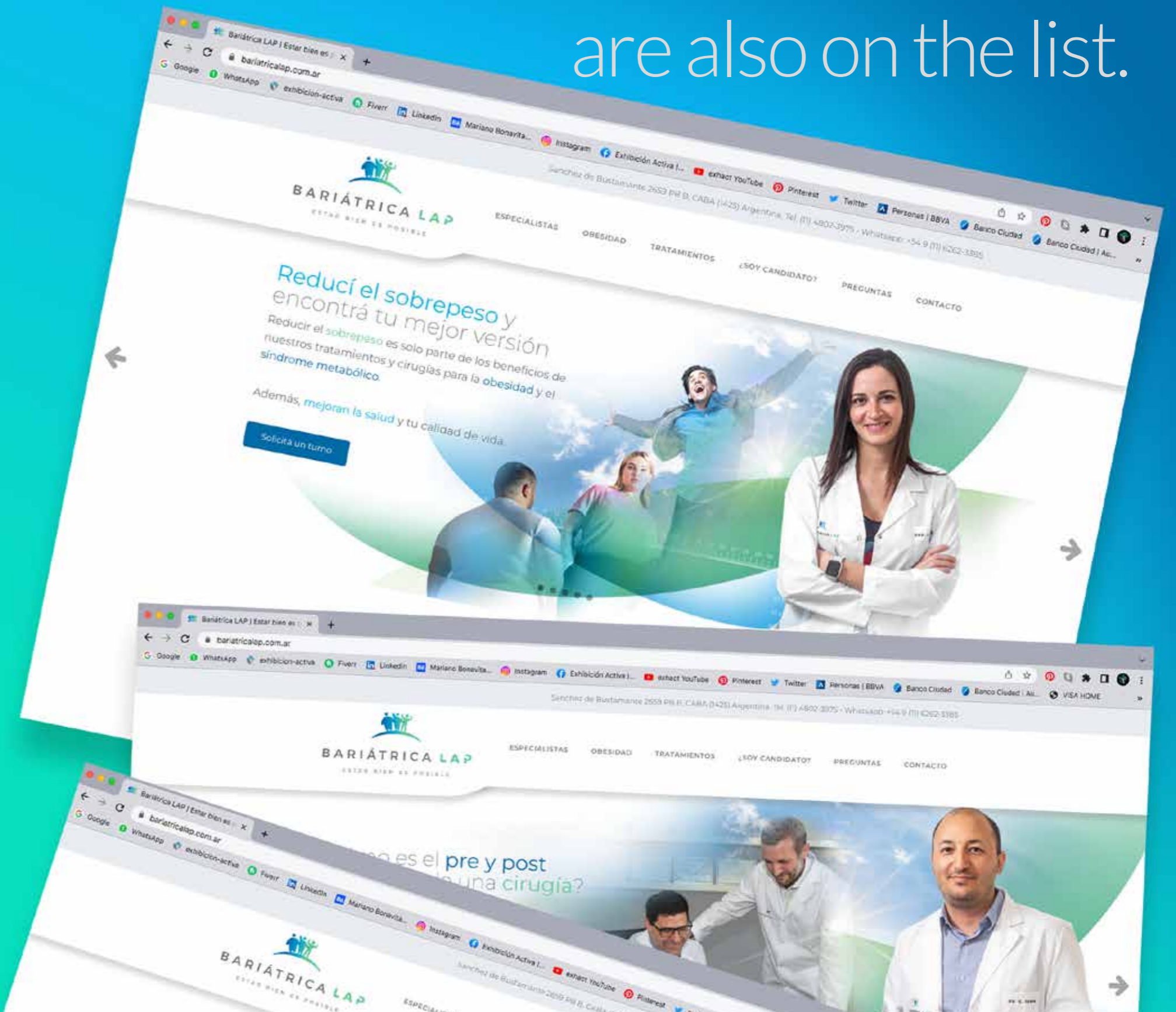
Karina Rabolini,  
Sexy Pink  
fragrance.  
Brand identity,  
packaging,  
gift packs,  
point of sale  
materials, stand,  
product display  
and campaign.



# Logos, corporate identity, web and social media content are also on the list.



Bariátrica Lap Surgeons. Logo, brand identity, stationary, website and social media content.



And we also know how to solve complex printed products.



Pepsi and Mundo Marino seasonal packaging.

# SARKANY



THE NEW FRAGRANCE FOR WOMEN







# We make magic happen!

To develop a museum, an exhibition, a campaign or a new product, a logical sequence of creative tasks is required.

Depending on the needs and structures of each project and client, we can handle all or just a part of them.

## CONCEPT & DESIGN

- Research and positioning
- Creative direction
- Art direction
- Narrative and conceptual ideas
- First sketches and preliminar ideas
- Pre-project development
- Project development
- Project budget, costs and revenue
- Overall architecture and design planning
- Display design
- Graphic design and communication
- Copywriting design
- Set design
- Ideas, scripts and storyboards for audio/video and interactivity
- Ideas and art direction for plastic artists and physical matters

## PRODUCTION & CONSTRUCTION

- Building construction
- Interior design production
- Printing and graphic production follow up
- Set production
- Prototype production and testing
- Furniture and display production
- Art direction and follow up of physical developments
- Technology integration and installation
- Interactivity production
- Audio/video production
- Interior design, furniture and display installation
- Audio/video and interactivity installation
- Construction, manufacturing and production direction
- Start up
- Maintenance program

We love exchanging ideas. **Let's talk!**

*"In Mariano his ability to identify concepts is remarkable, being an ally in the understanding of the needs, also contributing a unique vision that exceeds what is requested."*

September 14<sup>th</sup>, 2010

Manuel Amado Suárez  
L'Oréal Brand Manager

*"All the assignments we did with Exhibición Activa were of the highest quality. Mariano always brought innovative proposals that were appropriate to what we needed."*

May 23<sup>th</sup>, 2017

Cecilia Pesao  
UX Lead Danone

*"I have had the opportunity to work with Mariano and his team for various projects and brands. They have always shown high creativity in the pieces developed, adding the experience in industrial design, a plus when creating POP material and packaging."*

September 5<sup>th</sup>, 2010

Roberto Diego Mayo  
Nestlé Waters Retail Manager

*"The project that Mariano developed for Punta Tombo visitors center in Patagonia aligns with what we were looking for. We would definitely work with him again."*

June 17<sup>th</sup>, 2004

Dr. William Conway  
President Emeritus  
Wildlife Conservation Society



**Mariano Bonavita**  
One-part designer,  
one-part architect,  
one-part part technician.  
**A creative director  
from all angles.**

- Over 30 years of experience running a graphic design studio focused on the entertainment and leisure industries.
- Over 20 years of experience creating exhibition design for museums and shows. This is how a 360° creative director is created.

## 16 museums, 23 exhibitions, 1 new concept: exhibición activa®

In 2000, I completed the art direction of the Boca Juniors Soccer Museum with the aid of my design studio. From then on, I concentrated on exhibiciónactiva®, a new specialty of interconnected design. This is a list of projects that I designed and, in some cases, built:

- Boca Soccer Museum, art direction and design, Buenos Aires, 2000
- Perrier & S. Pellegrino Stand, creative direction and design, Buenos Aires, 2000
- Nescafé product exhibit, design proposal, Buenos Aires, 2000
- Temaikén Aquarium Center, art direction and design, Buenos Aires, 2002
- Temaikén Patagonia Center, art direction and design, Buenos Aires, 2002
- Buenos Aires Sports, point of purchase design manual, Buenos Aires, 2002
- Temaikén Kids Playground, art direction and design, Buenos Aires, 2003
- Temaikén Didactic Signage, art direction and design, Buenos Aires, 2003
- Punta Tombo WCS Center, art direction and design, NYC & Patagonia, 2004
- Nestlé Wellness Point, creative direction and design, Buenos Aires, 2005
- Frigor-Nestlé, point of purchase design manual, Buenos Aires, 2005
- Eco de los Andes-Nestlé, point of purchase design manual, Buenos Aires, 2005
- Glaciar-Nestlé, point of purchase design manual, Buenos Aires, 2005
- River Soccer Museum, art direction and design, Buenos Aires, 2006
- Textil del Pilar Showroom, creative direction and design, Buenos Aires, 2006
- Temaikén Ark of Life, creative direction and design, Buenos Aires, 2007
- Karina Rabolini Stand, creative direction and design, Buenos Aires, 2007
- Banco Provincia Stand, design proposal, Buenos Aires, 2007
- Temaikén Birds Center, creative direction and design, Buenos Aires, 2008
- Henry Ford Workshop Replica, creative direction and design, Buenos Aires, 2009
- Temaikén Amazing Inhabitants, creative direction and design, Buenos Aires, 2010
- Temaikén Aquarium Store, creative direction and design, Buenos Aires, 2012

- Temaikén Exploratorium, creative direction and design, Buenos Aires, 2013
- Disney Latam Archives Museum, design proposal, Buenos Aires, 2014
- Gaturro's Playground at Temaikén, design proposal, Buenos Aires, 2014
- Temaikén Rainforest Store, creative direction and design, Buenos Aires, 2015
- Tecnopolis Aquarium remodelling, creative direction, Buenos Aires, 2015
- Coca-Cola New Building Foyer, design proposal, Buenos Aires, 2015
- Tecnopolis House of the Future, design proposal, Buenos Aires, 2015
- Planetario de Buenos Aires, creative direction and design, Buenos Aires, 2016
- Visa Argentina Foyer, creative direction and design, Buenos Aires, 2016
- River Soccer Museum Interactive, creative direction and design, Buenos Aires, 2016
- Red Link Interactive Foyer, creative direction and design, Buenos Aires, 2016
- Banco Macro Interactive office, design proposal, Buenos Aires, 2017
- Exploratorio Ciudad Perdida, design proposal, Bogotá, 2017
- Ecoparque de Buenos Aires, advisory and design, Buenos Aires, 2018
- Granja Tres Arroyos Foyer, design proposal, Buenos Aires, 2018
- Temaikén "Life in the Water", creative direction and design, Buenos Aires, 2019
- Explora Salta Museum Complex, creative direction and design, Salta, 2022

## Graphic design for 18 national and 20 multinational clients.

Since 1992, I have designed branding, packaging and point of purchase for both domestic and international clients.

## Awards.

It is always beneficial to compete. Sometimes you win, sometimes you don't, but you always benefit from your experience. Here are some of my honors:

- City of Buenos Aires Award, Graphic Designers Association, Buenos Aires, 1990.
- Mention for the Braque Award, France's Embassy in Buenos Aires, 1996.
- Estrella de Mar Award for Best Theater Graphics, Mar del Plata, 1995.
- New High Glass Excellence in Packaging Award, Miami, FL, USA, 2009.
- Ecoparque Ideas Competition, mention. The Architectural Society and the City of Buenos Aires, 2016.

## Publications.

- Mundo Marino, Leisure & Entertainment, PIE Books, Tokyo, Japón, 1996
- Zoo Buenos Aires, Designs & Logos, PIE Books, Tokyo, Japón, 1995
- Museo de Boca, Leisure Facilities, PIE Books, Tokyo, Japón, 2001
- Magazine Design, Designer Magazine, Glen Eilyn, USA, 1996
- Sarkany, Punto Indumentaria, Buenos Aires, Argentina, 2008
- Temaikén Aves, Diario La Nación, Buenos Aires, Argentina, 2008
- Acuario Temaikén, Diario La Nación, Buenos Aires, Argentina, 2013
- Concurso Internacional, Soc. Central de Arquitectos, Buenos Aires, 2017
- 9/11 Memorial & Museum Web Site Collaboration, 2017, NY, NY
- Museos y Exhibiciones Hoy, Revista FADAM, Buenos Aires, 2020

These companies already trusted our work:





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M U S E U M S & E X H I B I T I O N S

exhibiciónactiva

**IT GETS BETTER ARGENTINA** Mariano Bonavita and exhibiciónactiva® are committed to diversity. We uplift, empower, and connect LGBTQ+ youth around the globe. We are active partners of It Gets Better Argentina.