



bonavita

mariano bonavita **creative director** branding, packaging, point of sale & campaign design



Mariano Bonavita Creative Director

I am a creative director with a 30 year-career experience designing campaigns, products, museums and exhibitions focused on the entertainment and wellness industries. I have worked for multinational clients such as Nestlé, L'oréal, Pepsi, Coty, WCS Wildlife Conservation Society and Telefónica. Many of my works include narrative, architecture, interiors and furniture. Others develop graphic design, audio/video, interactive pieces, web pages and social networks. My digital skills allow me to create and present my ideas, their budgets and times for their realization, both to clients and to the different creative teams that I put together and direct according to each project.

Experience

2000-2023

Creative Director exhibición activa®

For exhibición activa®, my museum and exhibition specialized design office, my tasks included:

- Relationship with the client • Creative direction
- Art Direction • Industrial Design • Graphic design
- Display and Interface design • Text editing
- Management and monitoring of creative teams
- Management and monitoring of suppliers
- Construction management • Project management

More than 15 clients for campaigns and products

For exhibición activa® I developed branding and product packaging. And also traditional and digital campaigns. Some of my clients:

- 2023 • On-Road Motor Sports, Nordelta
- 2023 • Bariátrica Lap.
- 2022 • Bohemia Yerba Mate, Orlando, Fl.
- 2022 • Proyecciones Digitales.
- 2022 • Aquago!
- 2020 • Creative Inn Hotels, Miami, Fl.
- 2019 • Fundación Temaikén.
- 2018 • Nooi Deco Solutions, Miami, Fl.
- 2018 • Misiones Deco
- 2018 • It Gets Better Argentina.
- 2016 • VISA Argentina, Prisma payment methods.
- 2015 • Red Link Cashiers.
- 2014 • Easy Cencosud.
- 2014 • Coty NY Cosmetics for: Celine Dion Fragrances, Kate Moss Fragrances, Guess Fragrances, Prêt à Porter Fragrances and Playboy Fragrances.
- 2012 • Dr. Selby Cosmetics, Montevideo, Uruguay.
- 2011 • Altana Pharma for Hepatalgina.
- 2011 • Fundación de Endocrinología Infantil Argentina.
- 2010 • Universal Music for Juan Carlos Baglietto.
- 2008 • Fundación Perez Companc.

1993-2000

Art Director Oficina de Buenas Ideas

For Oficina de Buenas Ideas, my first design office, my tasks included:

- Relationship with the client • Art direction
- Graphic design • Industrial design
- Display and Interface design • Text editing
- Management and monitoring of creative teams
- Management and monitoring of suppliers
- Project management

More than 30 clients for campaigns and products

I developed branding and product packaging and campaigns. Some of my clients:

- 2000 • Telefónica de Argentina for Advance.
- 2000 • Karina Rabolini Cosmetics for: Karina Rabolini, Wrangler and Sarkany brands.
- 2000 • Medias Mora.
- 2000 • Fernando Peña Producciones.
- 1998 • Nestlé Argentina for: Eco de los Andes, Nestlé Waters, Perrier, San Pellegrino, Nescafé and Glaciar.
- 2000 • Mude Museos Deportivos.
- 1997 • L'oréal Argentina for: L'oréal, Garnier, Colorelle and Maybelline N.Y.
- 1997 • Playmobil Argentina.
- 1996 • Javier Faroni theater production.
- 1996 • Felipe Pigna audiovisual production.
- 1996 • Parque de la Costa and Tren de la Costa.
- 1995 • Diez% Magazine
- 1995 • Adidas Argentina for: Adidas, Umbro, New Balance and Envió.
- 1995 • Los Muvis theater production.
- 1994 • Pepsi Argentina.
- 1993 • Mundo Marino (Sea World Argentina).

2000-2023

16 museums and 23 exhibitions

I developed museums and exhibitions with investments from 5,000 to 1,800,000 USD. Some of them:

- 2022 • Explora Salta Museum Complex.
- 2019 • Temaikén "Life in the Water" exhibition.
- 2019 • Tres Arroyos interactive foyer, proposal.
- 2018 • Ecoparque de Buenos Aires, advisory.
- 2018 • Ciudad Perdida Exploratorium, Colombia, proposal.
- 2017 • Banco Macro interactive headquarters, proposal.
- 2017 • Red Link interactive foyer.
- 2016 • Museo River "Create your Team" interactive experience.
- 2016 • Visa Argentina interactive foyer.
- 2016 • Planetario de Buenos Aires Museum.
- 2015 • Tecnópolis "The house of the future", proposal.
- 2015 • Coca-Cola Argentina foyer, proposal.
- 2015 • Tecnópolis aquarium remodelling.
- 2015 • Temaikén rainforest store.
- 2014 • "Gaturro's Playground" in Temaikén, proposal.
- 2014 • Disney Latam Archives Museum, proposal.
- 2013 • Temaikén Aquarium Exploratorium.
- 2012 • Temaikén Aquarium store.
- 2010 • Temaikén "Amazing Inhabitants" exhibition.
- 2009 • Henry Ford workshop replica, private collection.
- 2008 • Temaikén "A place for the Birds", visitor center.
- 2007 • Banco Provincia stand, proposal.
- 2007 • Karina Rabolini stand at Falabella.
- 2007 • Temaikén "El Arca de la Vida", visitor center.
- 2006 • Textil del Pilar Showroom.
- 2006 • Museo River Plate, art direction.
- 2005 • Glaciar-Nestlé, point of sale.
- 2005 • Eco de los Andes-Nestlé, point of sale.
- 2005 • Frigor-Nestlé, point of sale.
- 2005 • Nestlé Wellness Point stand.
- 2004 • Fundación Ecocentro, advisory.
- 2004 • Punta Tombo Center WCS Wildlife Conservation Soc.
- 2003 • Temaikén didactic signage.
- 2003 • Temaikén "Sensations Playground".
- 2002 • Buenos Aires Sports, store identity manual.
- 2002 • Temaikén Patagonia, visitor center.

- 2001 • Temaikén Acuario, visitor center.
- 2001 • Nescafé, product display and point of sale material.
- 2000 • Perrier and S. Pellegrino stand.
- 2000 • Museo de la Pasión Boquense, art direction.

Awards

- 2016 • Ecoparque Int'l. Contest, Architectural Central Society.
- 2009 • New High Glass Award, Miami, FL, USA.
- 1995 • Estrella de Mar Award, best theater graphics.
- 1995 • Braque Award, Embassy of France in Argentina.
- 1990 • The City of Buenos Aires Award.

Publishings

- 2020 • Museums & Exhibitions Today, FADAM Magazine, Argentine Federation of Museum Friends.
- 2017 • 9/11 Memorial & Museum Web Site Collaboration, 2017, New York, New York.
- 2017 • Ecoparque Int'l. Contest, Architectural Central Society.
- 2013 • Temaikén Aquarium, La Nación News, Buenos Aires.
- 2008 • Temaikén Birds, La Nación News, Buenos Aires.
- 2008 • Sarkany, Punto Indumentaria, Buenos Aires.
- 2001 • Museo de Boca, Leisure Facilities, PIE Books, Tokyo, Japan, 2001.
- 1996 • Magazine Design, Designer Magazine, Glen Ellyn, USA.
- 1996 • Mundo Marino, Leisure & Entertainment, PIE Books, Tokyo, Japan, 1996.
- 1995 • Zoo Buenos Aires, Designs & Logos, PIE Books, Tokyo, Japan, 1995.

Education

- 2004 • Advertising, Universidad Argentina de la Empresa.
- 1995 • Editorial Design, Kent State Series with David Carson.
- 1993 • Architecture, Universidad de Buenos Aires.
- 1989 • Electromechanical Technique, Henry Ford Model School.

These companies already trusted our work:



"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 14th, 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 23th, 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 5th, 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 17th, 2004

Dr. William Conway
President Emeritus
Wildlife Conservation Society

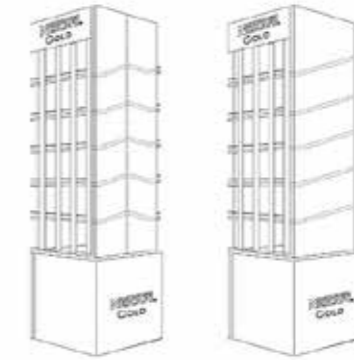
I have worked with
products & campaigns
for more than
30 years.

I have a
passion
for design.

bonavita
mariano bonavita creative director



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 my strong expertise.





KAR
KARINA RABOLINI

BODY MILK
EFFECTO EXTRA
LUMINOSO

Humecta e
ilumina la piel

Rollitos
Diarios

Todo tipo de piel

280 ml

INDUSTRIA ARGENTINA

KAR
KARINA RABOLINI

BODY MILK
HIDRATANTE
CORPORAL

Con Vitamina E
y Agentes Hidratantes

Elasticidad
e Hidratación

Todo tipo de piel

280 ml

INDUSTRIA A

KAR
KARINA RABOLINI

BODY
MILK
REAFIRMANTE

Con Aceite de Soja
y Colágeno Vegetal

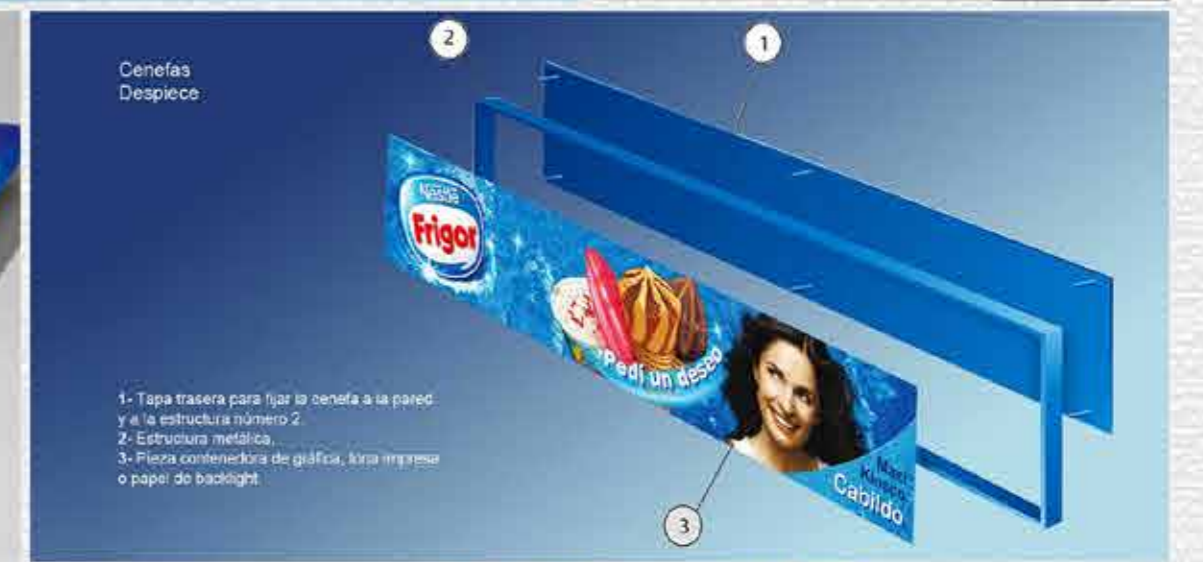
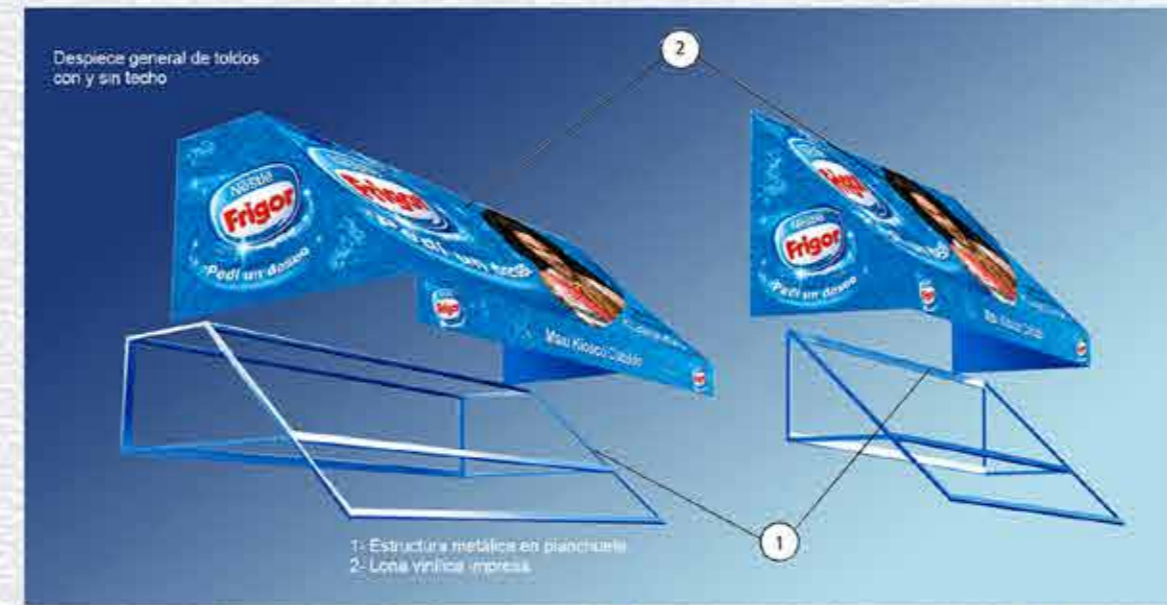
Elasticidad
e Hidratación

Todo tipo de piel

280 ml

INDUSTRIA ARGENTINA

Karina Rabolini Body Care.
Brand identity and packaging.
Campaign, image composition
and digital retouching.



Nestlé's Frigor ice cream brand.
Point of sale materials and
visibility manual.



SexyPink

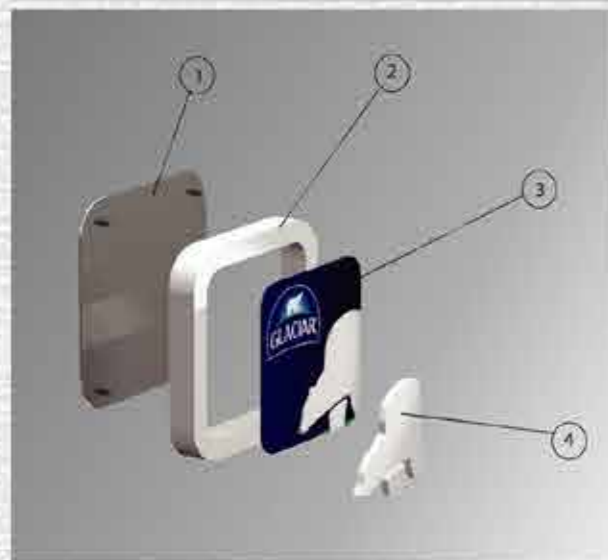
LA NUEVA FRAGANCIA DE KARINA RABOLINI

KARINARABOLINI.COM



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





Nestlé's Glaciar mineral water.
Point of sale materials
and product display.





entregas
bicifast
Siempre cerca



AquaGo! logo,
brand identity,
packaging,
point of sale
materials
and campaign.





L'oréal
Beauty
Salons
campaign.



L'oréal Buenos Aires
Fashion Show
campaign.



Quando vuelvas
a tu casa,
encontrate
nuevamente
con la
naturaleza.



Agua mineral pura de montaña



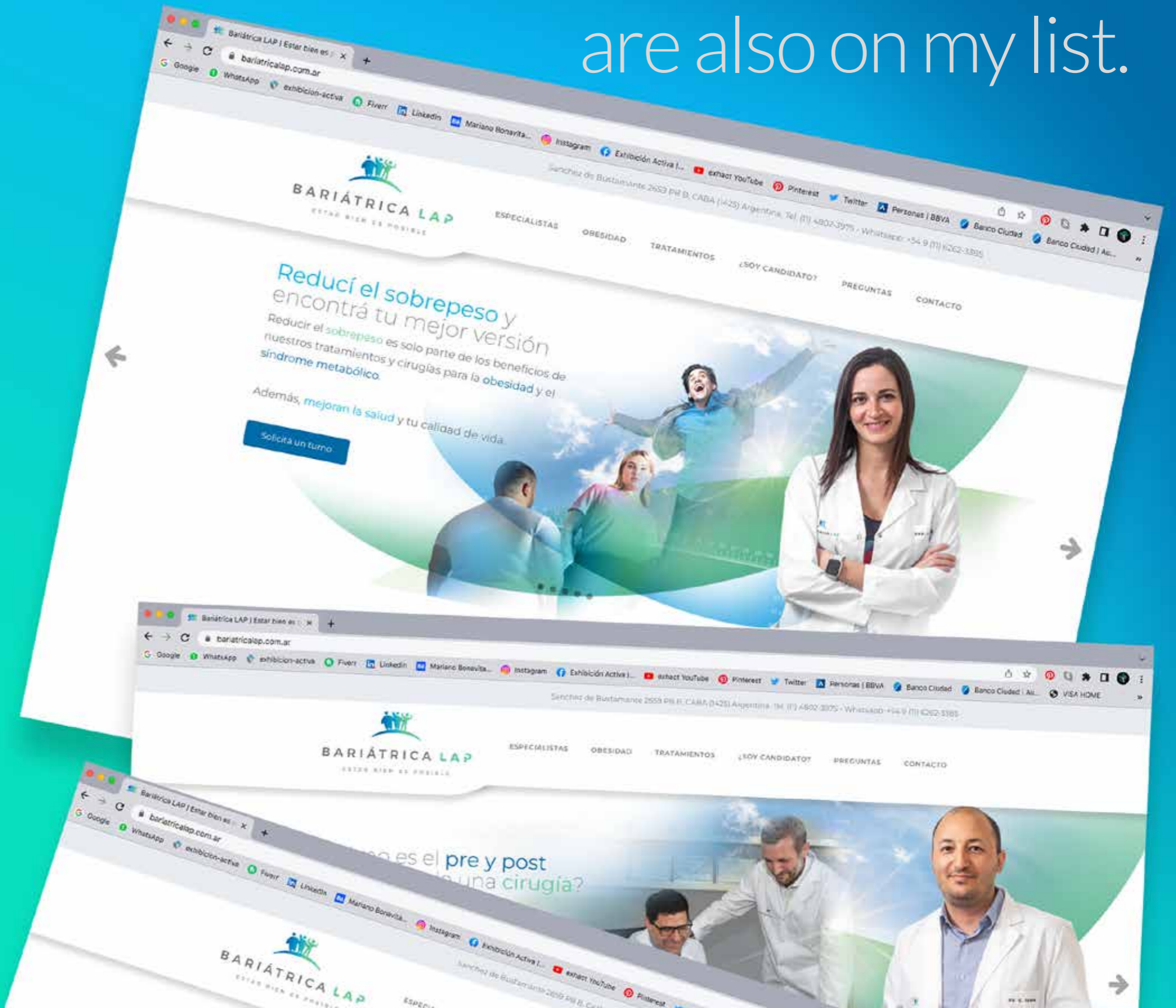
Nestlé's Eco de los Andes mineral water. Brand identity, point of sale materials and brochure system.



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



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



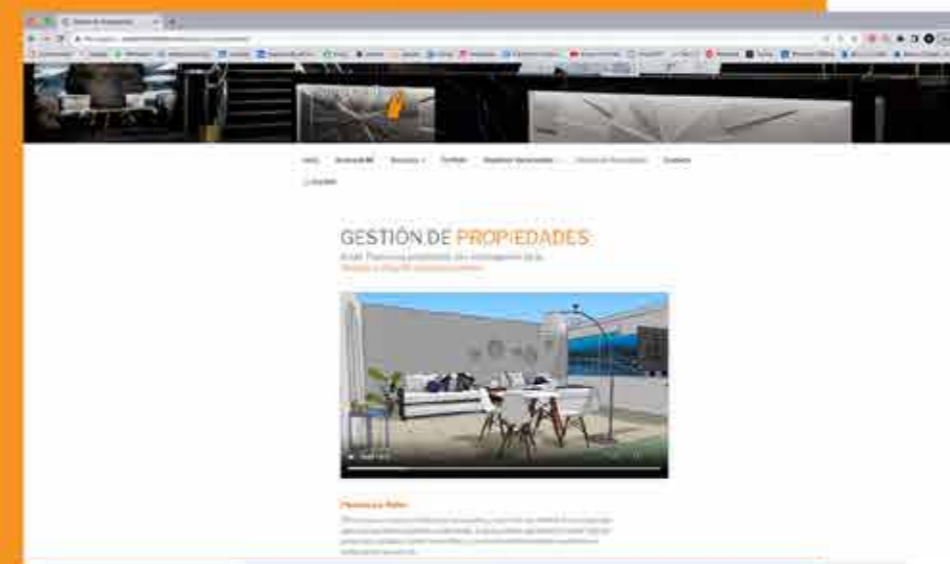
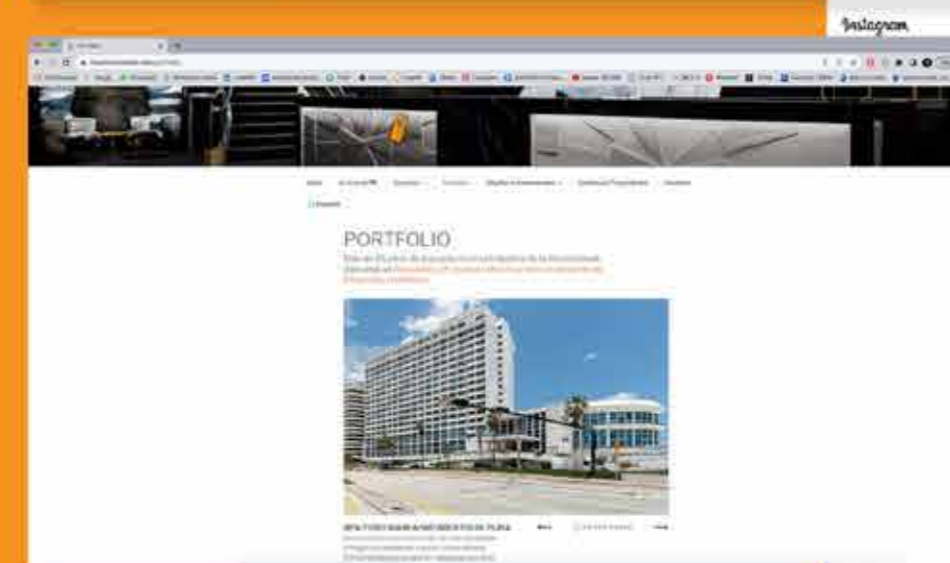
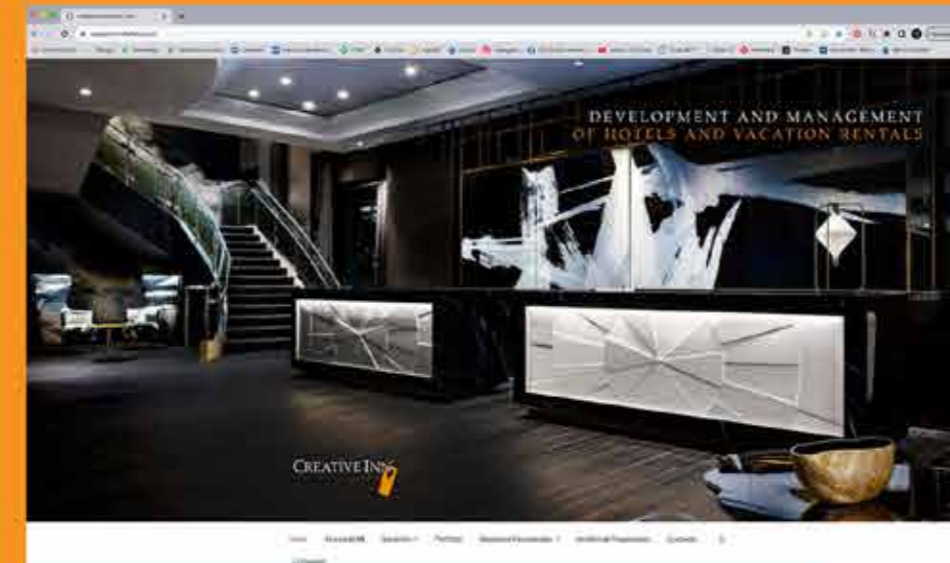
CREATIVE INN
Hotels

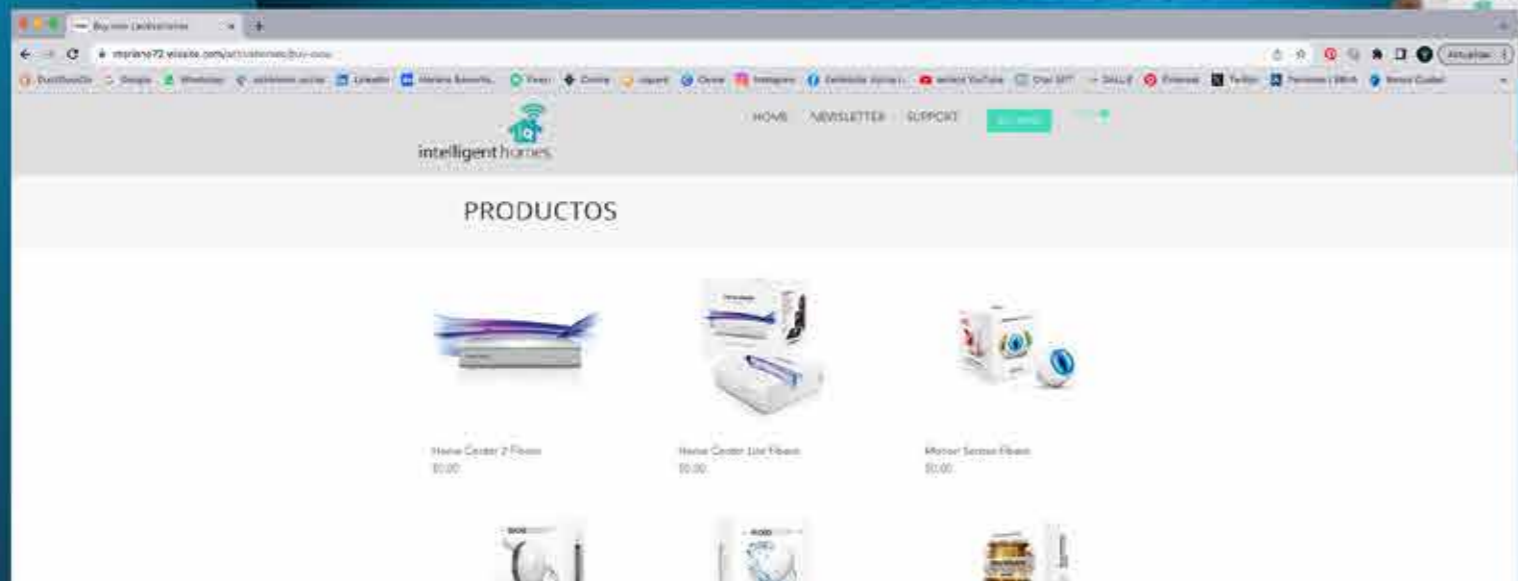
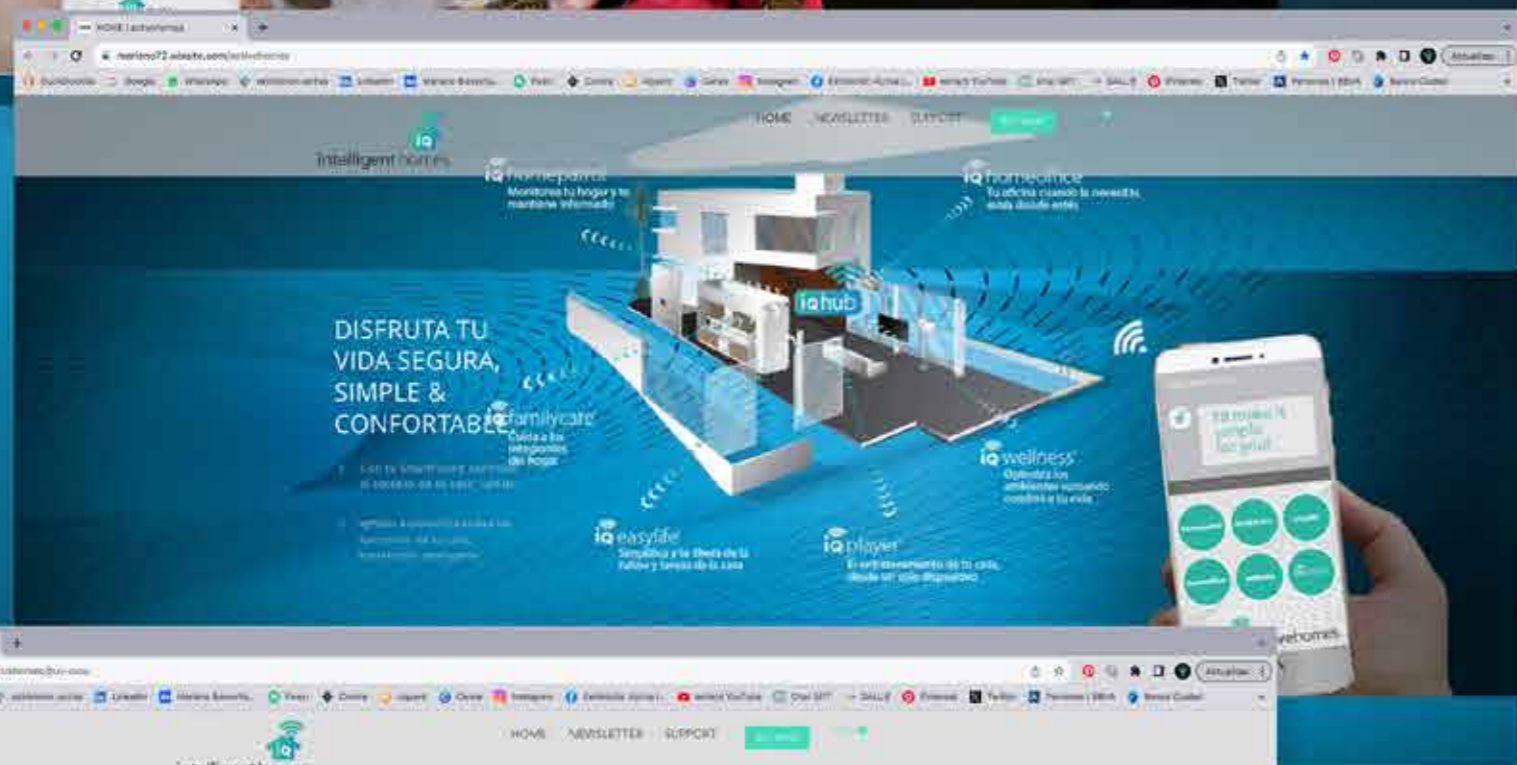


CREATIVE INN
Hotels



Creative Inn.
Logo, brand identity,
stationary, website
and social media
content.





Intelligent Homes. Logo, brand identity, stationary and website.

IT GETS BETTER ARGENTINA



It Gets Better Argentina. Logo, brand identity, stationary, website and social media content.





On-Road Motor Sports. Sports car garage located in Nordelta, Argentina. Logo, brand identity, WhatsApp brochure and social media content.



SPORTS CAR GARAGE. NORDELTA.

And I also know how to solve complex printed products.



Pepsi and Mundo Marino seasonal packaging.

SARKANY



THE NEW FRAGRANCE FOR WOMEN



Sarkany Women
fragrance.
Brand identity,
packaging, gift packs,
and campaign.





Body deodorant for men from WRANGLER.



Wrangler



Wrangler fragrances. Brand identity, packaging, gift packs and campaigns.



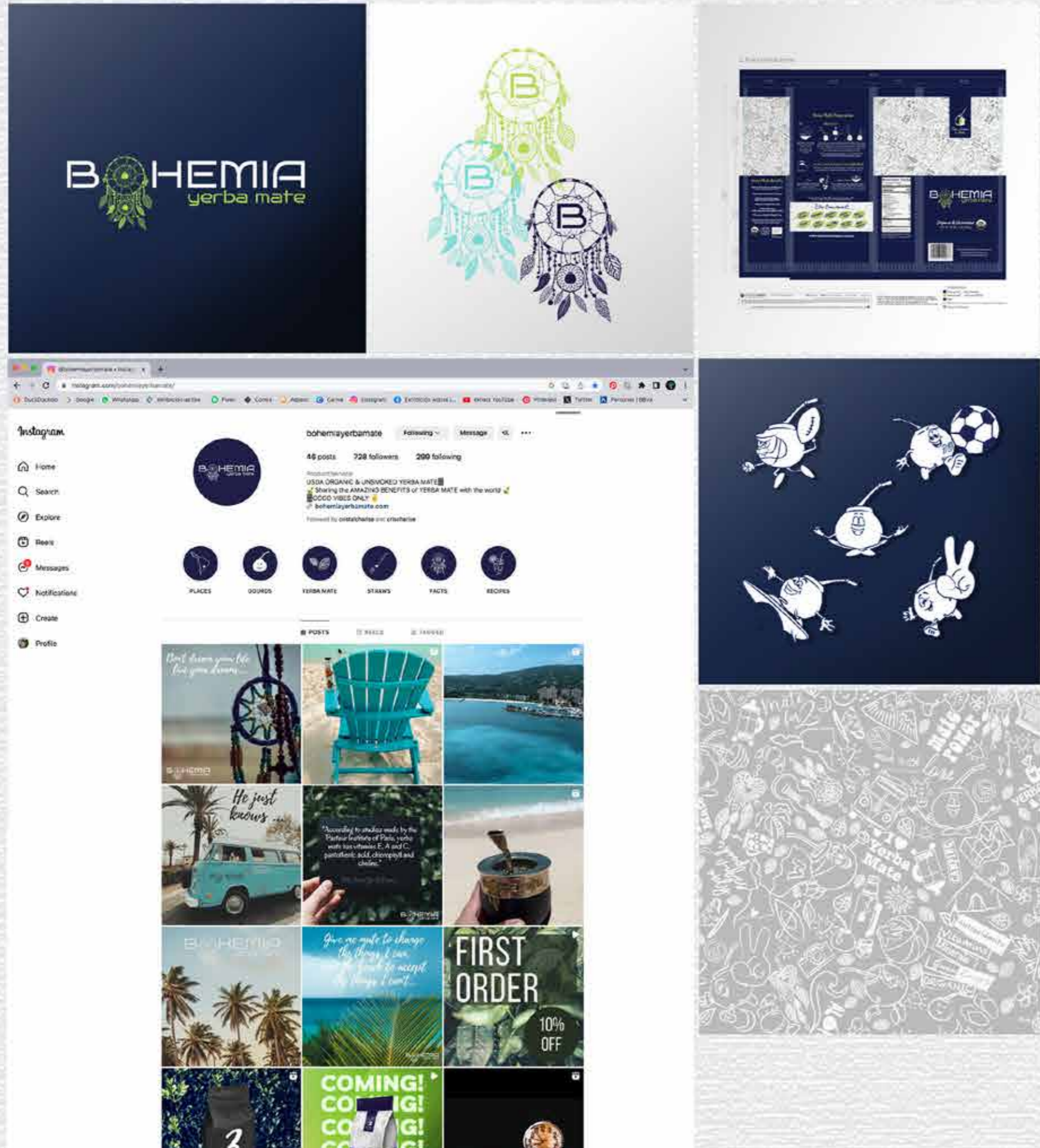
The New Fragrance for Men from Wrangler.

COTY
SINCE 1904



Coty NY for Kate Moss, Celine Dion, Prêt a Porter and Playboy brands. Packaging and gift packs.





Bohemia Yerba Mate. Logo, brand identity, characters, pattern, packaging and social media content.



From product concept
to its final campaign,
I take care of every
step of the process.

GLAMOUR LIPWEAR®

LABIAL LÍQUIDO

Resalta, protege e hidrata los labios, con textura ultrasuave y sensación sedosa.
Peso neto: 5 g.



Deep Red
Art. 10740.40

Cherry Delight
Art. 10740.39

Choco Plum
Art. 10740.26

Miracle Pink
Art. 10740.17

Pink Caramel
Art. 10740.19

Baby Rose
Art. 10740.38

KARINA RABOLINI

Colores de temporada
en perlados y cremosos
GLAMOUR LIPWEAR®

**LAPIZ LABIAL
PERLADO /
CREMOSO**

Resalta, protege e hidrata los labios, con textura ultrasuave y sensación sedosa. Protege contra los rayos UV. Peso neto: 4,5 g.

\$ 29.⁹⁰



- | | | | | | | | | | | | | | |
|-----------------------------------|-------------------------------|--------------------------|----------------------------|---------------------------|---------------------------------|--------------------------------|-----------------------------------|-------------------------------|----------------------------------|-------------------------------|--------------------------|--------------------------|----------------------------|
| | | | | | | | | | | | | | |
| Carmin Stelar
Art.
10717.25 | Coral red
Art.
10717.15 | Sand
Art.
10717.03 | Toffee
Art.
10717.08 | Peach
Art.
10717.05 | Magic Lilac
Art.
10717.11 | Coral Rose
Art.
10717.17 | Intense Coral
Art.
10716.16 | Hot Cocoa
Art.
10716.34 | Plum Delight
Art.
10716.36 | Mocachino
Art.
10716.08 | Rose
Art.
10716.09 | Nude
Art.
10716.03 | Malbec
Art.
10716.12 |

La modelo está usando Plum Delight de Glamour Lipwear

Karina Rabolini's Catalog.
Editorial design,
spreads design,
image composition
and digital retouching.
Packaging design.



I also design storytelling spaces.
**Welcome to my museum
& exhibition show!**

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



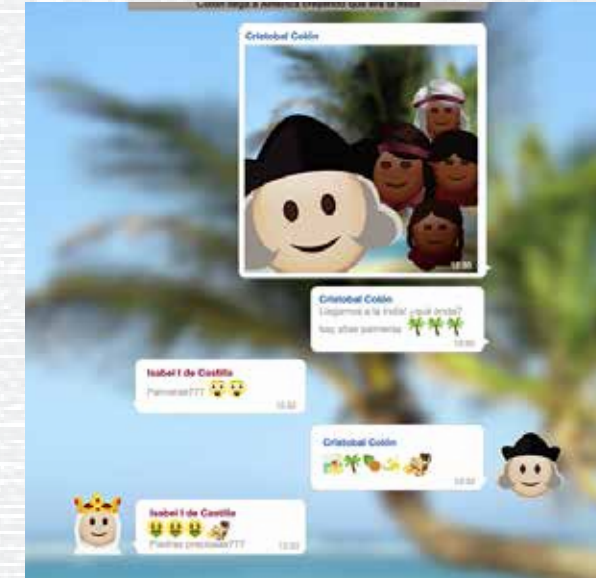
I designed an
interactive center
at Temaikén bio-park.

Kids can learn
about **sustainable**
behavior while
playing!

I 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,
I **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

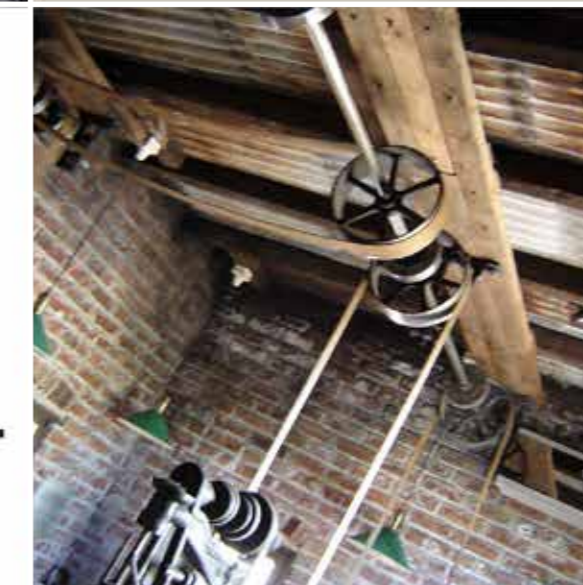
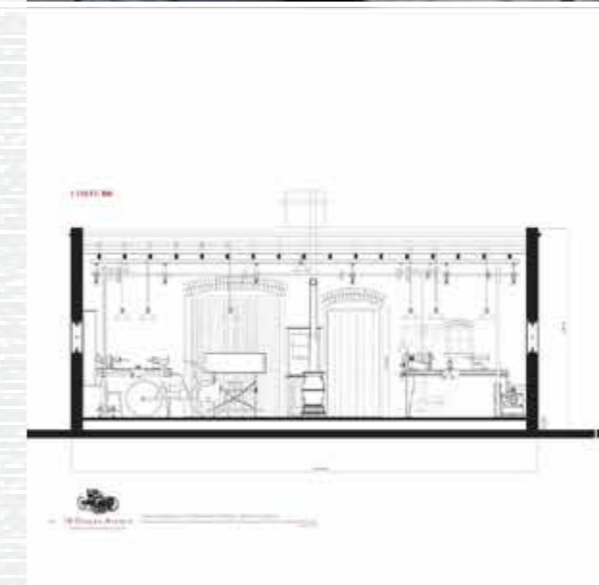
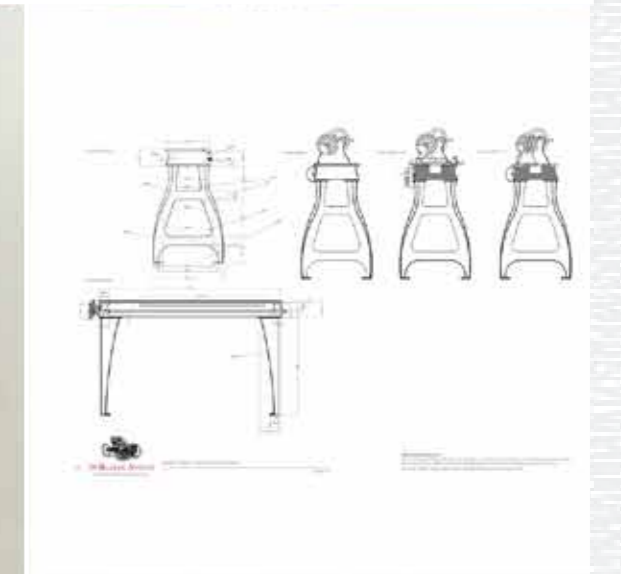
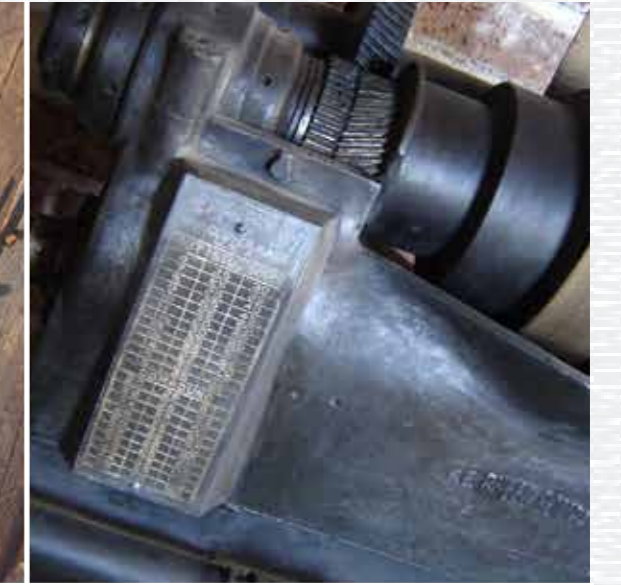
I am even
capable of
creating
historical
characters!

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.

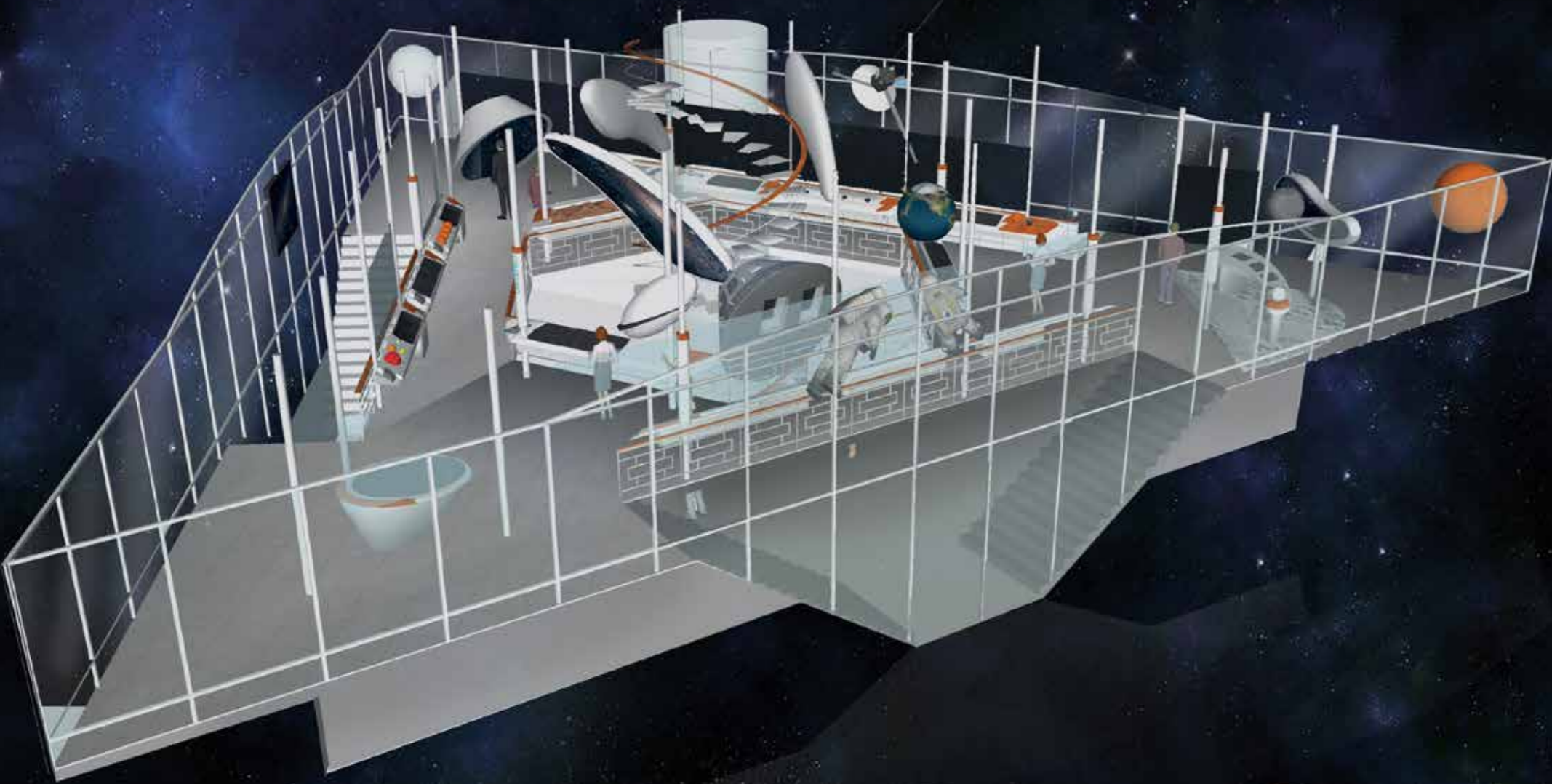
With the help of Ford Motor Co. Foundation in Michigan, we were able to obtain rare photos of Henry Ford when he was young to further aid in the art direction of the creation of the piece.

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



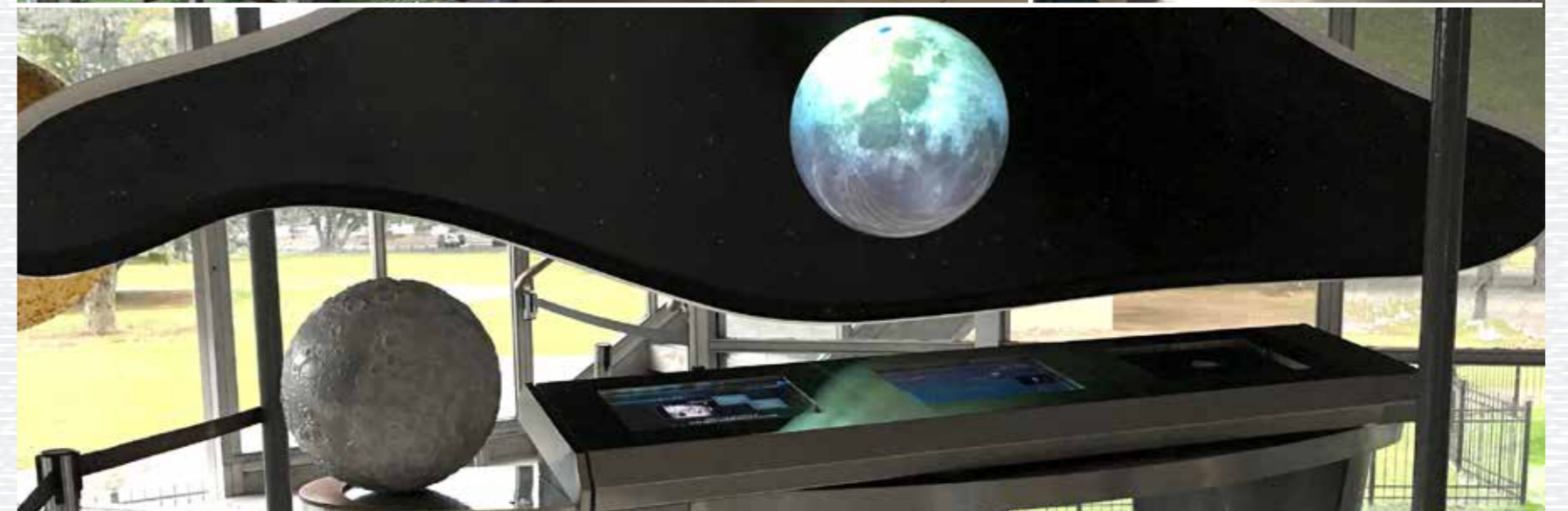
Planetario de Buenos Aires
Museum

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



PLANETARIO DE BUENOS AIRES

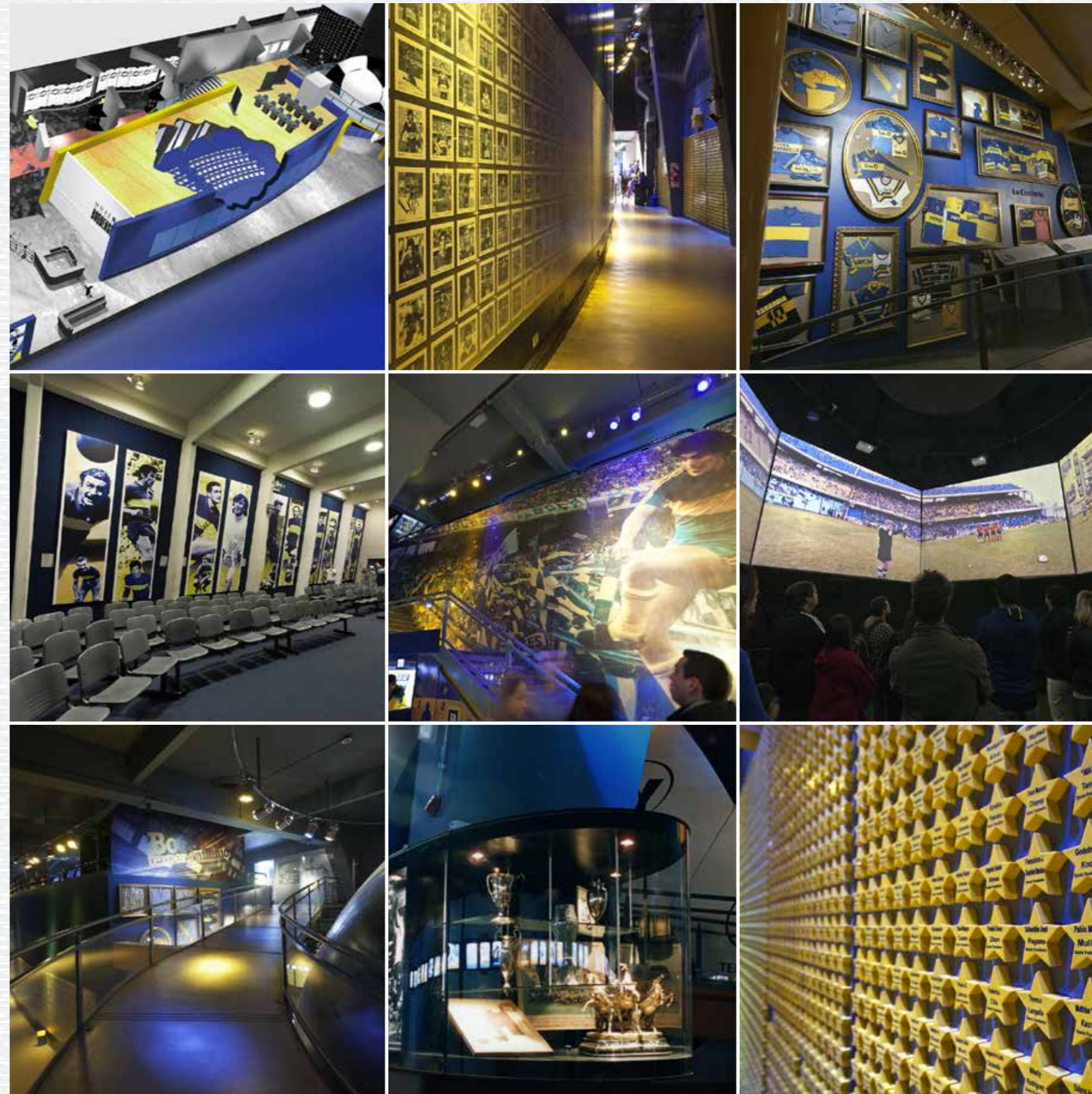
The head of the Planetarium of the City of Buenos Aires commissioned exhibiciónactiva® to create an interactive museum. Located on the first floor of this emblematic building, the exhibition shows both digital and mechanical interactivity.



History and Sports. **I can 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.



Proposals
welcome.
Let's talk!

bonavita

mariano bonavita creative director

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email: m.bonavita@exhibicionactiva.com

<http://exhibicionactiva.com>
<https://www.behance.net/directorcreativo>
<https://www.linkedin.com/in/marianobonavita/>
<https://www.facebook.com/exhibicionactiva/>
<https://www.instagram.com/exhibicionactiva/>
<https://www.youtube.com/user/EstudioBonavita/>
<https://ar.pinterest.com/exhibicionactiva/>



bonavita

mariano bonavita **creative director** branding, packaging, point of sale & campaign design

**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.