



P R O D U C T S & C A M P A I G N S

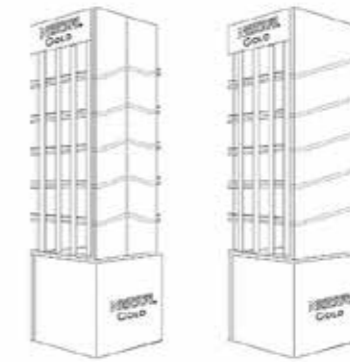
exhibiciónactiva

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.





KR
KARINA RABOLINI

BODY MILK
EFFECTO EXTRA
LUMINOSO

Humecta e
ilumina la piel

Rollitos
Diarios

Todo tipo de piel

280 ml

INDUSTRIA ARGENTINA

KR
KARINA RABOLINI

BODY MILK
HIDRATANTE
CORPORAL

Con Vitamina E
y Agentes Hidratantes

Elasticidad
e Hidratación

Todo tipo de piel

CONT
NETO 280 ml

INDUSTRIA A

KR
KARINA RABOLINI

BODY
MILK
REAFIRMANTE

Con Aceite de Soja
y Colágeno Vegetal

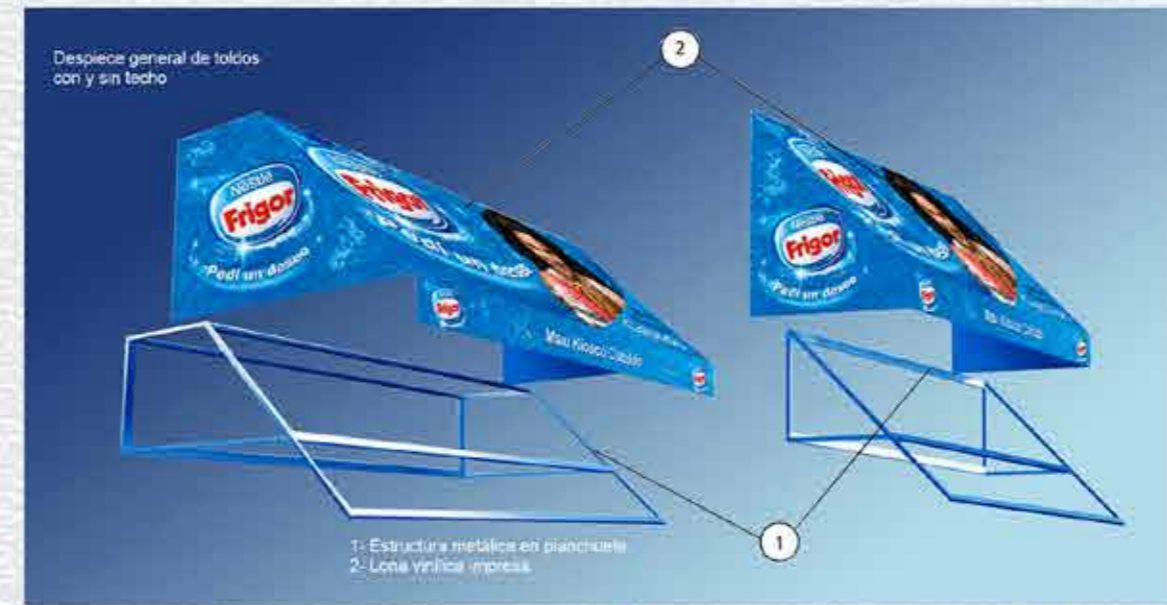
Elasticidad
e Hidratación

Todo tipo de piel

CONT
NETO 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.



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.





Nestlé's Glaciator 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



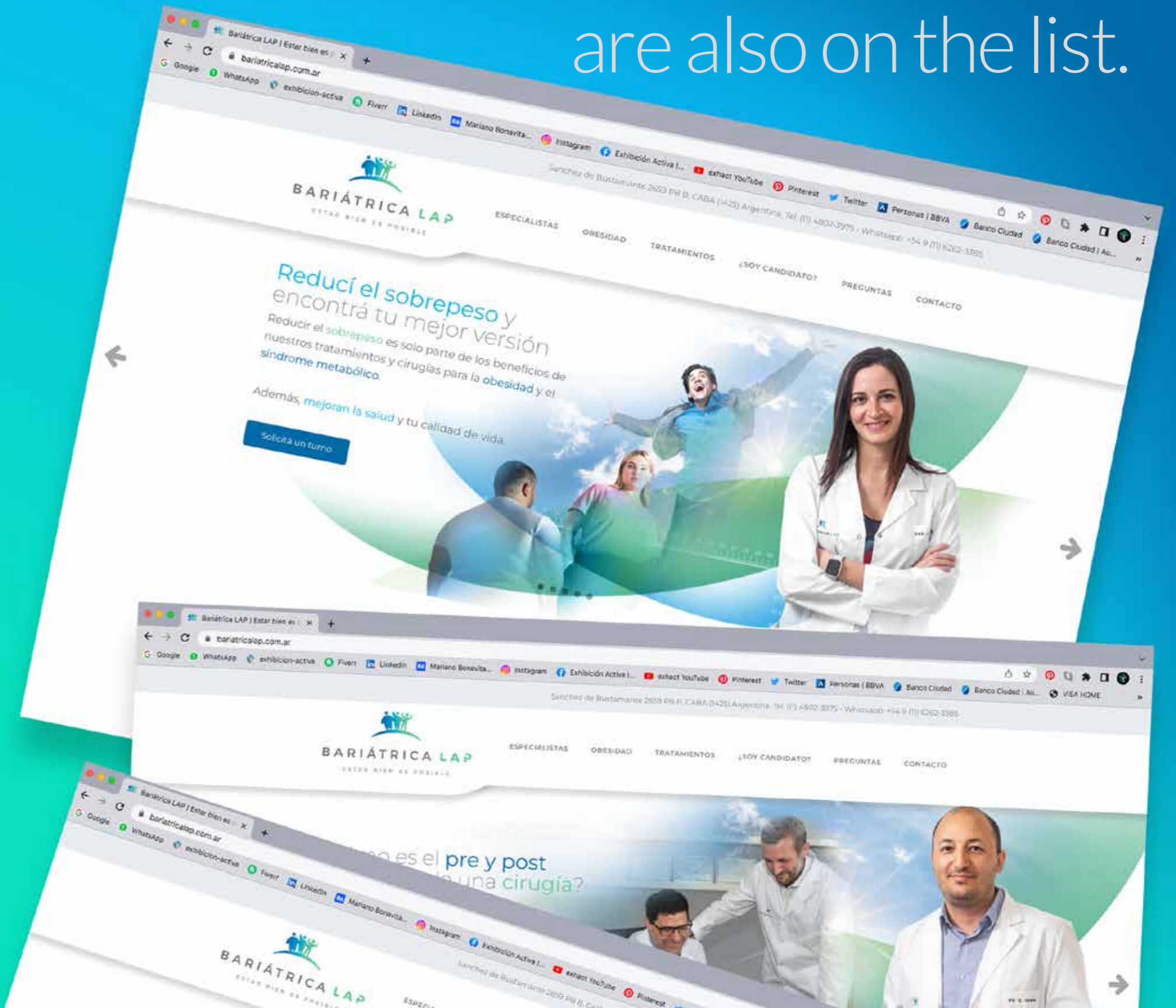
Nestlé's Eco de los Andes mineral water. Brand identity, point of sale materials and brochure system.



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



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



CREATIVE INN
Hotels



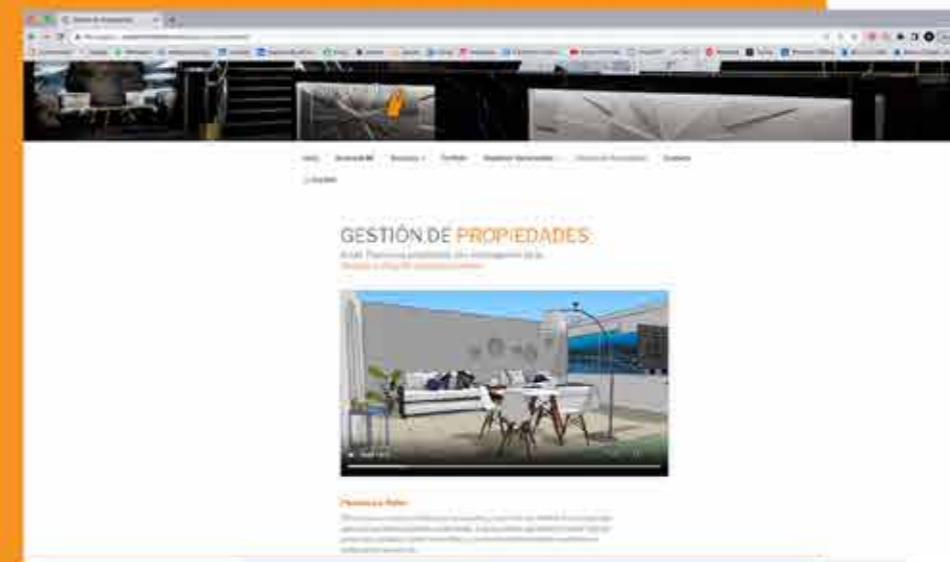
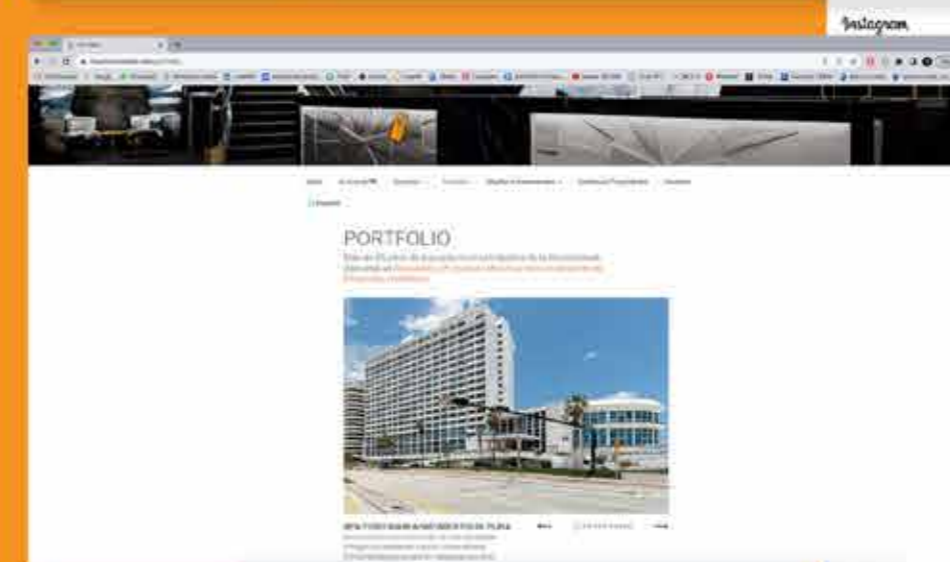
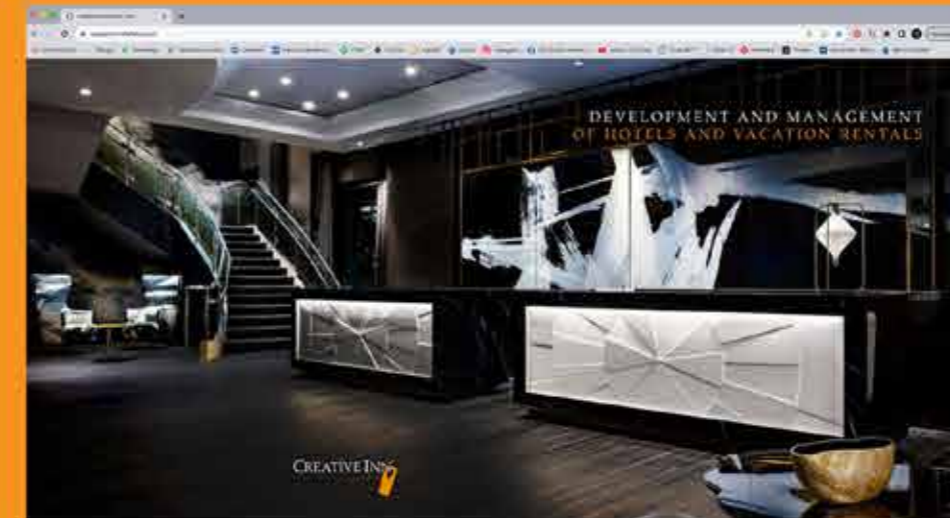
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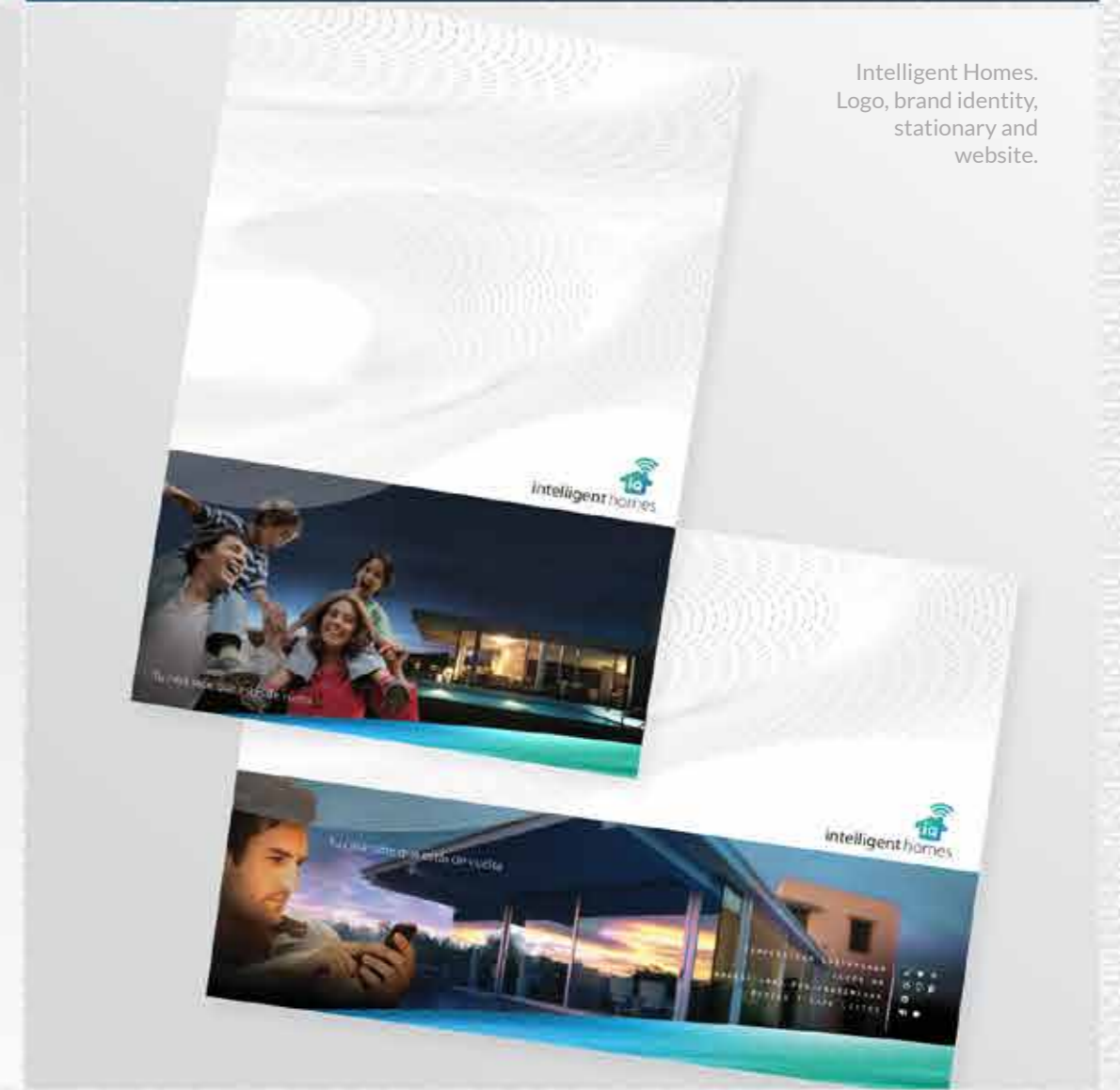
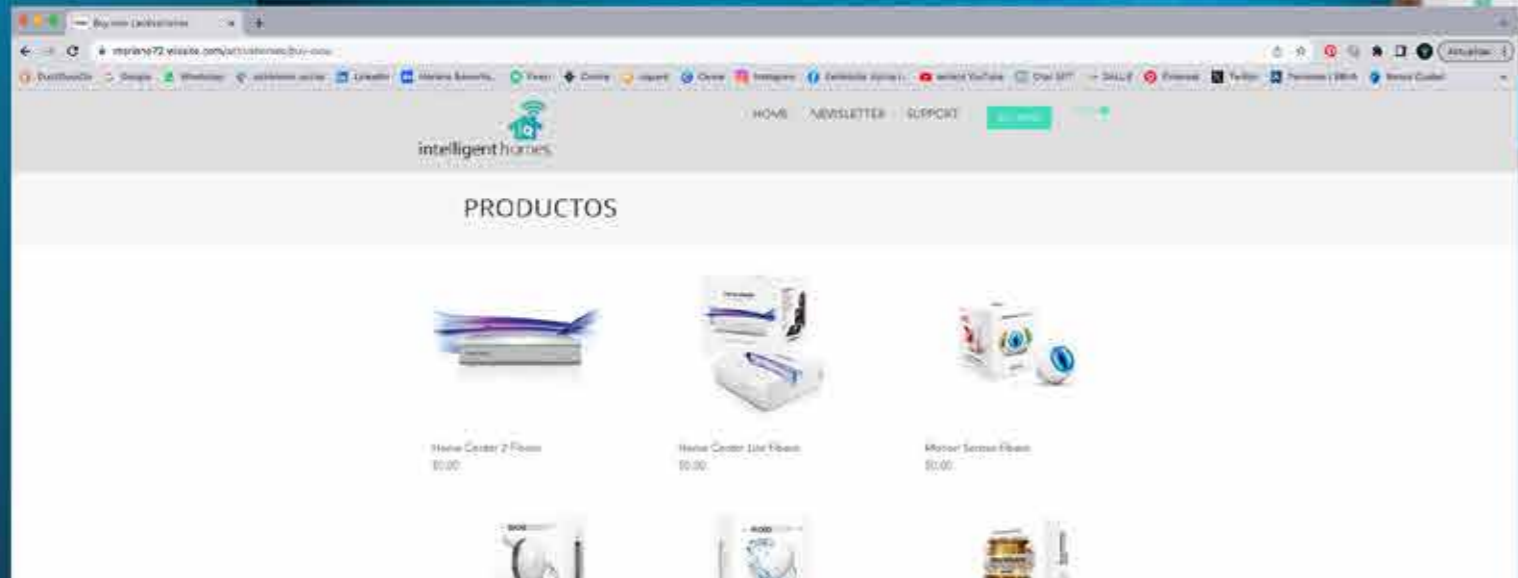
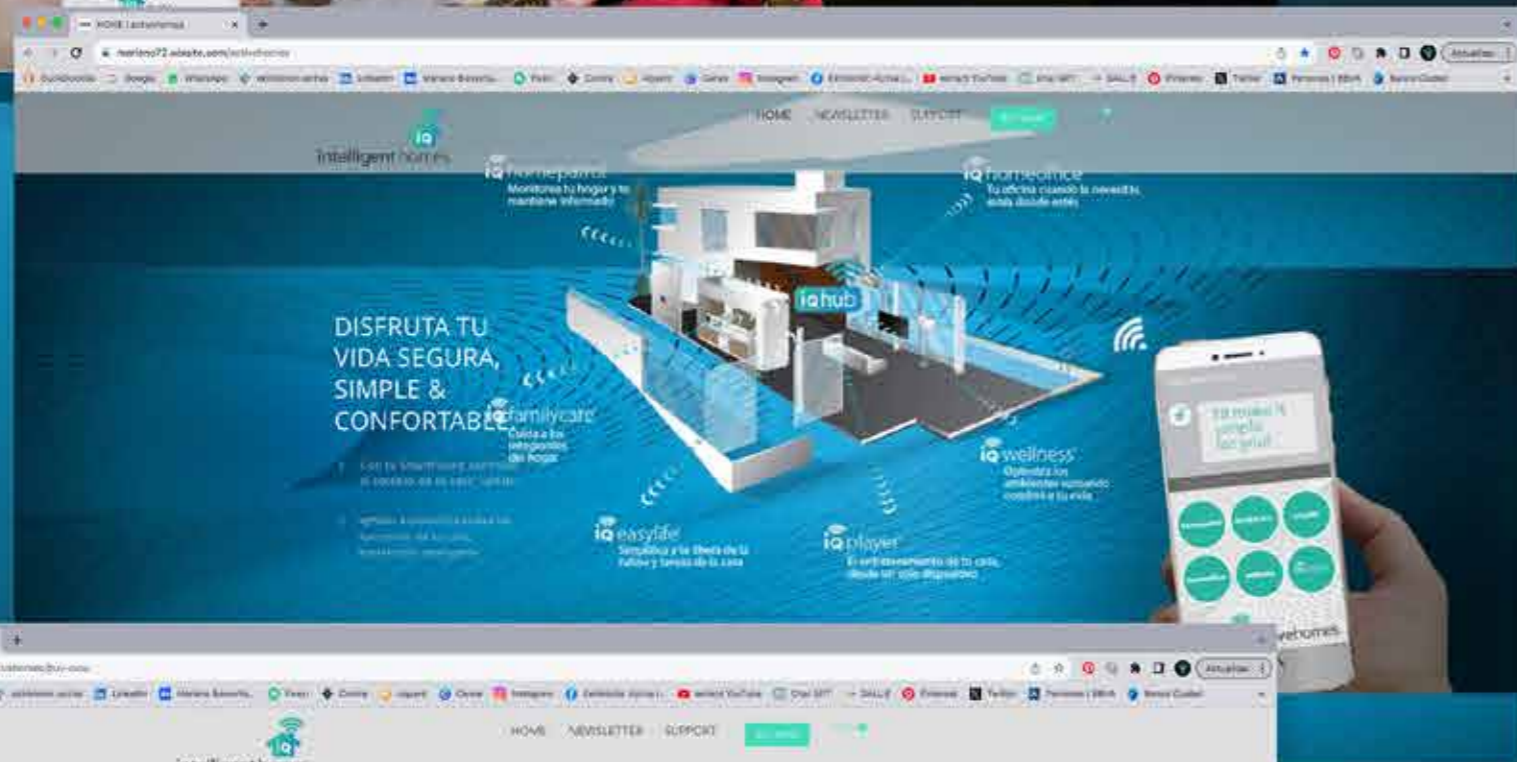
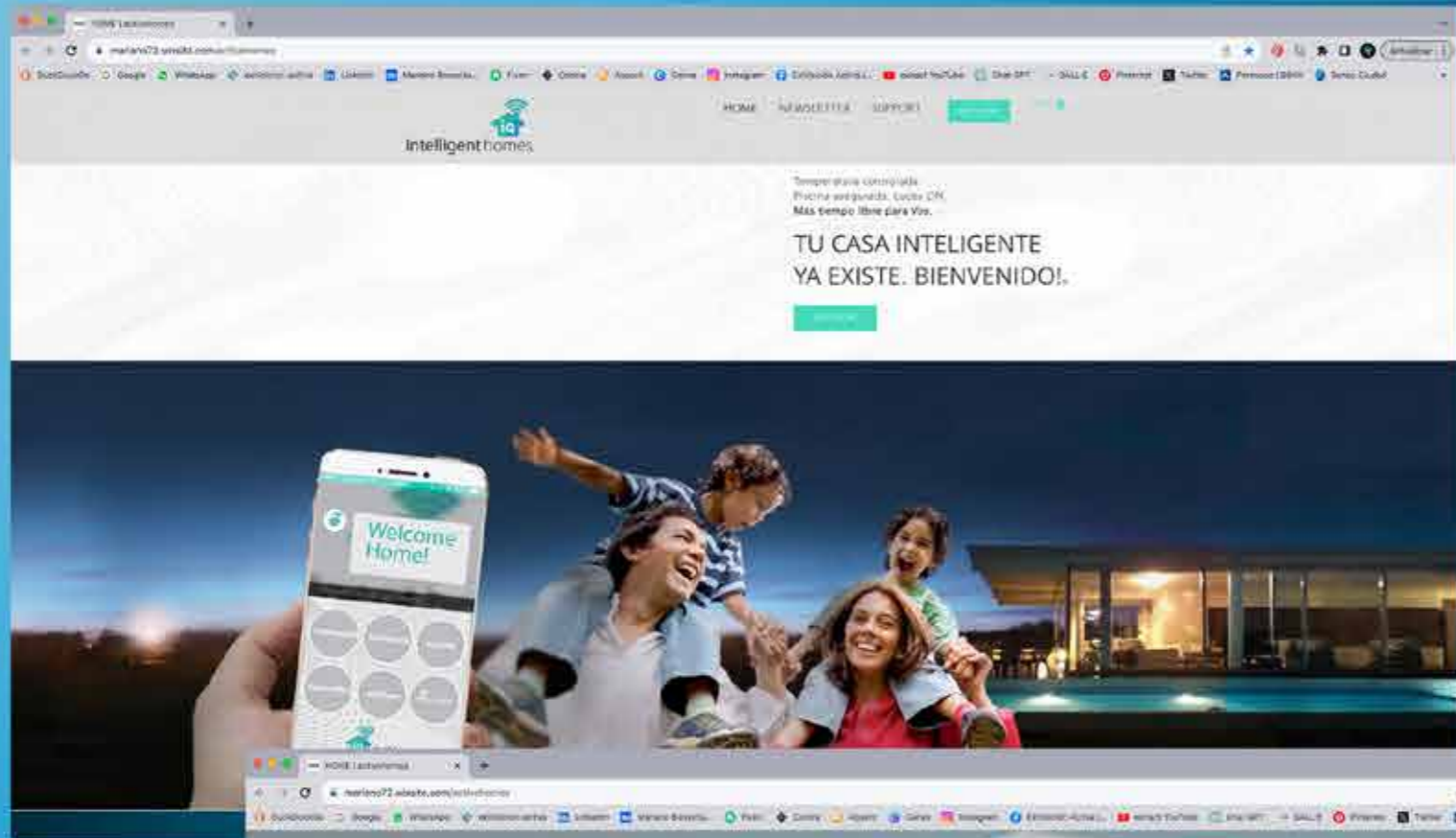
CREATIVE INN
Hotels

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.



And we 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.

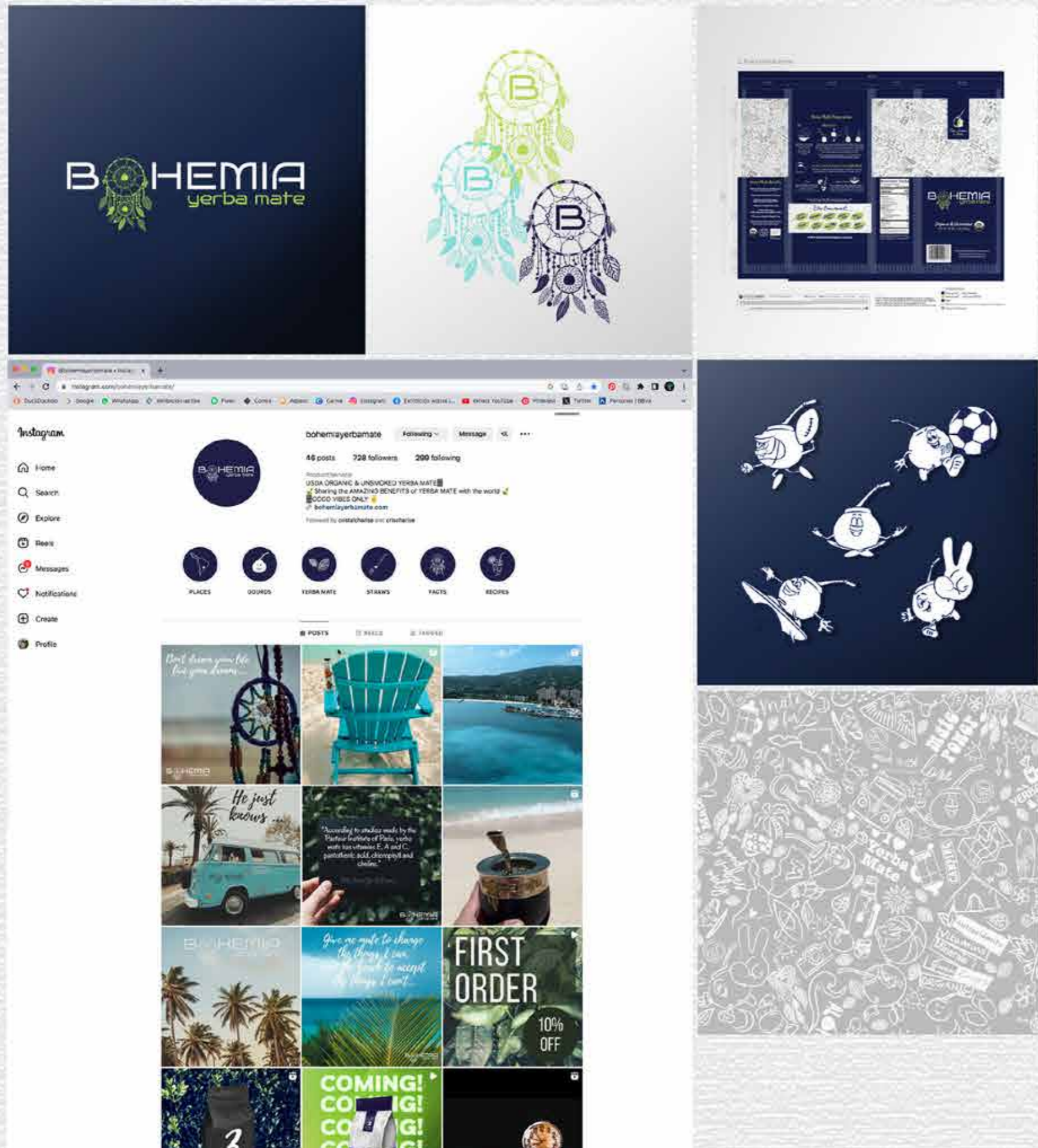


COTY
SINCE 1904



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,
we 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.



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

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



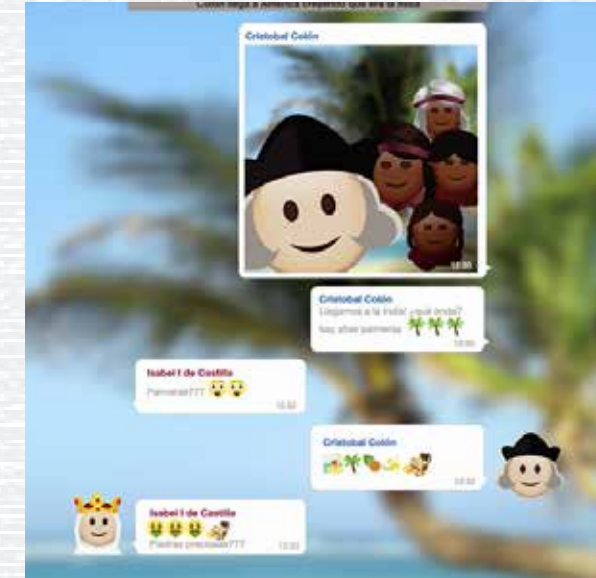
We designed an
interactive center
at Temaikén bio-park.

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

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

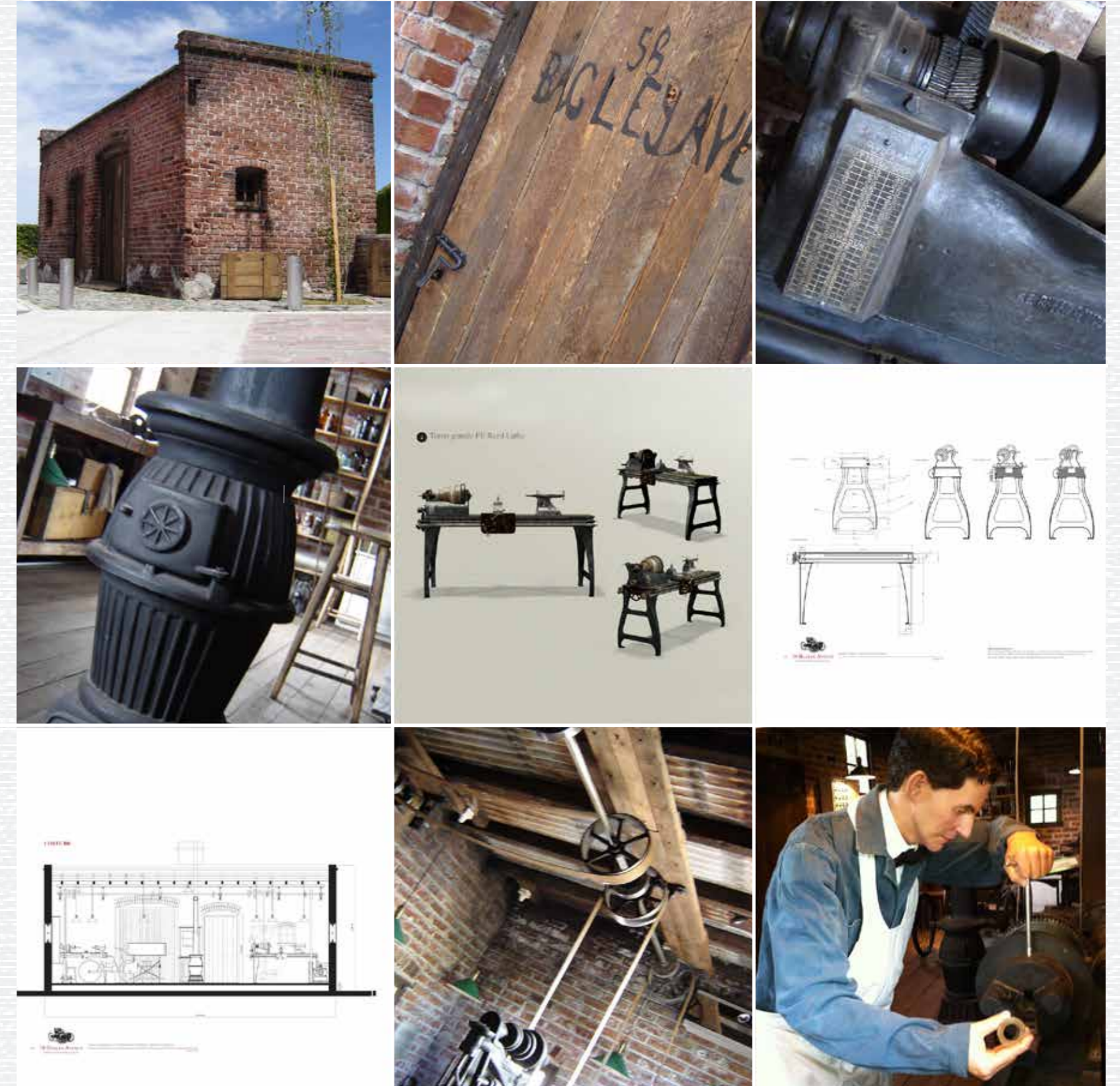
We are even
capable of
**creating
historical
characters!**

YOUNG HENRY FORD

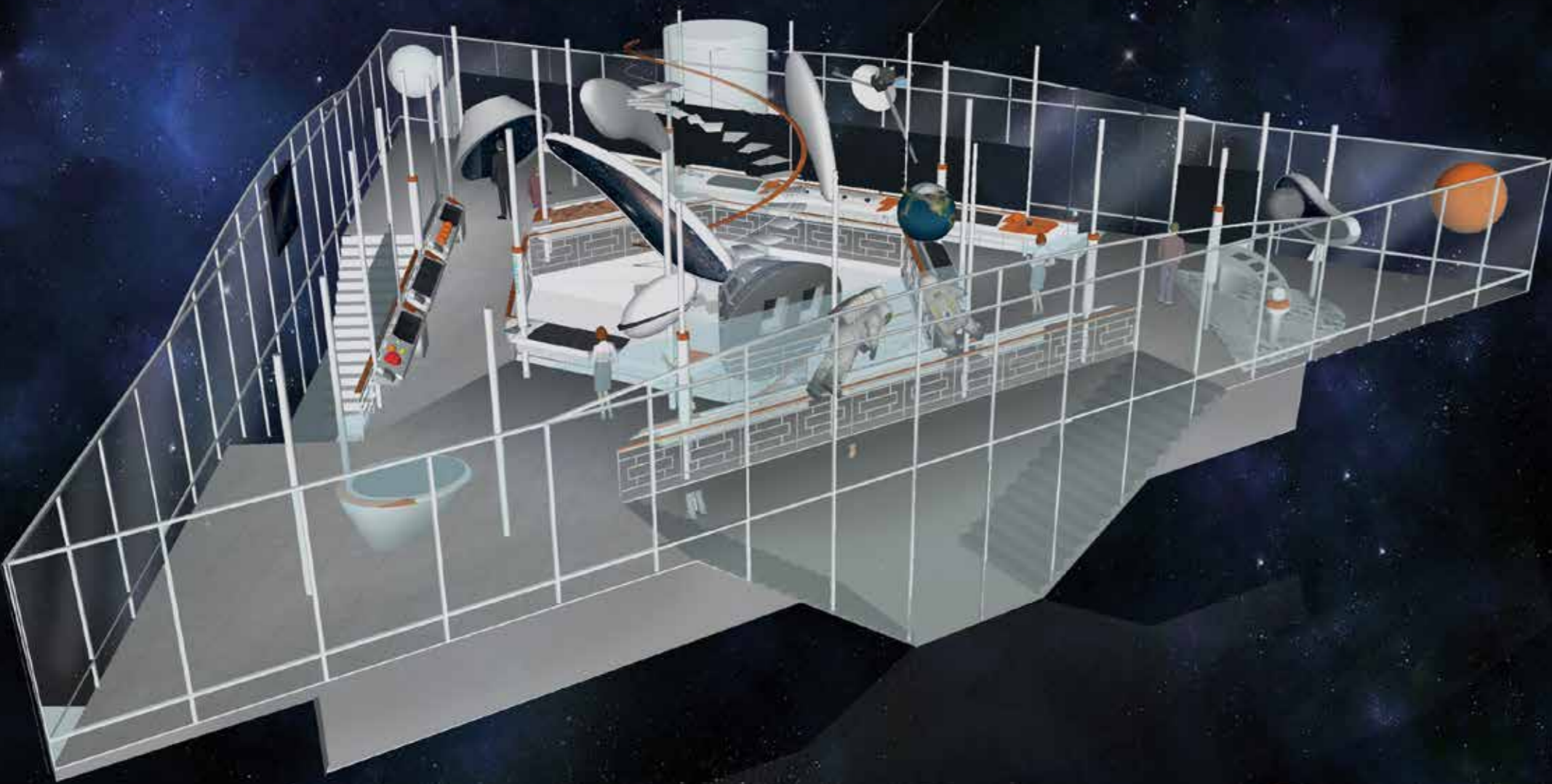
The collector also wanted to reproduce an image of Henry Ford while working on the "Quadricycle", the first car designed by young Henry Ford.

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.

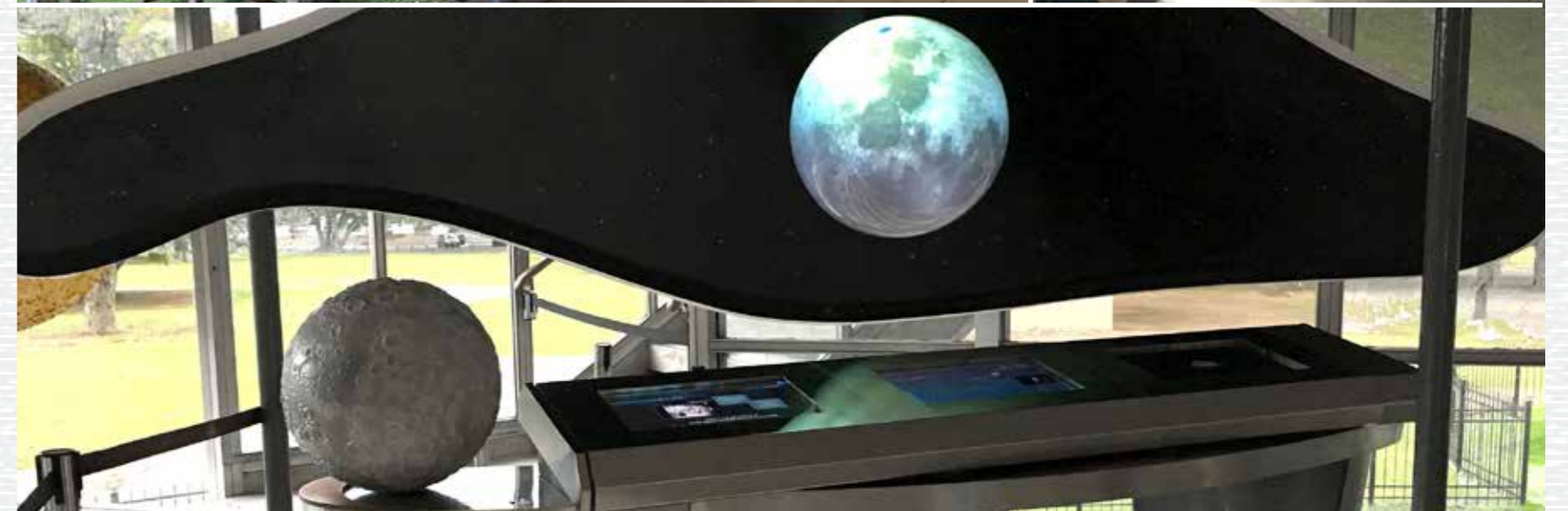


And we've designed
all the way **to outer space**
and beyond!



PLANETARIO DE BUENOS AIRES

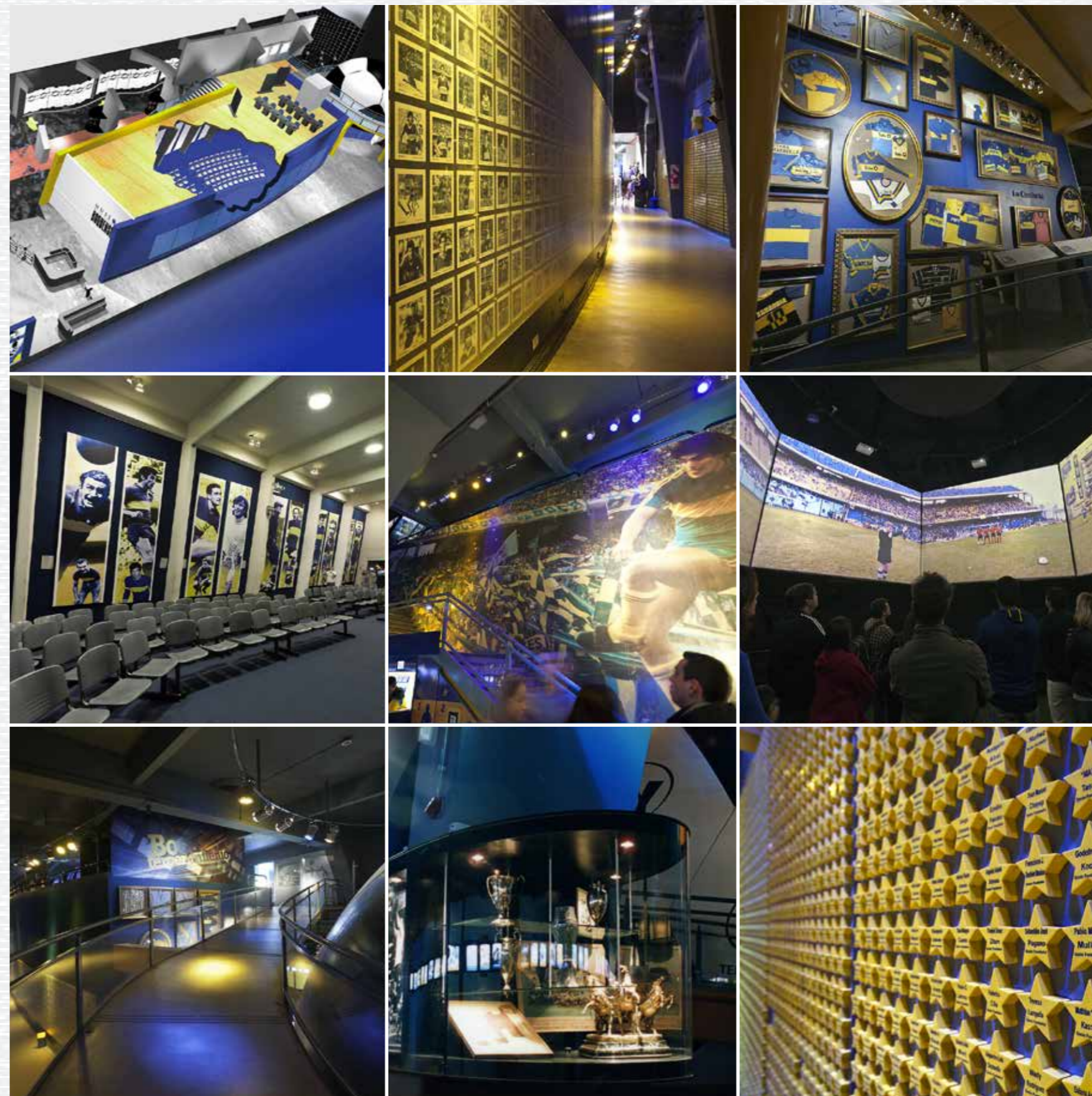
The head of the Planetarium of the City of Buenos Aires commissioned exhibiciónactiva® to create an interactive museum. Located on the first floor of this emblematic building, the exhibition shows both digital and mechanical interactivity.



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.



Ingreso Plaza Italia

Ecoparque de Buenos Aires

Ecoparque is the result of a turning point in the world-wide 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.

Las Heras Historical buildings will be refunctionalized.

Exhibición activa® developed a Building Contents Program to ensure a successful narrative all throughout the park.

Aperturas 2021, 2022 y 2023
reserva
eco parque

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



Av. del Libertador

Rep. de la India

We make magic happen!

To develop a campaign, a new product, a museum or an exhibition, 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 these tasks.

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 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



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.

Graphic design for 18 national and 20 multinational clients.

Since 1993, I have designed branding, packaging and point of purchase for both domestic and international clients. To mention a few:

- Bariátrica Lap.
- Proyecciones Digitales.
- Fundación Temaikén.
- It Gets Better Argentina.
- VISA Argentina, Prisma Medios de Pago.
- Red Link Cashiers.
- Easy Cencosud.
- Coty NY Cosmetics for: Celine Dion Fragrances, Kate Moss Fragrances, Guess Fragrances, Prêt à Porter Fragrances, Playboy Fragrances.
- Dr. Selby Cosmetics.
- Altana Pharma for Hepatalgina.
- Fundación de Endocrinología Infantil.
- Universal Music for Juan Carlos Baglietto.
- Fundación Perez Companc.
- Telefónica de Argentina for Advance.
- Karina Rabolini Cosmetics for: Karina Rabolini, Wrangler and Sarkany brands.
- Medias Mora.
- Fernando Peña theater productions.
- Nestlé Argentina for: Eco de los Andes, Nestlé Waters, Perrier, San Pellegrino, Nescafé and Glaciar.
- Mude Museos Deportivos.

- L'Oréal Argentina for: L'Oréal, Garnier, Colorelle and Maybelline N.Y.
- Playmobil Argentina.
- Javier Faroni theater productions.
- Felipe Pigna audiovisual productions.
- Parque de la Costa and Tren de la Costa.
- Adidas Argentina for: Adidas, Umbro, New Balance and Envión.
- Los Muvis theater productions.
- Pepsi Argentina.
- Mundo Marino (Sea World Argentina).

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. We designed interactive museums and exhibitions.

Awards.

It is always good to compete. Sometimes you win, sometimes you don't, but you always benefit from the 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 Ellyn, 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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P R O D U C T S & C A M P A I G 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.

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