



bonavita

mariano bonavita **creative director** museum, exhibition, campaign & product design



Mariano Bonavita Creative Director

I am a creative director with a 30 year-career experience designing museums, exhibitions, campaigns and products focused on the entertainment and wellness industries. I have worked for multinational clients such as Nestlé, L'oréal, Pepsi, Coty, WCS 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 the needs of each project.

Skills

Adobe Creative Suite: illustrator, Photoshop, Indesign, Bridge, Premiere.

3D Software: SketchUp, Autocad.

Programming Software: Wix, Intuiface.

Microsoft Office Suite: Word, Excel, Powerpoint.

Canva.

Freehand and digital drawing.

Interpersonal relationships.

Client relationships.

Lateral and creative thinking.

Native spanish speaker.

Professional english speaker. Toefl score 563.

Initial German speaker Goethe Institut G6 level.

Experience

2000-2023

Creative Director exhibición activa®

For exhibición activa®, 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

18 museums and 24 exhibitions

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

- 2023 • TELAM Argentina News Agency exhibition, proposal.
- 2023 • MEF Museo Paleontológico Patagonia, proposal.
- 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.

More than 15 clients for campaigns and products

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

- 2023 • Bariátrica Lap.
- 2022 • Proyecciones Digitales.
- 2019 • Fundación TEMAikén.
- 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 á Porter Fragrances and Playboy Fragrances.
- 2012 • Dr. Selby Cosmetics.
- 2011 • Altana Pharma for Hepatalgina.
- 2011 • Fundación de Endocrinología Infantil Argentina.
- 2010 • Universal Music for Juan Carlos Baglietto.
- 2008 • Fundación Perez Compan.

1993-2000

Art Director

Oficina de Buenas Ideas

For Oficina de Buenas Ideas, 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 • Adidas Argentina for: Adidas, Umbro, New Balance and Envío.
- 1995 • Los Muvis theater production.
- 1994 • Pepsi Argentina.
- 1993 • Mundo Marino (Sea World Argentina).

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 Elyn, 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.

"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 Mariano were of the highest quality. He 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

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<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/>

Mariano Bonavita is committed to diversity being a founder partner of It Gets Better Argentina. We uplift, empower, and connect LGBTQ+ youth around the globe.

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<https://www.instagram.com/itgetsbetterar/>