

bonavita

mariano bonavita **creative director** museum, exhibition & experiential 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 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

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.

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).

These companies already trusted our work:



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.

Courses

- 2023 • Reimagining Museums. Fund. TyPA y Univ. of Leicester, UK.
- 2020 • English Conversation, Manhattan Language, NY, USA
- 2019 • Attractions TECH Bloolooop, ISE Europe, Amsterdam.
- 2017 • Displax Ultra Large Multitouch, ISE Europe, Amsterdam.
- 2017 • Intuiface Interactive Software, ISE Europe, Amsterdam.

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

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



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

Kinect games

Digital submarine interior

Mysteries of the deep, a digital submarine

Let's clean the beach!
Interactive floor

Touchscreen interactive games

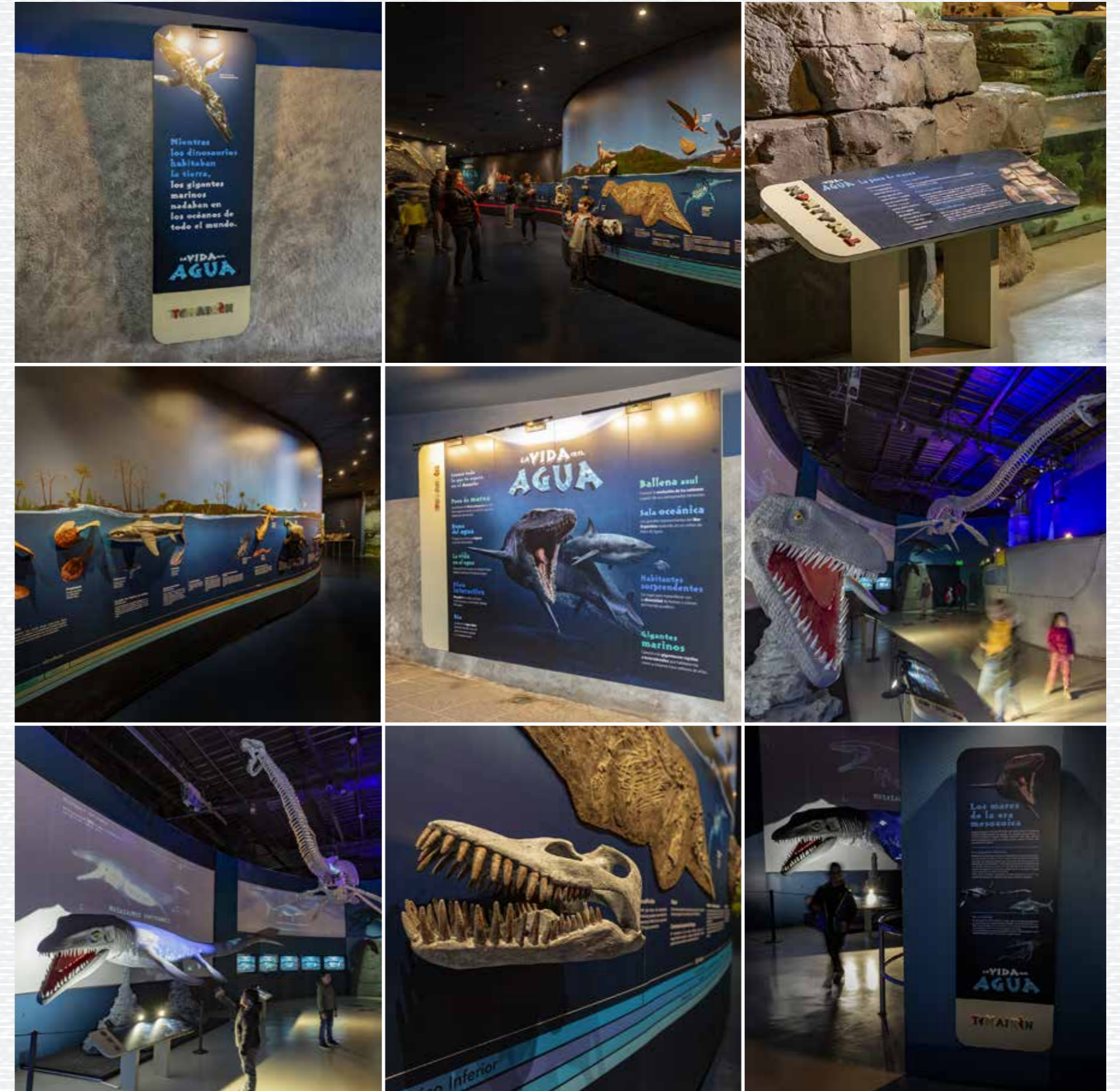


Aquarium Exploration
Center, Temaikén

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.



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

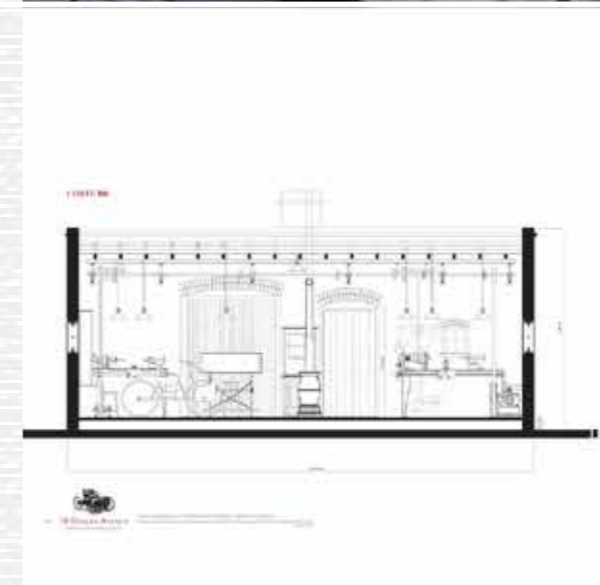
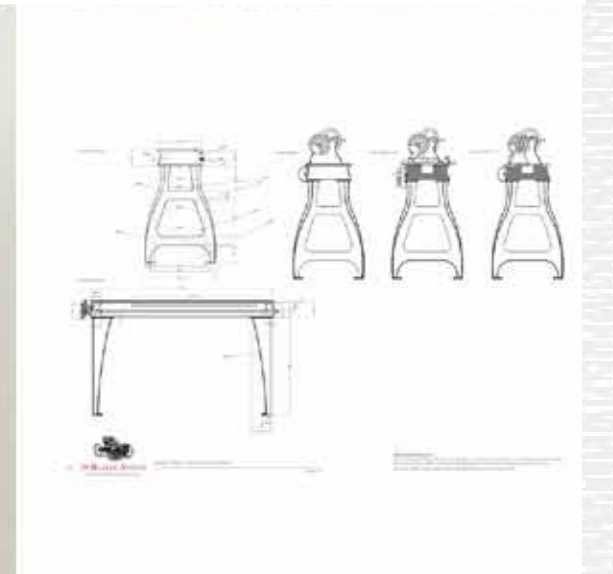
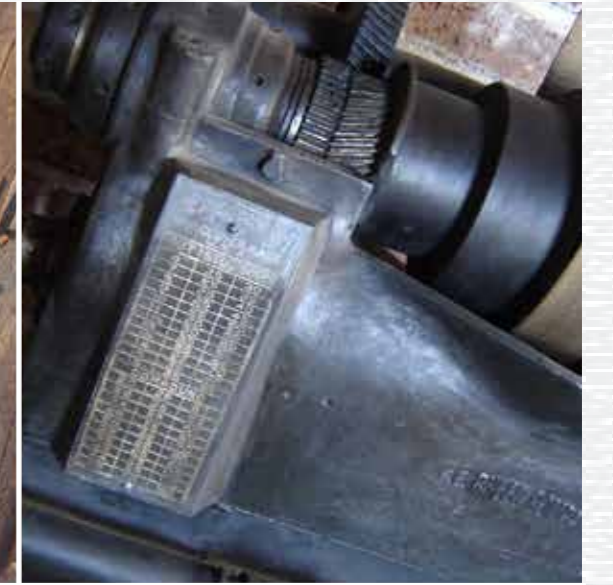
I am even
capable of
creating
historical
characters!

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.



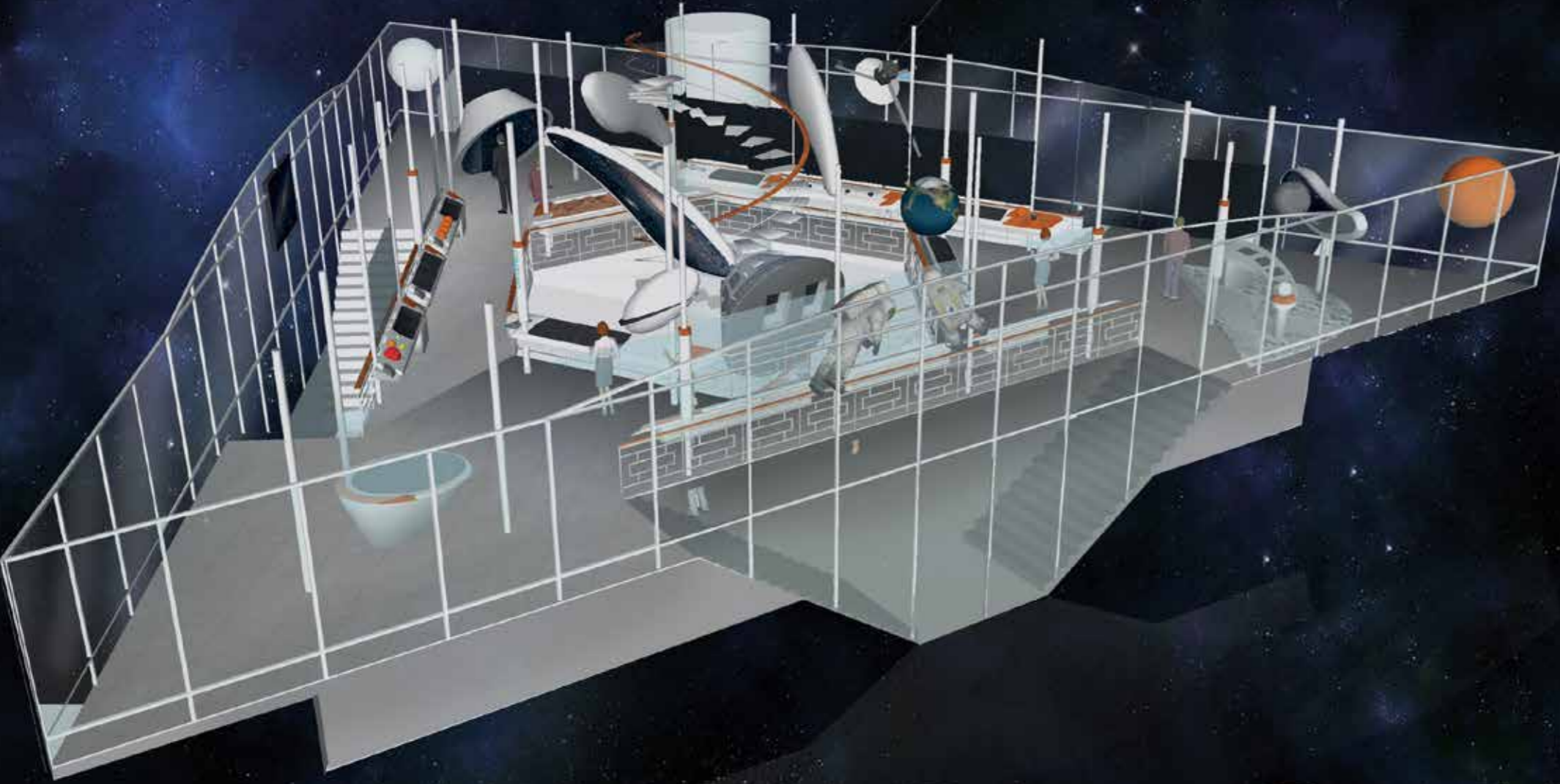
At the Tecnopolis showcase, exhibiciónactiva® participated by updating the aquarium.

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.

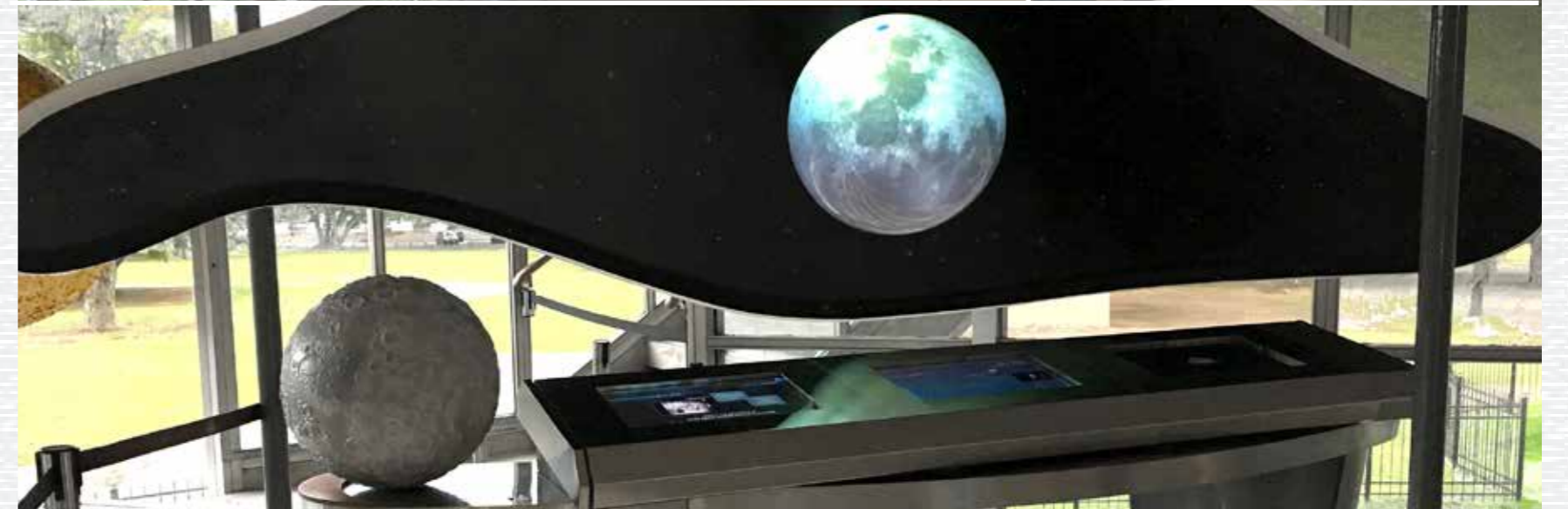
Hold your breath!
Sharks ahead!

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.



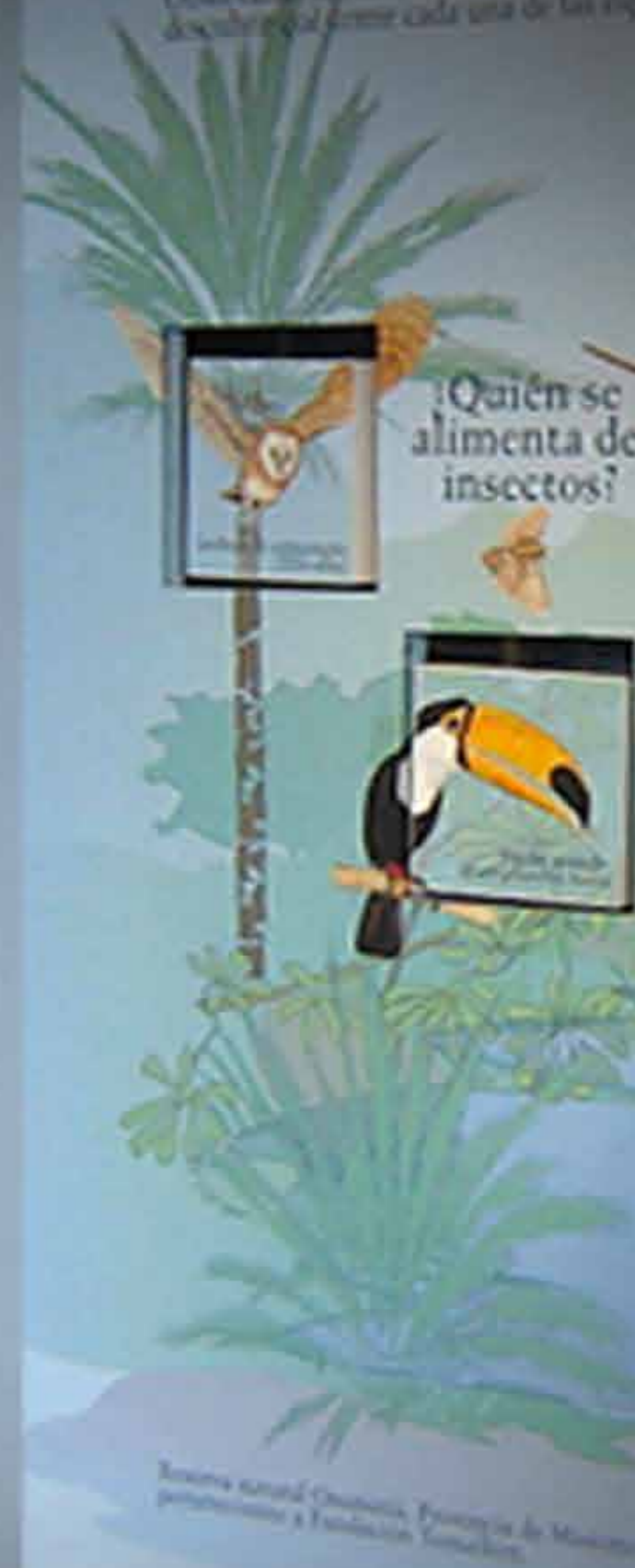


A CLASSIC MUSEUM, NOW INTERACTIVE

"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.



Didactic signage system
Temaikén

We learn while having fun!



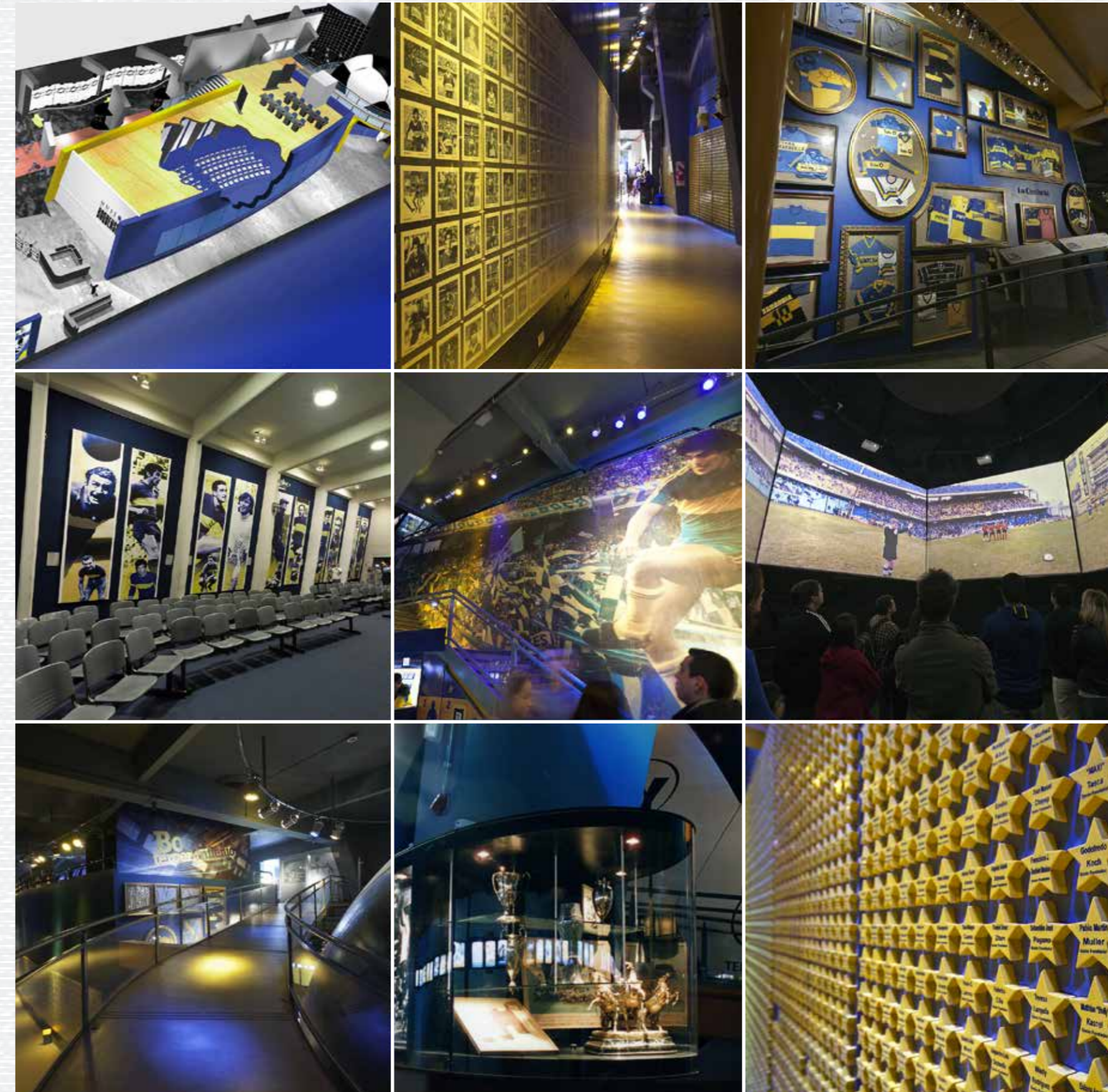
We designed a didactic signage system for Temaikén biopark. The system encouraged children to learn as they are playing.



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.



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.

I develop premises
worthy of adventures in the
middle of the jungle!

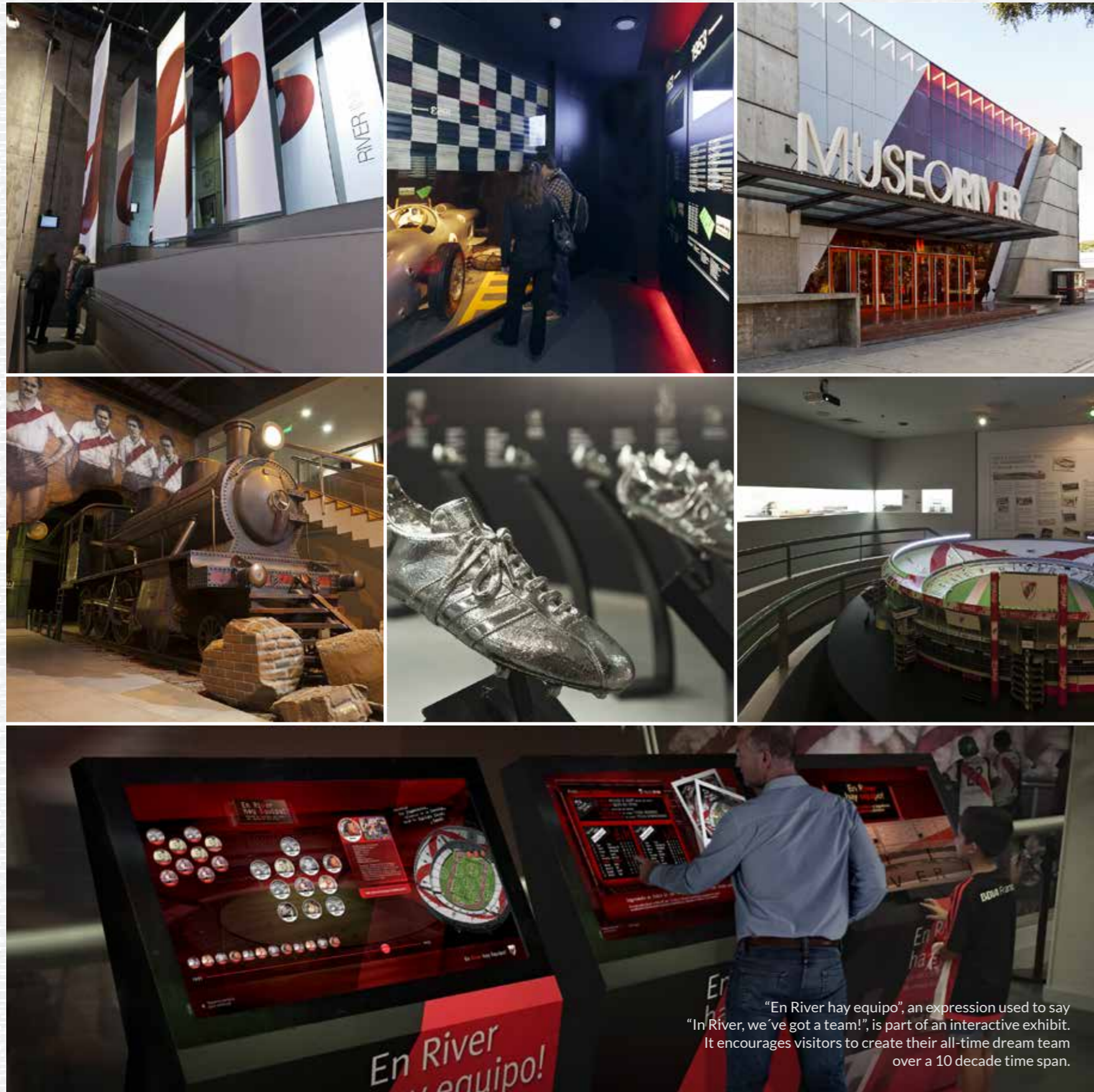


Merchandising Store
Temaikén



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

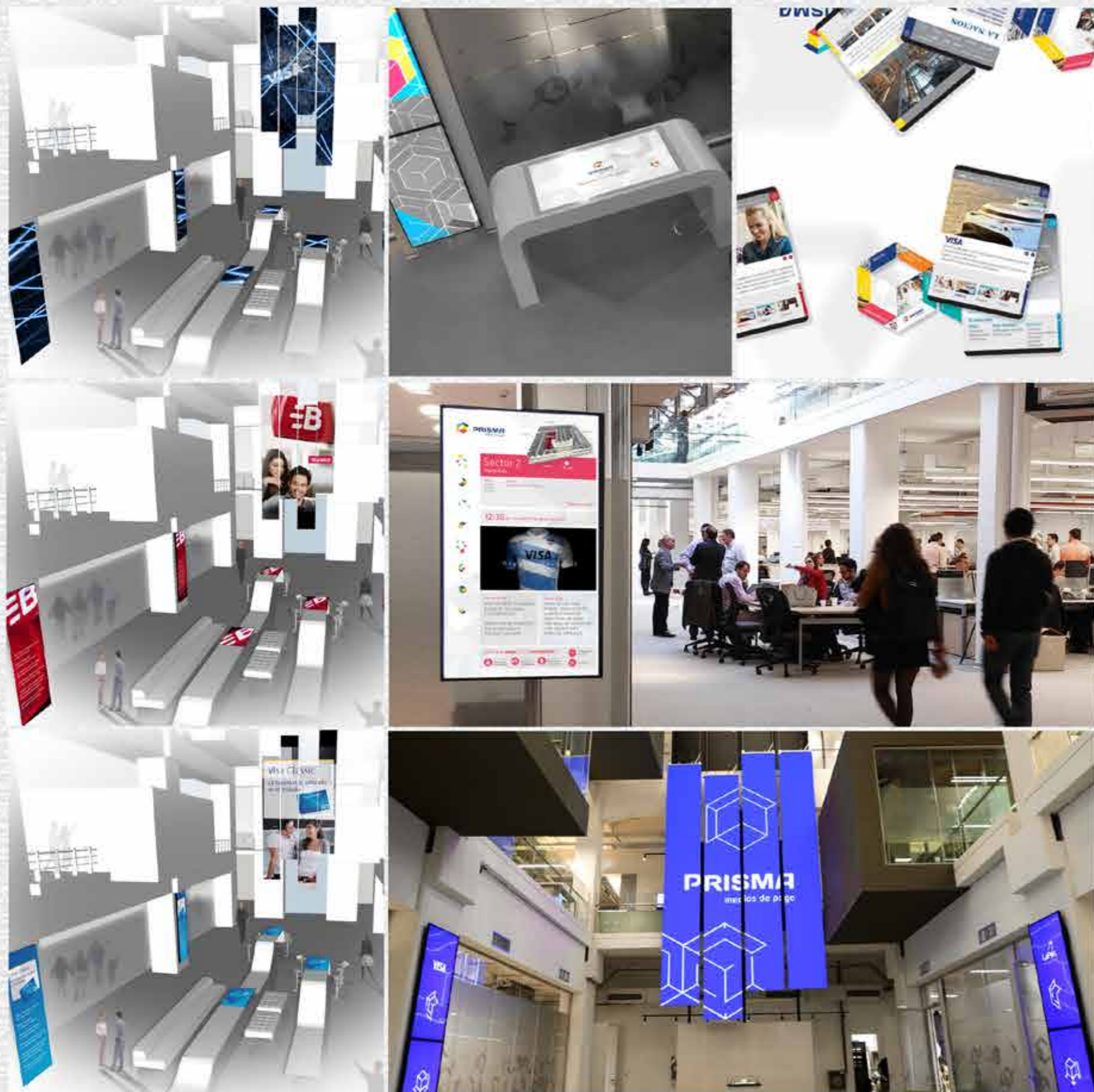
Let's reenact time travel!



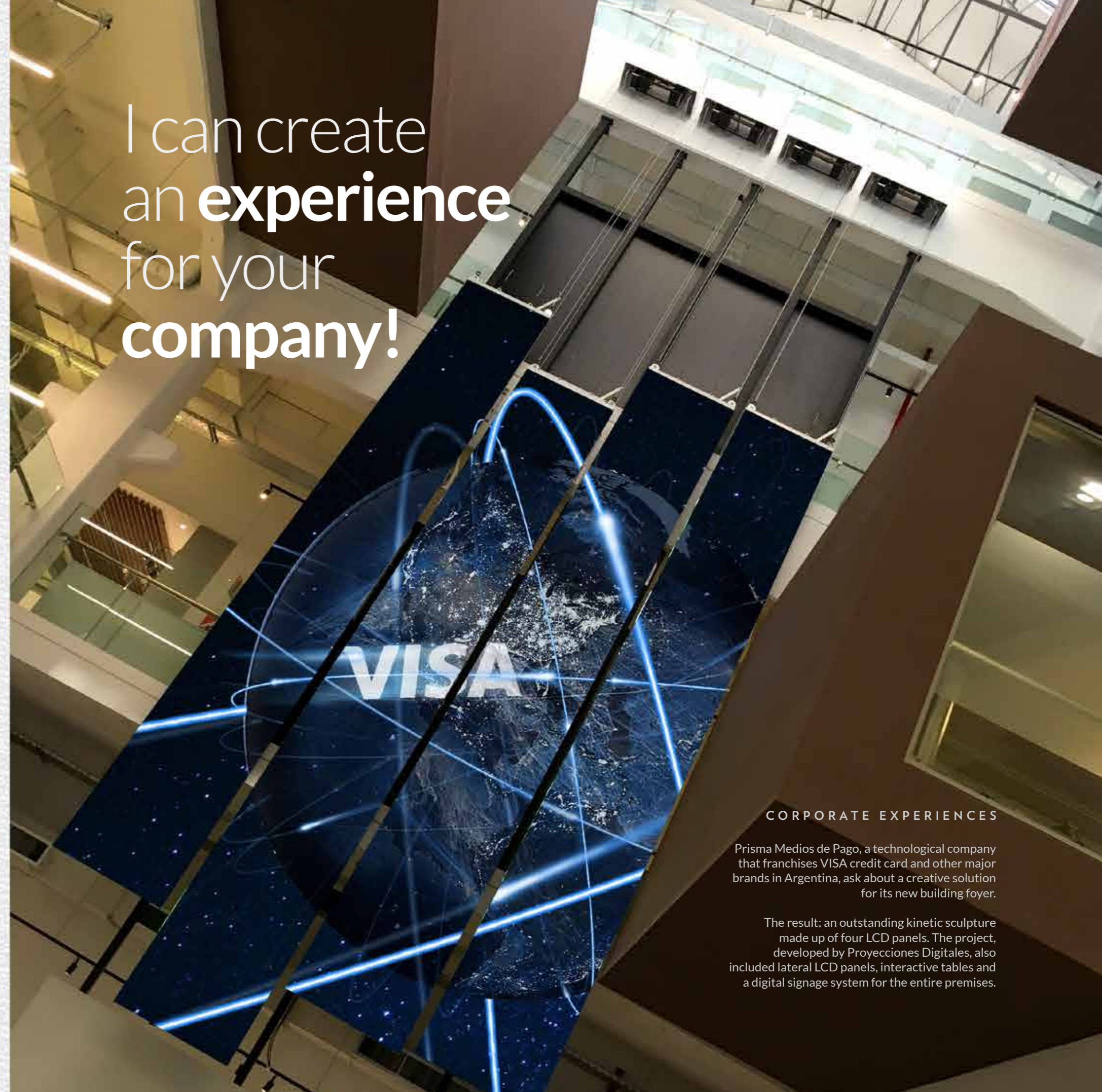
Club Atlético River Plate is one of the most important soccer clubs in Argentina.

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.



I can 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.

Las Heras Historical buildings will be refunctionalized.

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

eco parque

Aperturas 2021, 2022 y 2023

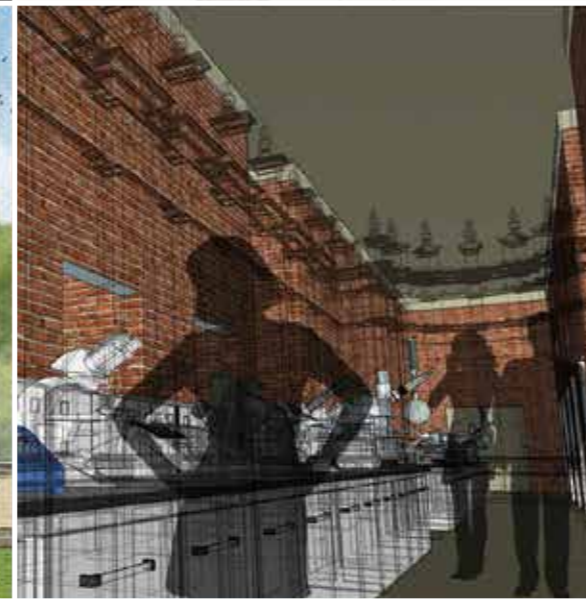
reserva

I 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.



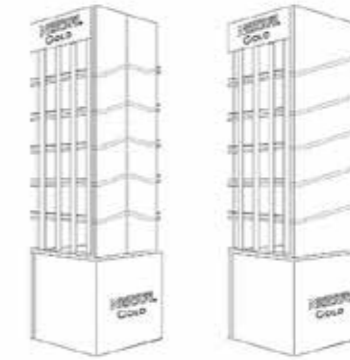
I have worked with
products & campaigns
for more than
30 years.

We 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.





KARINARABOLINI.COM

SEXYPink

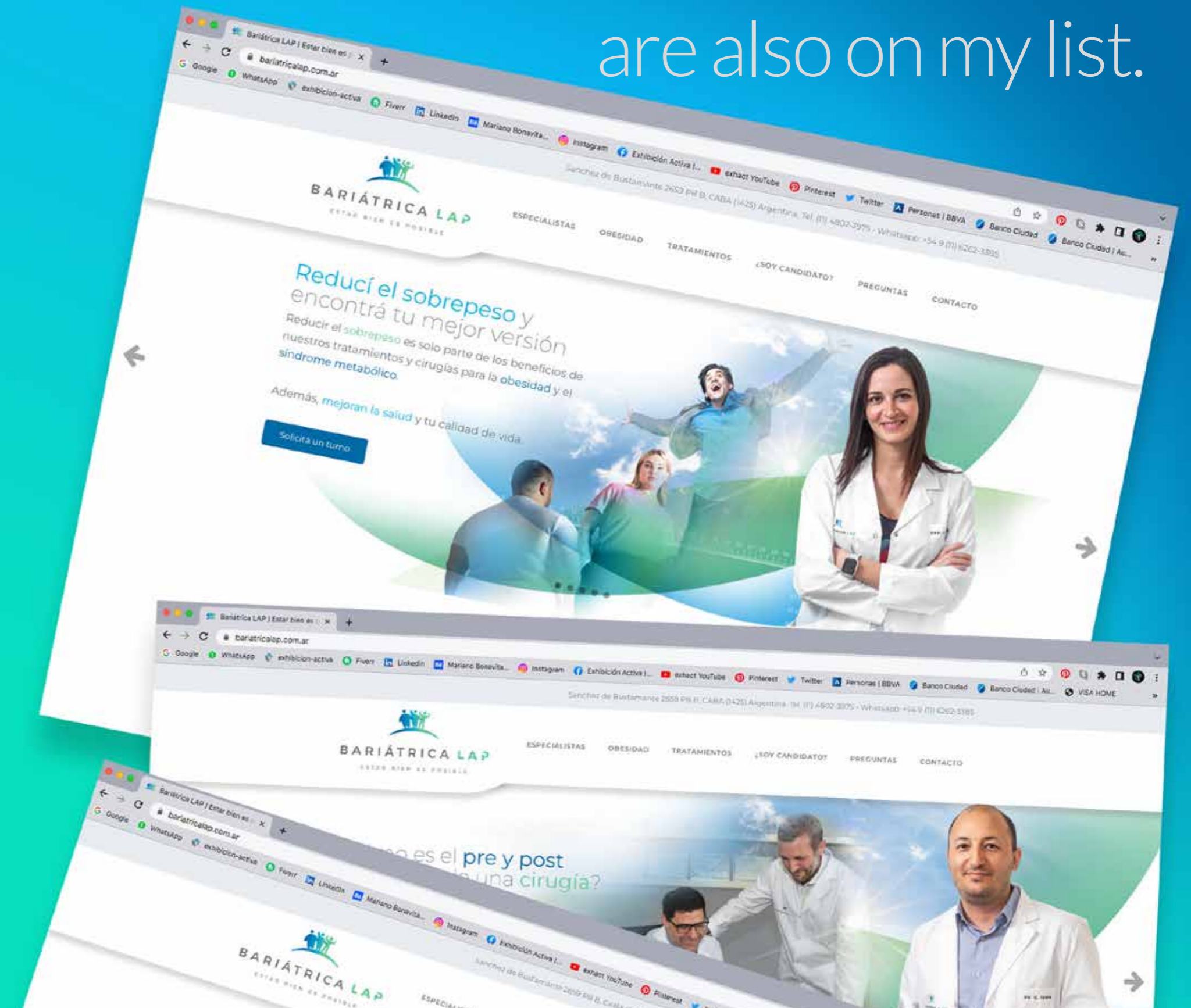
LA NUEVA FRAGANCIA DE KARINA RABOLINI



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 my list.



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.





Proposals
welcome.
Let's talk!

bonavita

mariano bonavita creative director

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<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/>



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**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.