

**Felipe Acevedo**

**Director Creativo, Director de Arte /  
Creative Director, Art Director**

**Portafolio Dirección Creativa / Arte**  
trabajos seleccionados  
**Creative / Art Direction Portfolio**  
selected works

**2005 - 2023**

**FA**

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## Arquitecto especializado en Diseño multi-escala y Project manager en proyectos complejos.

- Experto en diseño en todas sus vertientes y escalas
- Project Manager con experiencia en proyectos complejos multidisciplinares
- Orientación total a objetivos y practicidad

Mi experiencia y conocimientos en diseño multidisciplinar me permiten crear realizaciones valiosas diversas en múltiples escalas y ámbitos, a partir de una implementación ética de la profesión. Además gestiono proyectos complejos de distintas naturalezas con una orientación total a objetivos, coordinando equipos siendo conciliador, ejecutor e impulsor.

Esto es importante hoy puesto que el beneficio del diseño necesita ser puesto en valor con la buena gestión y el aprovechamiento de recursos y tiempos.

Master in Self Design, Universidad Politécnica de Madrid/ HUNE. Madrid-España. 2010

Master en Diseño y coordinación de Exposiciones Temporales, Universidad de Alcalá de Henares. Madrid-España. 2009

Arquitecto, Universidad de Los Andes. Bogota-Colombia. 2005

## Expert Architect in multi-scale Design & Project Manager in complex projects

- *Design expert in all areas and scales*
- *Project Manager with experience in complex multidisciplinary projects*
- *Total orientation to objectives and practicality*

*My experience and knowledge in multidisciplinary design allow me to create valuable and diverse designs at multiple scales and areas, from an ethical implementation of the profession. I also manage complex projects of different natures with a total orientation to objectives, coordinating teams as conciliator, implementer and promoter.*

*This is important today since the benefit of design needs to be put in value with good management and the use of resources and time.*

*Master in Self Design, Universidad Politécnica de Madrid/ HUNE. Madrid-Spain. 2010*

*Master in Design and Coordination of Temporal Exhibitions, Universidad de Alcalá de Henares. Madrid-Spain. 2009*

*B.arch-M.arch, Architecture, Universidad de Los Andes. Bogota-Colombia. 2005*



## Neither

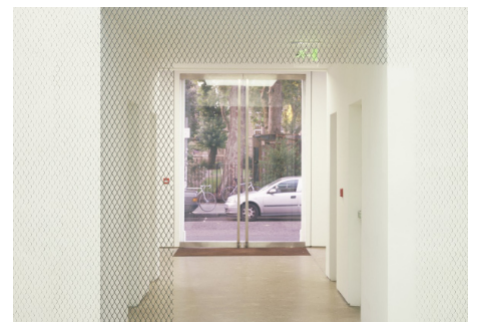
|            |                   |  |
|------------|-------------------|--|
| Producción | <i>Produce in</i> | Bogotá, Colombia                         |
| Exhibición | <i>Exhibition</i> | Londres/London, UK                       |
| Fecha      | <i>Date</i>       | 2004                                     |
| Cliente    | <i>Client</i>     | White Cube Gallery                       |
| Artista    | <i>Artist</i>     | © Doris Salcedo                          |
| Cargo      | <i>Position</i>   | Jefe Ensamblajes / <i>Assembly Chief</i> |



## White Cube Gallery, Londres, Escultura

**L**a obra consta de paneles de cartón-yeso sobre un tablero de MDF prensados a una malla electro-soldada, los cuales luego fueron intervenidos para así generar varios niveles de daño según su ubicación en el espacio. Los paneles de 1,5m x 1,5m aproximadamente fueron ensamblados a una estructura ligera de aluminio en módulos de 4 para luego ser embalados y montados posteriormente in situ a una estructura ensamblada en los muros de la galería.

*The work consists of plasterboard panels over a MDF board pressed to an electro-welded mesh, which were then intervened to generate various levels of damage depending on their location in the space. The approximately 1.5m x 1.5m panels were assembled to a light aluminum structure in modules of 4 to be packed and later assembled on site to a pre-assembled structure on the gallery walls.*



[Photos credits: The White Cube Gallery](#)



## Thou-less

|            |                   |                             |
|------------|-------------------|-----------------------------|
| Producción | <i>Produce in</i> | Bogotá, Colombia            |
| Exhibición | <i>Exhibition</i> | Londres/London, UK          |
| Fecha      | <i>Date</i>       | 2005                        |
| Cliente    | <i>Client</i>     | White Cube Gallery          |
| Artista    | <i>Artist</i>     | © Doris Salcedo             |
| Cargo      | <i>Position</i>   | Studio Manager - Researcher |



## White Cube Gallery, Londres, Escultura

**T**omando como modelo sillas de madera se construyen las replicas a través de fundición en acero, luego se ensambla cada silla, reproduciendo la textura de madera, papel y acero, para así llegar al ensamblaje final de las cuatro piezas.

*Using wooden chairs as a model, the replicas are built through steel casting, then each chair is assembled, reproducing the texture of wood, paper and steel, in order to reach the final assembly of the four pieces.*



[Photos credits: The White Cube Gallery](#)

## Abyss

|            |                   |   |
|------------|-------------------|---|
| Producción | <i>Produce in</i> | Bogotá, Colombia                              |
| Exhibición | <i>Exhibition</i> | Turin, Italia                                 |
| Fecha      | <i>Date</i>       | 2005  |
| Cliente    | <i>Client</i>     | Castello di Rivoli Museo d'Arte Contemporanea |
| Artista    | <i>Artist</i>     | © Doris Salcedo                               |
| Cargo      | <i>Position</i>   | Studio Manager - Researcher                   |



## Castello di Rivoli, Turin, Escultura

**P**aneles de ladrillo suspendidos sobre una estructura in situ de un edificio patrimonio de la Unesco.

A partir de la investigación sobre el edificio existente se logra replicar el tono, textura y forma de los ladrillos para crear la continuidad de la bóveda de tal manera que cubre los muros en un efecto flotante.

**S***uspended brick panels on an In situ structure of a UNESCO heritage building.*

*From the investigation of the existing building, it is possible to replicate the tone, texture and shape of the bricks to create the continuity of the vault in such a way that it covers the walls in a floating effect.*



[Photos credits: Museum of Contemporary Art Chicago](#)



## Stand Hune

|            |                   |  |
|------------|-------------------|--|
| Producción | <i>Produce in</i> | Madrid, España/Spain   |
| Exhibición | <i>Exhibition</i> | Madrid, España/Spain   |
| Fecha      | <i>Date</i>       | 2010   |
| Cliente    | <i>Client</i>     | Stand Hune - Casa Pasarela   |
| Artista    | <i>Artist</i>     | Colectivo SD   |
| Cargo      | <i>Position</i>   | Director Creativo, Director de Arte/ Creative Director, Art Director |



## Ifema, Madrid, Escultura

Ubicado en esquina dentro de la feria, el stand crea una plaza, la cual es delimitada por un muro recubierto de placas cerámicas, en el centro del espacio, la pieza central, una escultura compuesta por perfiles angulares y que incluye en su interior negativos fotográficos sobre una base de placas de vidrio; representa el recorrido de los artistas por medio de la investigación en el proceso creativo.

*Located in a corner within the fair, the stand creates a square, which is delimited by a wall covered with ceramic plates, in the center of the space, the central piece, a sculpture composed of angular profiles and including photographic negatives on a base of glass plates, represents the journey of the artists through research in the creative process.*



# The Machine

Producción  
Fecha  
Cliente  
Cargo

*Produced in*  
*Date*  
*Client*  
*Position*

Bogotá, Colombia  
2020  
The Machine  
Director de Arte/ Art Director



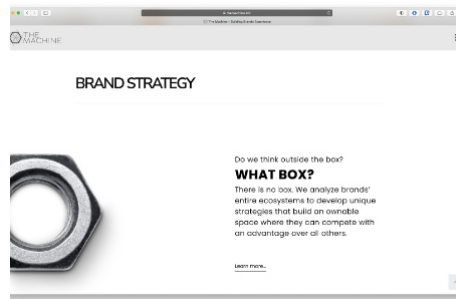
## Pittsburgh, Logo, Web

**T**he Machine es una agencia de marca especializada en estrategia de marca y comunicación para start-ups en el área de tecnología.

La imagen de la agencia representa cada pieza del proceso en la estrategia de marca, por medio de la analogía con piezas mecánicas simples, el logotipo y la página web se centran en comunicar el engranaje de la empresa

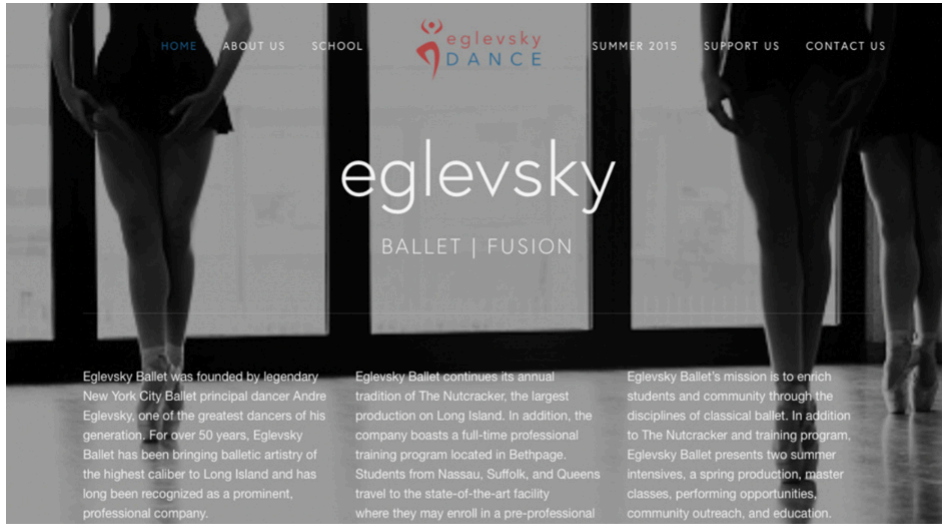
***T**he Machine is a branding agency specialized in brand strategy and communication of start-ups in the technology area.*

*The image of the agency represents each piece of the process in the brand strategy, through the analogy with simple mechanical parts, the logo and the website focus on communicating the gear of the company.*



## Eglevsky Ballet

|            |                    |                                |
|------------|--------------------|--------------------------------|
| Producción | <i>Produced in</i> | Madrid, España/Spain           |
| Fecha      | <i>Date</i>        | 2014                           |
| Cliente    | <i>Client</i>      | Eglevsky Ballet                |
| Cargo      | <i>Position</i>    | Director de Arte/ Art Director |

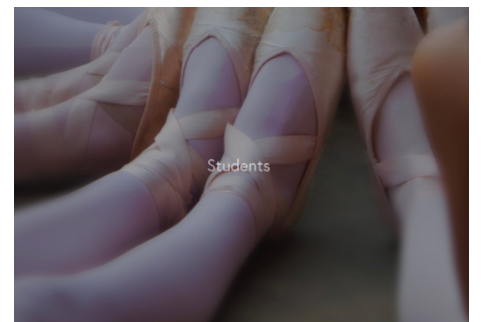
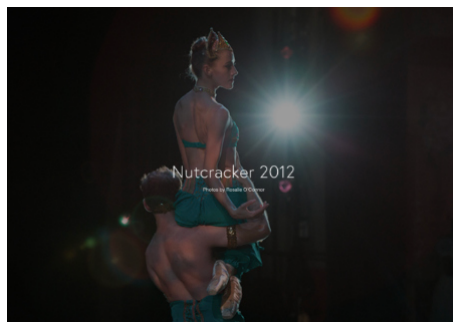


### Who We Are

Como pieza principal en el desarrollo de marca para la escuela y compañía de ballet Eglevsky en Long Island, el diseño de la página web crea una imagen contemporánea basada en una estética minimalista la cual emula los movimientos del ballet, centrando la atención en la danza.

*As the centerpiece of the brand development for the Eglevsky Ballet School and Company on Long Island, the website design creates a contemporary image based on a minimalist aesthetic that emulates the movements of ballet, focusing attention on the dance.*

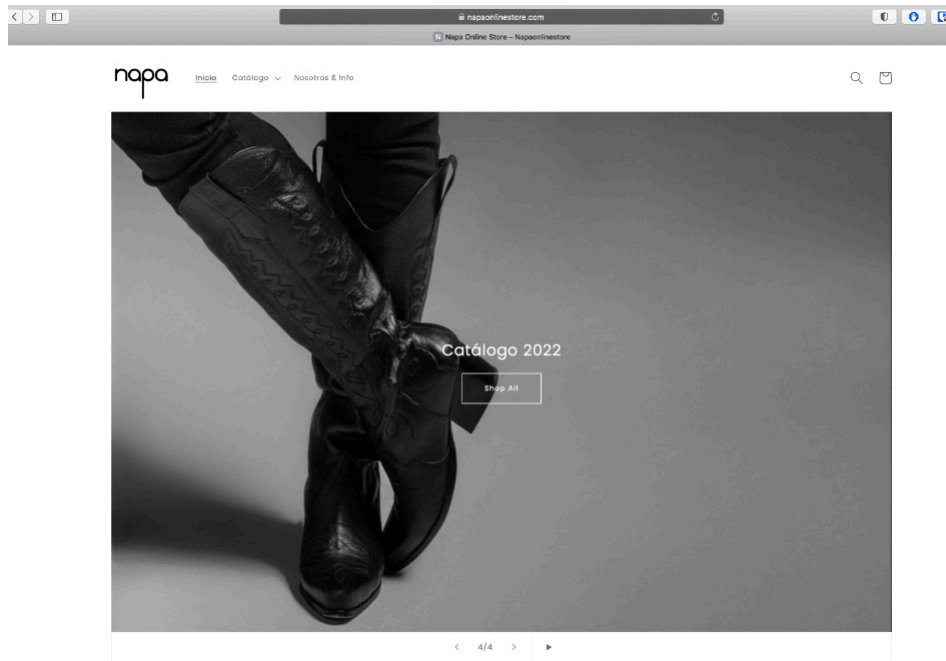
## Long Island, Logo, Web





# Napa

Producción *Produced in* Bogotá, Colombia  
Fecha *Date* 2022  
Cliente *Client* Napa  
Cargo *Position* Director de Arte/ Art Director



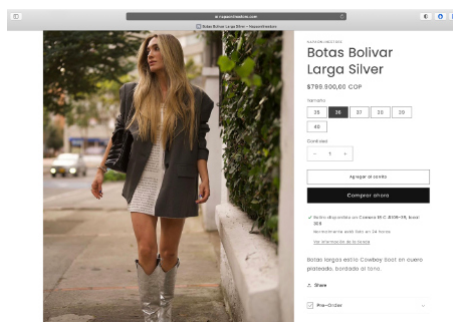
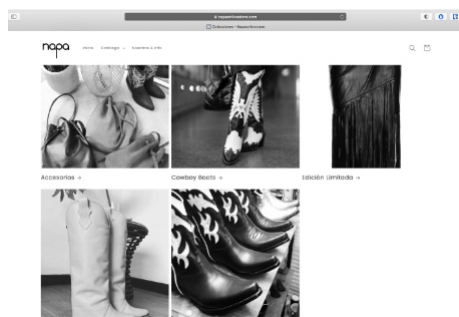
## Bogotá, Web

**N**apa es una marca vanguardista de calzado que se basa en la cultura latina como icono de moda y lo desarrolla en una *fashion statement* que une la moda rural con las tendencias urbanas de la mujer cosmopolita latinoamericana.

Dentro del plan de expansión de la marca se creó una web store la cual representa la imagen de la marca en un entorno innovador de la moda latina.

**N**apa is an avant-garde footwear brand that is based on Latin culture as a fashion icon and develops it into a *fashion statement* that unites rural fashion with the urban trends of the cosmopolitan Latin American woman.

As part of the brand's expansion plan, a web store was created to represent the brand's image in an innovative Latin fashion environment.



## Swiss National Day

|            |                    |                                |
|------------|--------------------|--------------------------------|
| Producción | <i>Produced in</i> | Madrid, España/Spain           |
| Fecha      | <i>Date</i>        | 2016                           |
| Cliente    | <i>Client</i>      | Swiss National Day             |
| Cargo      | <i>Position</i>    | Director de Arte/ Art Director |



## New York, Web

**E**l Día Nacional Suizo en Nueva York (SND NYC) es un acontecimiento anual que conmemora la fundación de la Confederación Helvética en 1291. Organizado por diversas organizaciones suizas de Nueva York, reúne a suizos, suizo-estadounidenses y amigos de en torno al 1 de agosto, Día Nacional de Suiza.

La bandera suiza y el horizonte de Nueva York son los elementos básicos de la Fiesta Nacional Suiza en NYC.

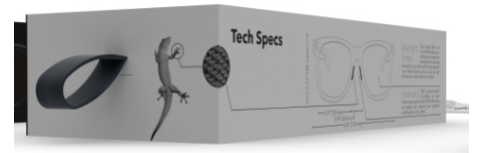
*Swiss National Day in New York (SND NYC) is an annual event commemorating the founding of the Swiss Confederation in 1291. Organized by various Swiss organizations in New York, it brings together Swiss, Swiss-Americans and friends of around August 1, Swiss National Day.*

*The Swiss flag and the New York skyline are the basic elements of the Swiss National Day in NYC.*



## Setex - Blue Light Glasses

|            |                    |                                |
|------------|--------------------|--------------------------------|
| Producción | <i>Produced in</i> | Bogotá, Colombia               |
| Fecha      | <i>Date</i>        | 2022                           |
| Cliente    | <i>Client</i>      | SETEX                          |
| Cargo      | <i>Position</i>    | Director de Arte/ Art Director |



## Pittsburgh, Packaging

Dentro de su incursión a productos de consumo (B2C), Setex desarrolla unas gafas de protección para rayos UV, las cuales usan la tecnología de bioadherencia en su arco.

El empaque del producto toma como referencia el potencial consumidor – gamers – y hace referencia a la gama de luz nociva que la tecnología del producto bloquea, referencias técnicas en un diseño sobrio y contemporáneo.

*As part of its involvement in consumer products (B2C), Setex is developing UV protection glasses, which use the bio-adherence technology in its arc.*

*The product's packaging takes as a reference the potential consumer - gamers - and refers to the range of harmful light that the product's technology blocks, technical references in a sober and contemporary design.*



## Neutralmat

|            |                    |                                |
|------------|--------------------|--------------------------------|
| Producción | <i>Produced in</i> | Bogotá, Colombia               |
| Fecha      | <i>Date</i>        | 2022                           |
| Cliente    | <i>Client</i>      | Workers First                  |
| Cargo      | <i>Position</i>    | Director de Arte/ Art Director |



## Pittsburgh, Packaging

**W**orkers First desarrolla materiales avanzados para su uso en equipos de protección individual (EPI) y vestimentas resistentes a los ácidos.

El empaque para su producto de lanzamiento Neutralmat, representa una identidad gráfica que hace uso de una imagen industrial destinada al trabajador, un empaque que sirve dentro de un esquema de negocios B2B y B2C

**W**orkers First develops advanced materials for use in personal protective equipment (PPE) and acid-resistant coatings.

*The packaging for its launch product, Neutralmat, represents a graphic identity that makes use of an industrial image intended for the worker, a packaging that serves within a B2B and B2C business scheme.*

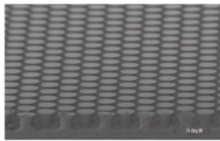


Producción *Produced in* Bogotá, Colombia  
 Fecha *Date* 2022  
 Cliente *Client* SETEX  
 Cargo *Position* Director de Arte/ Art Director

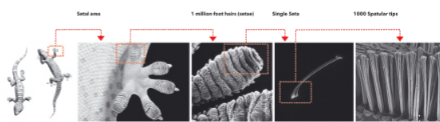


**GECKO ADHESIVE SYSTEM**

After over a decade of R&D, Setex has commercialized its patented gecko-inspired adhesives. Like the Setex on gecko's feet, Setex's material is made up of millions of microscopic structures that attach to and grip to surfaces securely through intermolecular forces.



Macro Meso Micro Nanostructures



**CUSTOMIZABLE ADHESIVES**

Setex Dry Adhesives are available in a wide range of strengths to suit many applications - three standard strengths and the ability to customize for specific needs.

|                                       | Basic Strength | 180° Peel Strength | 90° Peel Strength |
|---------------------------------------|----------------|--------------------|-------------------|
| High strength dry adhesive (micron)   | 20-40          | 1-2                | 0.1-0.5           |
| Medium strength dry adhesive (micron) | 20-30          | 0.5                | 0.2-0.104         |
| Low strength dry adhesive (micron)    | 10             | NA                 | NA                |

**SUSTAINABLE APPLICATIONS**

- Flexographic Printing
- Medical Grip
- Mounting
- Handling
- Automotive Seating



**GECKO-INSPIRED DRY ADHESIVES FOR SUSTAINABILITY**

**FLEXOGRAPHIC PRINTING**

Reusable Plate Attachment System. Ability to remove and reapply print plate. Reposition-able system.



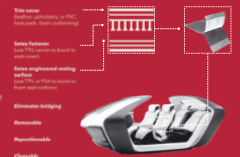
**MEDICAL GRIP**

Setex Grips can be used on surgical patient positioning equipment to improve patient retention, even in the presence of body fluids. Setex materials grip 256% better than similar unpatterned surfaces, so pressure sensitive adhesives are no longer needed to affix patients in place during procedures. This eliminates waste by reducing the need for PSAs and saves valuable operating room time as patient setup times are minimized.



**AUTOMOTIVE SEATING**

Dry adhesive closures developed to have strength corresponding to hook and loop systems with a 10-times thinner profile. Traditional permanently bonded automotive trim has a scrap rate of up to 40%. Setex tape can reduce that scrap rate to zero. Setex closures are easy to work with resulting in a reduction in repetitive workplace injuries from traditional seal manufacturing methods.



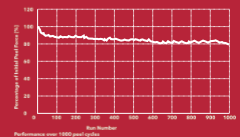
**CLEANABLE ADHESIVES**

Setex Dry adhesives can be refreshed after contamination through a simple cleaning process. Setex Dry Adhesive was contaminated with ISO Grade 12103-1 A2 Fine Test Dust. The decontamination protocol used to remove the dust particles was to wash it thoroughly with liquid dish soap and water, then drying it under a high-speed air blower.



**REUSABLE ADHESIVES**

Traditional adhesives are intended for a single use, which presents a problem for sustainability. Setex Dry Adhesives have been shown to be reusable for up to 350,000 cycles, while still maintaining high bonding strength. Reusable adhesive materials like Setex Dry Adhesives can offer a sustainable option for bonding in a wide variety of uses where temporary fastening or hanging is desired for consumer or industrial applications.



setextechnologies.com  
 info@setextechnologies.com  
 (412) 224-2136  
 Setex Technologies Inc.  
 91 43rd Street Suite 130  
 Pittsburgh, PA 15201

Setex es una compañía creada por un equipo de ingenieros la cual desarrolla soluciones bio-inspiradas de adherencia y agarre en seco.

Parte de la presentación de su portafolio de productos y las áreas aplicables es un díptico usado en formato A0 y reproducible en A4.

La estructura simple de la diagramación y la alusión a los colores corporativos, permite una fácil lectura y comprensión del contenido.

Setex is a company created by a team of engineers which develops bio-inspired dry grip and adhesion solutions.

Part of the presentation of their product portfolio and applicable areas is a diptych used in A0 format and reproducible on A4.

The simple structure of the diagram and the allusion to the corporate colors, allows an easy reading and understanding of the content.

**Pittsburgh, Poster**



# Promethium Brochure

Producción  
Fecha  
Cliente  
Cargo

*Produced in*  
*Date*  
*Client*  
*Position*

Bogotá, Colombia  
2022  
Promethium  
Director de Arte/ Art Director



A Breath of Fresh Air for your Students and Staff, your Budget and the Environment

There are many challenges involved in managing schools, but few, if any, are as important as providing a healthy environment to keep students productive and in attendance, and keeping operating costs down so you can spend more money where it counts - on education.

Promethium's PLANT System delivers higher quality air to your students and staff, while reducing your energy bill and your buildings' carbon footprint. It is a win-win-win comprehensive for schools.

- Protect and enhance student wellbeing and productivity
- Reduce energy costs (up to 20% per year)
- Reduce your building's carbon footprint

### A Sustainable Solution for Clean Air in Schools

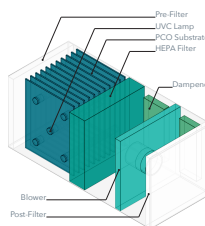
As a long-term solution for mitigating the risk of airborne viruses, and shielding students and staff from wildfire smoke, the PLANT system removes noxious gases and virus particles from indoor space which offers an alternative to the energy intensive method of introducing more outdoor air to clean your classrooms. The PLANT system can increase air exchanges rates by 3 to 5 times and its performance is unparalleled, proven to remove 99.99% of viruses to

include a SARS-CoV-2 surrogate. PLANT is the most effective and economic solution, easy to install, with virtually no physical or acoustic footprint.

- Easy to install
- Virtually silent, non-distracting
- Does not take up valuable floor space

### How it Works

The PLANT system utilizes three key technologies to purify up to 5,000 cfm in duct or push 2,000 cfm in room. As air flows into the system a pre-filter removes larger particulates and the purification step follows as air travels through a True HEPA filter and into the heart of the photocatalytic reactor. The reactor core is where fine particles and gaseous pollutants are removed, and clean air is sent indoors with no harmful byproducts. Outside air ventilation rates can be reduced by 50% to lower overall building energy use. Air will silently flow through the intake where it will be treated with a high-fidelity pre-filter, an award-winning photocatalytic solution, and a post filter. The purified air will leave the system and enter the occupied space.



Reduce energy costs by 20%



A Breath of Fresh Air for your Occupants, your Budget and the Environment

There are many challenges involved in managing commercial real estate, be it office space, schools, factories or warehouses. But few, if any, are as important as providing a healthy environment to keep your occupants healthy and keeping operating costs down so you can increase the value and/or productivity of your property.

Promethium's PLANT System delivers higher quality air to your building's occupants, while reducing your energy bill and your property's carbon footprint. It is a win-win-win comprehensive for building owners and operators.

- Protect and enhance occupants' wellbeing
- Reduce energy costs (up to 15% per year)
- Reduce your building's carbon footprint

### A Sustainable Solution for Clean Air in Commercial Real Estate

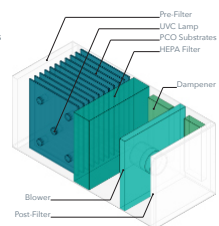
As a long-term solution for mitigating the risk of airborne viruses, volatile organic compounds (VOCs) and shielding your staff from wildfire smoke, the PLANT system removes noxious gases and virus particles from indoor space which offers an alternative to the energy intensive method of introducing more outdoor air to clean your real estate. The PLANT system's performance is unparalleled, proven to remove 99.99% of viruses to include a

SARS-CoV-2 surrogate. PLANT is the most effective and economic solution, easy to install, with virtually no physical or acoustic footprint.

- Easy to install
- Virtually silent, non-distracting
- Does not take up valuable floor space

### How it Works

The PLANT system utilizes three key technologies to purify up to 5,000 cfm in duct or push 1,600 cfm in room. As air flows into the system a pre-filter removes larger particulates and the purification step follows as air travels through a True HEPA filter and into the heart of the photocatalytic reactor. The reactor core is where fine particles and gaseous pollutants are removed, and clean air is sent indoors with no harmful byproducts. Outside air ventilation rates can be reduced by 50% to lower overall building energy use. Air will silently flow through the intake where it will be treated with a high-fidelity pre-filter, an award-winning photocatalytic solution, and a post filter. The purified air will leave the system and enter the occupied space.



Reduce energy costs by 20%

El equipo de Promethium está optimizando un proceso natural activado por la luz para diseñar y fabricar la próxima generación de sistemas de tratamiento del aire.

Una serie de Brochures enfocados a sectores específicos de la industria organizan el contenido técnico para su análisis por parte de los potenciales clientes. Una imagen clara representativa del sector y una gráfica técnica de la tecnología presentan el documento.

*Promethium's team is optimizing a natural light-activated process to design and manufacture the next generation of air treatment systems.*

*A series of Brochures focused on specific industry sectors organize the technical content for analysis by potential customers. A clear image representative of the industry and a technical graphic of the technology present the document.*

# Pittsburgh, Brochure

## Fundación Alejandro Ángel Escobar, Concurso Poster 60 años

|            |                    |  |
|------------|--------------------|--|
| Producción | <i>Produced in</i> | Madrid, España/Spain   |
| Fecha      | <i>Date</i>        | 2014   |
| Cliente    | <i>Client</i>      | Fundación Alejandro Ángel Escobar                                    |
| Cargo      | <i>Position</i>    | Director Creativo, Director de Arte/ Creative Director, Art Director |



## Bogotá, Poster

**L**a Fundación Alejandro Ángel Escobar, es una organización dedicada a la difusión de la investigación en ciencia, especialmente en proyectos con carácter solidarios en Colombia. Como parte de la celebración de los sesenta años de su fundación se realizó un concurso para la creación de un poster que representara sus valores.

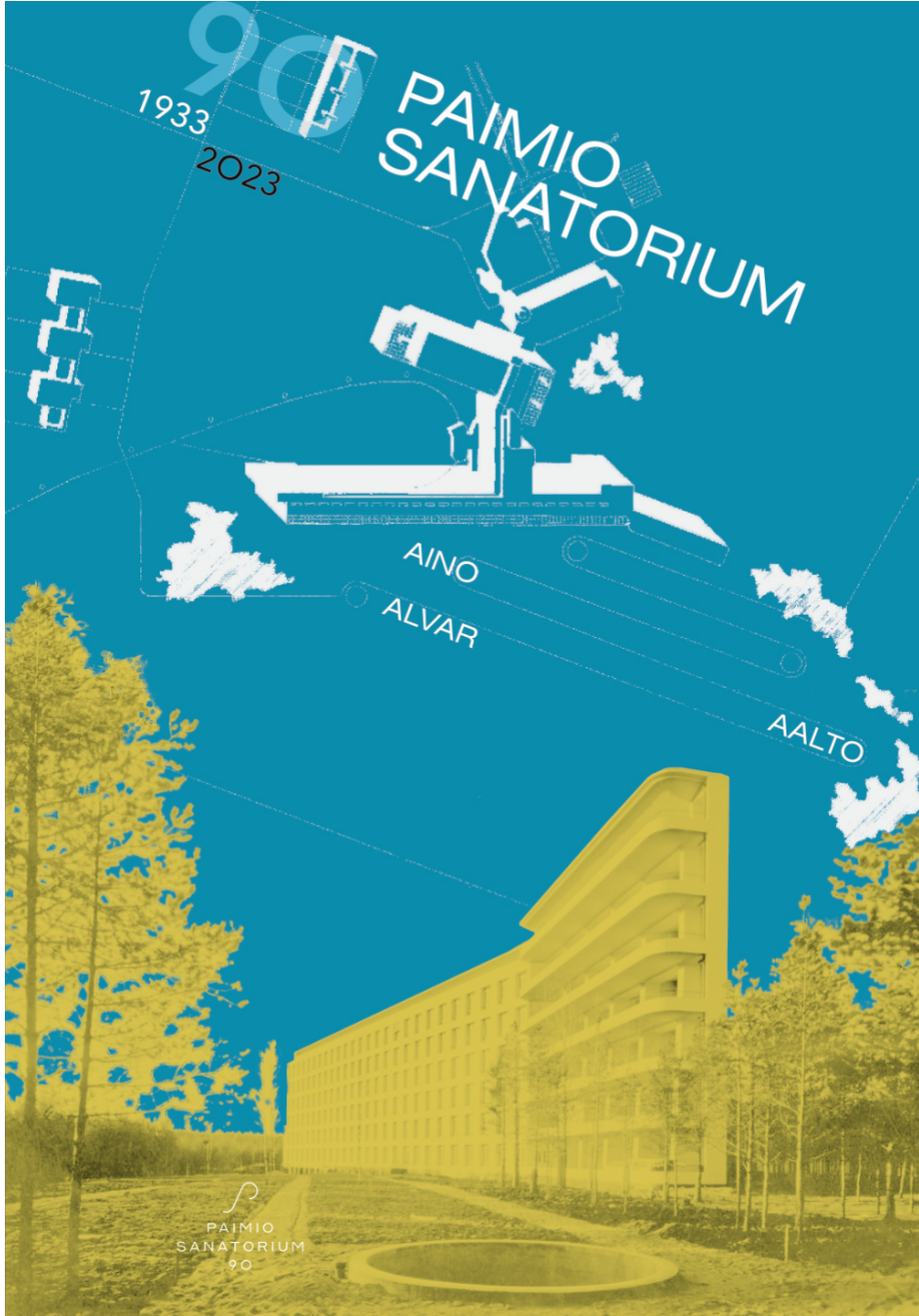
El proyecto gráfico utiliza la analogía al espectrograma con colores cálidos y fríos siendo la fundación el eje transversal .

*The Alejandro Angel Escobar Foundation is an organization dedicated to the dissemination of research in science, especially in solidarity projects in Colombia. As part of the celebration of the sixty years of its foundation, a contest was held for the creation of a poster representing its values.*

*The graphic project uses the analogy of the spectrogram with warm and cold colors with the foundation as the transversal axis.*

## Paimio Sanatorium, 90 Years Poster Contest

|            |                    |  |
|------------|--------------------|--|
| Producción | <i>Produced in</i> | Bogotá, Colombia   |
| Fecha      | <i>Date</i>        | 2023   |
| Cliente    | <i>Client</i>      | Paimio Sanatorium  |
| Cargo      | <i>Position</i>    | Director Creativo, Director de Arte/ Creative Director, Art Director |



## Helsinki, Poster

Parte de la celebración de los noventa años del diseño del Sanatorio Paimio, obra de Alvar y Aino Aalto, la fundación encargada de conservar y gestionar el patrimonio del edificio, creó un concurso para su conmemoración.

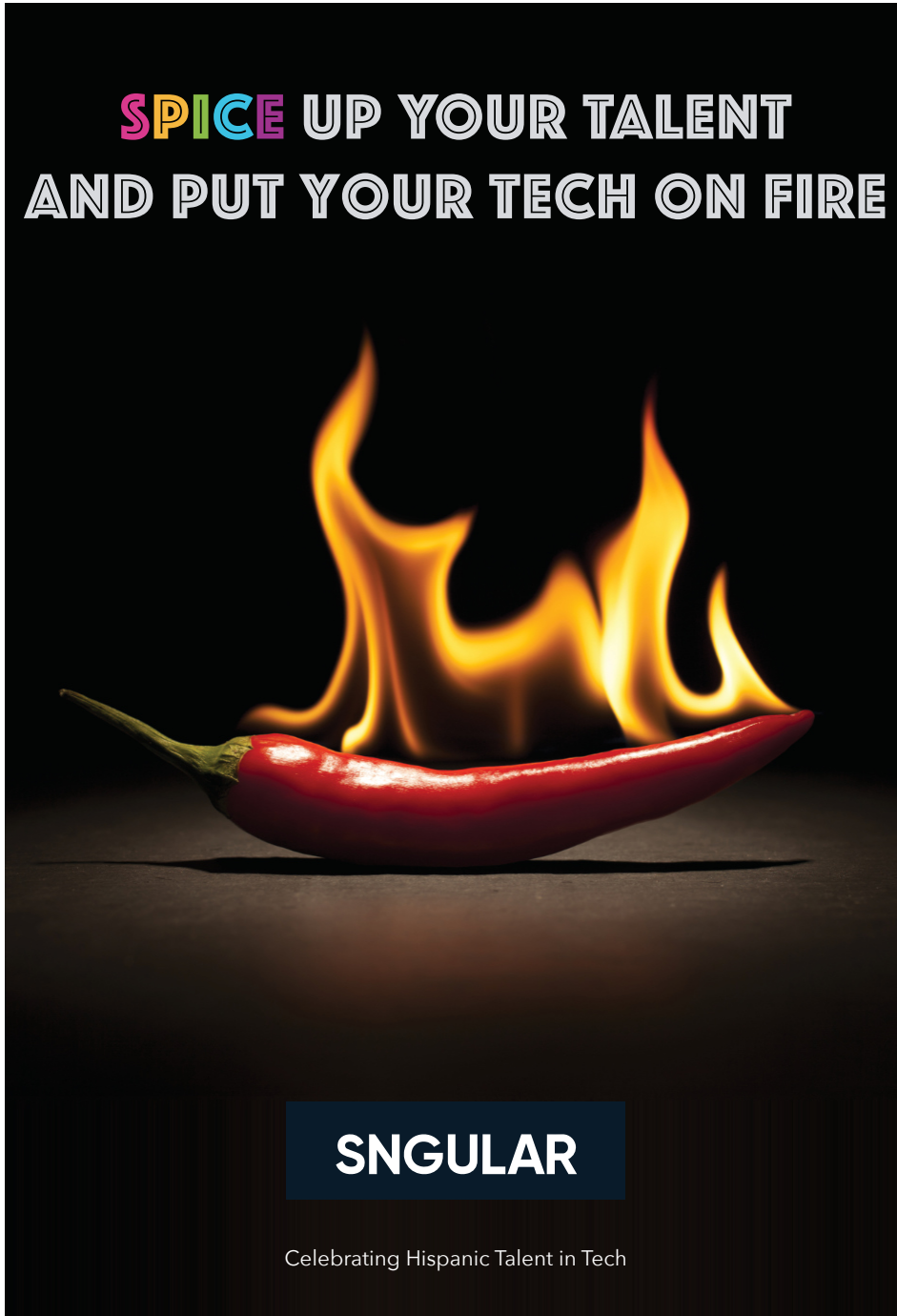
El poster propuesto exalta el proyecto arquitectónico y los elementos de su composición incluyendo los colores los cuales son distintivos del hito que represento para la arquitectura hospitalaria dicho edificio.

*As part of the celebration of the 90th anniversary of the design of the Paimio Sanatorium, by Alvar and Aino Aalto, the foundation in charge of preserving and managing the building's heritage, created a contest for its commemoration.*

*The proposed poster exalts the architectural project and the elements of its composition including the colors which are distinctive of the milestone that the building represented for the hospital architecture.*

## “Spice Up Your Talent”

|            |                    |                                |
|------------|--------------------|--------------------------------|
| Producción | <i>Produced in</i> | Bogotá, Colombia               |
| Fecha      | <i>Date</i>        | 2022                           |
| Cliente    | <i>Client</i>      | SNGULAR                        |
| Cargo      | <i>Position</i>    | Director de Arte/ Art Director |



## Pittsburgh, Poster

Singular desarrolla proyectos de tecnología e innovación a nivel global para empresas líderes en los sectores que impulsan la transformación y la innovación, como Banca, Farma, Energía, Retail, Salud, Industria, Telco y Entretenimiento.

Uniéndose a la celebración del día de la herencia hispánica, el evento Spice Up Your Talent, combina elementos gráficos reconocibles con la identidad latina y la diversidad de su aporte .

*Singular develops technology and innovation projects globally for leading companies in sectors that drive transformation and innovation, such as Banking, Pharma, Energy, Retail, Healthcare, Industry, Telco and Entertainment.*

*Joining the celebration of Hispanic Heritage Day, the Spice Up Your Talent event combines recognizable graphic elements with the Latino identity and the diversity of its contribution.*







Valentina Lepoutre – Ceramica  
Halieto

Producción  
Fecha  
Cliente  
Cargo

*Produced in*  
*Date*  
*Client*  
*Position*

Bogotá, Colombia / Lille, Francia/France  
2011 / 2019  
Valentina Lepoutre – Ceramica / Halieto  
Director Creativo, Director de Arte/ Creative Director, Art Director



## Bogotá, Lille, Logo

Valentina Lepoutre – Ceramica



Halieto

Valentina Lepoutre, marca de cerámica artesanal que diseña y produce obras exaltando el proceso de la producción. El logo con un trazo manual de las iniciales y tres puntos sintetiza el proceso racional de la artesanía.

*Valentina Lepoutre is a brand of handmade ceramics that designs and produces works exalting the production process. The logo with a manual stroke of the initials and three dots synthesizes the rational process of craftsmanship.*

Halieto, marca de artículos ópticos especializados para ornitólogos. La identidad de la marca se representa con la imagen de un halieto en vuelo en tonos ocre, similar al camuflaje del ornitólogo en sus observaciones.

*Halieto, a brand of specialized optical articles for ornithologists. The brand identity is represented by the image of a halieto in flight in ochre tones, similar to the camouflage of the ornithologist in his observations.*

**ARR**  
**Spa Adventure**

|            |                    |  |
|------------|--------------------|--|
| Producción | <i>Produced in</i> | Bogotá, Colombia / Madrid, España/Spain                              |
| Fecha      | <i>Date</i>        | 2014 / 2023  |
| Cliente    | <i>Client</i>      | ARR / Spa Adventure  |
| Cargo      | <i>Position</i>    | Director Creativo, Director de Arte/ Creative Director, Art Director |

**ARR**  
COBROS JURIDICOS

**Bogotá, Madrid,  
Logo**

ARR



SPA  
Adventure

ENJOY THE EXPERIENCE  
RELAX YOURSELF

**A**RR firma jurídica especializada en cobros buscaba un identidad sobria que comunicara agilidad en su gestión.

La composición con Bodoni en itálica y regular representan a la marca.

**A**RR, a legal firm specialized in collections, was looking for a sober identity that would communicate agility in its efforts.

The composition with Bodoni in italic and regular represent the brand.

**S**pa Adventure crea experiencias de wellness por medio de un circuito de técnicas de relajación. El eje entre la experiencia y la relajación son la base en el briefing para su logo.

**S**pa Adventure creates wellness experiences through a circuit of relaxation techniques. The axis between experience and relaxation is the basis of the briefing for your logo.

Spa Adventure

**Lemoine Flores  
Unjury**

|            |                    |  |
|------------|--------------------|--|
| Producción | <i>Produced in</i> | Bogotá, Colombia   |
| Fecha      | <i>Date</i>        | 2020 / 2021  |
| Cliente    | <i>Client</i>      | Lemoine Flores / Unjury  |
| Cargo      | <i>Position</i>    | Director Creativo, Director de Arte/ Creative Director, Art Director |

\*  
LEMOINE  
FLORES A DOMICILIO MADRID

**Bogotá, Madrid,  
Pittsburgh,  
Logo**

Lemoine Flores



Lemoine flores basa sus composiciones florales en el Ikebana, dando importancia al vacío y la mínima selección de tallos y flores. El logotipo representa esa composición y balance.

*Lemoine flowers bases its floral compositions on Ikebana, giving importance to emptiness and the minimum selection of stems and flowers. The logo represents this composition and balance.*

Unjury es una marca de suplementos alimenticios que ha innovado ofreciendo bebidas suaves.

*Unjury is a nutritional supplement brand that has innovated by offering soft drinks.*

La marca representa dos sectores de clientes: consumo y clínico, el eje es el buen sabor.

*The brand represents two customer sectors: consumer and clinical, the focus is on good taste.*

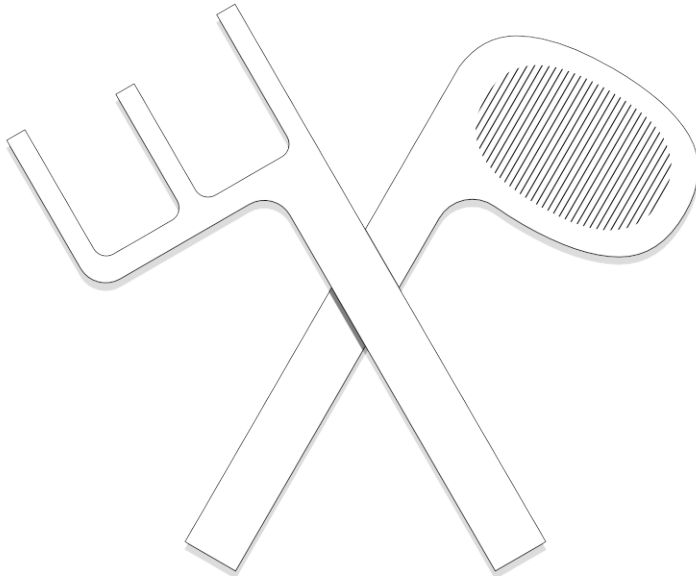
Unjury

## Dining App Time Out

Producción  
Fecha  
Cliente  
Cargo

*Produced in*  
*Date*  
*Client*  
*Position*

Bogotá, Colombia  
2020 / 2021  
Dining App / Time Out  
Director Creativo, Director de Arte/ Creative Director, Art Director



## Pittsburgh, Logo

### Dining App



### Time Out

**D**ining App, una aplicación de búsqueda de restaurantes económicos, con productos locales y servicio rápido.

Conceptualización de las dos acciones Eat-Out.

*Dining App, a search application for inexpensive restaurants, with local products and fast service.*

*Conceptualization of the two Eat-Out actions.*

**T**ime Out, es un restaurante de comida americana que tiene reconocimiento por su calidad y servicio. La tipografía es la base en la composición del logotipo, junto con el concepto de tiempo y cocción.

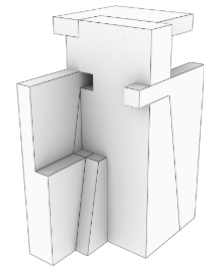
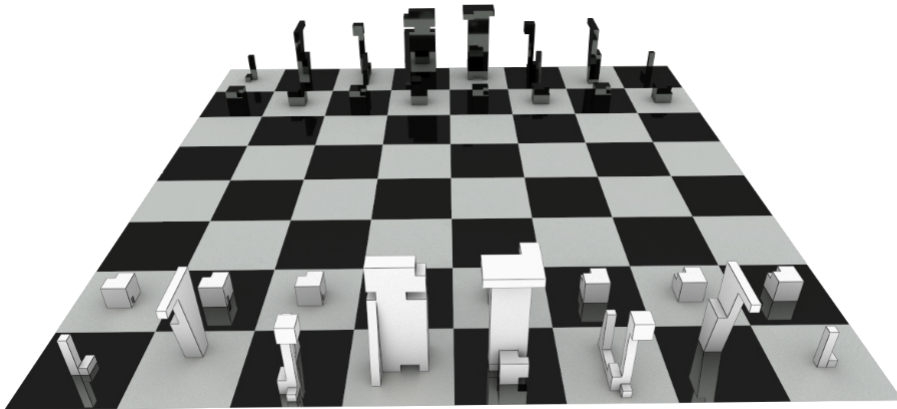
*Time Out is an American food restaurant that is recognized for its quality and service. The typography is the basis of the logo composition, along with the concept of time and cooking.*

## Chess Set

Producción  
Fecha  
Cliente  
Cargo

*Produced in*  
*Date*  
*Client*  
*Position*

Bogotá, Colombia  
2019  
Privado / private  
Director Creativo, Director de Arte/ Creative Director, Art Director



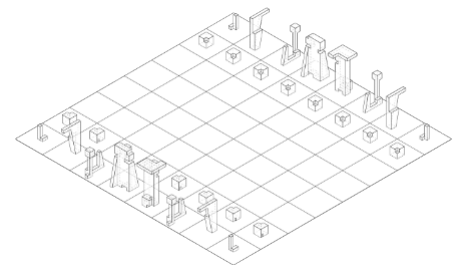
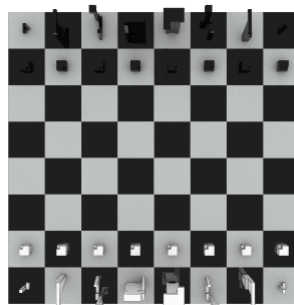
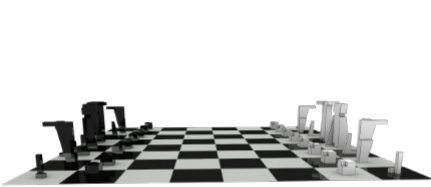
## Bogotá, Producto

**E**l Ajedrez es el juego de mesa más conocido en el mundo, es sinónimo de pensamiento estratégico, está al alcance de todos los niveles sociales y en sí es una representación del campo de batalla en un tablero de 8x8.

Este producto es la interpretación del tablero y sus piezas desde una mirada arquitectónica, una composición de piezas ortogonales que representan la jerarquía en el juego.

*Chess is the best known board game in the world, it is synonymous with strategic thinking, it is available to all social levels and it is a representation of the battlefield on an 8x8 board.*

*This product is the interpretation of the board and its pieces from an architectural point of view, a composition of orthogonal pieces that represent the hierarchy in the game.*





## Lámpara Esquina

Producción  
Fecha  
Cliente  
Cargo

*Produced in*  
*Date*  
*Client*  
*Position*

Madrid, España/Spain  
2015  
Privado / private  
Director Creativo, Director de Arte/ Creative Director, Art Director



## Madrid, Producto

**L**ámpara de pie realizada con base en tubo de acero y pantalla en chapa de acero pintada al horno.

Es una pieza diseñada para apoyarse en una esquina creando una luz indirecta la cual resalta el volumen del espacio en el que se ubica. La geometría de la lámpara se basa en una cinta continua con vértices rectos que rematan en dos planos que ocultan la bombilla.

**F**loor lamp made with a steel tube base and oven-painted sheet steel screen.

*It is a piece designed to rest on a corner creating an indirect light which highlights the volume of the space in which it is located. The geometry of the lamp is based on a continuous strip with straight vertices that end in two planes that hide the bulb.*



## Lámpara M

|            |                    |  |
|------------|--------------------|--|
| Producción | <i>Produced in</i> | Madrid, España/Spain   |
| Fecha      | <i>Date</i>        | 2015   |
| Cliente    | <i>Client</i>      | Privado / private  |
| Cargo      | <i>Position</i>    | Director Creativo, Director de Arte/ Creative Director, Art Director |



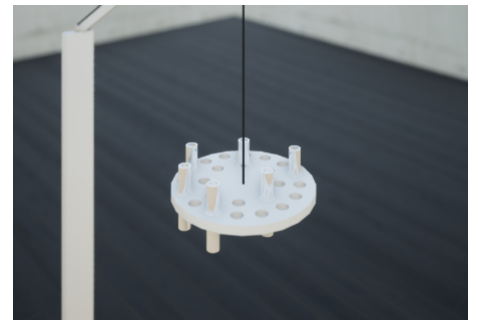
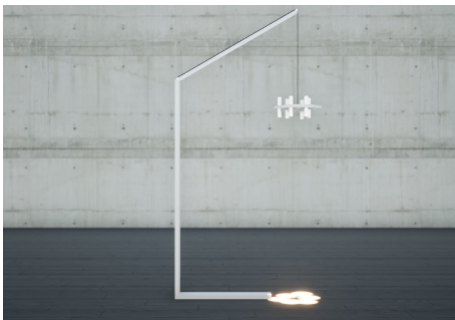
## Madrid, Producto

**L**ámpara de pie con base en acero y candelabro suspendido compuesto por tubos led dentro de cilindros y plato perforado.

El nombre M hace referencia a "Moon", luna el diseño se inspira en la tecnología espacial desarrollada por las primera misiones Apollo de la NASA.

*F*loor lamp with a steel base and a suspended chandelier made up of led tubes inside cylinders and a perforated plate.

*The name M refers to the moon, the design is inspired by space technology developed by NASA's first Apollo missions.*

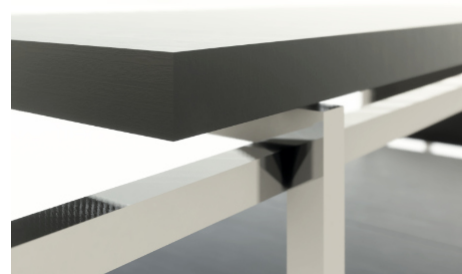


## Mesa aparador

Producción  
Fecha  
Cliente  
Cargo

*Produced in*  
*Date*  
*Client*  
*Position*

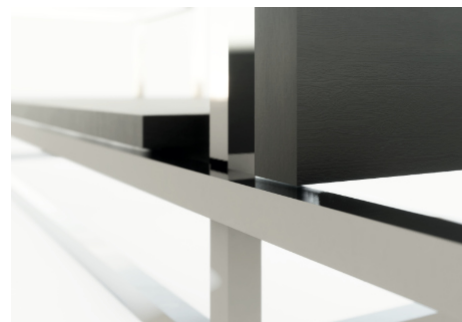
Madrid, España/Spain  
2014  
Privado / private  
Director Creativo, Director de Arte/ Creative Director, Art Director



## Madrid, Mobiliario

**M**esa aparador compuesta de dos piezas, un poliedro como base y una pieza que apoya sobre esta y el suelo en su parte inferior. La parte superior es un lamina de madera contrachapada en cedro teñido negro con forma de "L", apoya sobre el perfil superior e inferior. Complementa el conjunto dos tablas que apoyan sobre los perfiles inferiores.

El mueble permite extenderse al deslizar un volumen sobre el otro, puede ser utilizado como mesa de centro, mesa auxiliar, aparador o mueble de entretenimiento (tv, video reproductor, amplificador y video consola)



*Sideboard table composed of two pieces, a polyhedron as a base and a piece that rests on it and the floor in its lower part. The upper part is an "L" shaped black stained cedar plywood sheet, resting on the upper and lower profiles. The set is complemented by two tables that rest on the lower profiles.*

*The cabinet can be extended by sliding one volume over the other, it can be used as a coffee table, side table, sideboard or entertainment cabinet (tv, video player, amplifier and video console)*

## Mueble Tv - Librería

Producción  
Fecha  
Cliente  
Cargo

*Produced in*  
*Date*  
*Client*  
*Position*

Bogotá, Colombia  
2022  
Privado / private  
Director Creativo, Director de Arte/ Creative Director, Art Director



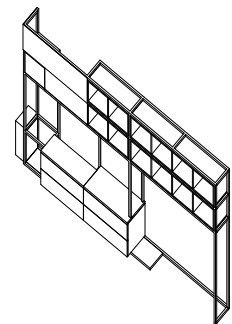
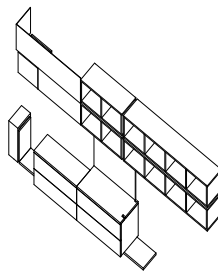
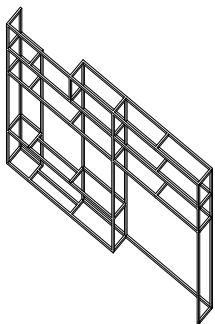
## Bogotá, Mobiliario

**M**ueble centro de entretenimiento (tv, reproductor de video, amplificador, torna mesa, altavoces, consola de video juegos), almacenaje y librería.

Se compone de un mueble bajo que almacena los dispositivos multimedia incluidos los altavoces sobre una base de madera; dos

muebles altos uno que almacena los altavoces superiores y videos, otro que es librería conformada por una retícula de 6x2 módulos.

Los tres muebles se soportan y se unen por medio de una estructura en acero pintado al horno en negro.



**E**ntertainment center furniture (tv, video player, amplifier, turntable, speakers, video game console), storage and bookcase.

*It consists of a low cabinet that stores the multimedia devices, including the speakers,*

*on a wooden base; two tall cabinets, one that stores the upper speakers and videos, another that is a bookcase made up of a 6x2 module grid.*

*The three cabinets are supported and joined by a black oven-painted steel structure.*



**“El buen diseño debe ser austero,  
racional, pragmático. Debe respetar  
su entorno, ser imperceptible,  
armonizar y tejer; construir y  
exaltar la belleza.”**

***“Good design must be austere,  
rational, pragmatic. It must respect  
the environment, be imperceptible,  
harmonize and weave; build and  
exalt beauty.”***

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