

## **Oscar Mariné** **National Award 2010**

A designer, illustrator, expert typographer and professional artist, Óscar Mariné is a communicator without boundaries. Mariné offers creative solutions to any professional challenge, bringing to bear his profound knowledge of typography, a radically new imagery and a genuine feeling for illustration all his own. Whether it is a logo, an Art magazine, the communication strategy for a Museum or a newspaper supplement, his work is guaranteed to fulfill the requirements of any project with both creativity and reliability.

Mariné has accomplished dozens of jobs of national and international import in a variety of domains, such as publishing, corporate image, cinema or music. In the commercial communication field, his work for brands like Camper, Swatch Loewe or Vega Sicilia are recognized milestones of design produced in Spain. These go hand in hand with internationally acclaimed projects, from the memorable American campaign for Absolut Vodka “Absolut Mariné”, featuring his own artwork, to the development of a brand image for Sir Norman Foster’s Architecture firm, Foster&Partners, brimming with the spirit of the London “Swinging Sixties.”

He curated for DDI the exhibition “Todo es Diseño” at the Círculo de Bellas Artes in Madrid, featuring the work of 58 graphic designers. In this context, he designed the exhibition space, the graphic image for the show and the catalogue.

For the “El Greco 1900” exhibition and with the splendid background of the paintings of the El Greco Museum in Toledo, Mariné developed a proposal integrating Museography, Architecture, graphics and a catalogue. The groundbreaking lighting of the paintings, together with an installation that allows a “promenade” through the painting “The Burial of the Count of Orgaz,” was acclaimed by critics as a bright, avant-garde interpretation that did away with rancid stereotypes. The Exhibition opened in Mexico DF in 2009 and was also at BOZAR in Brussels in 2010.

Using his broad experience in publishing and editorial projects, he undertook the artistic direction and design of C Photo International Magazine, published by Ivory Press, London, possibly the most prestigious publication in the world in the field of photographic Art. As far as journalism is concerned, the Spanish newspaper El País chose his study for the renewed design of its Literary supplement, Babelia, and the edition of the Sunday newspaper as well as the weekly magazine “El País Semanal”. In his work for this prestigious Spanish daily, Mariné developed a new format enhancing its readability and affording the reader a clearer view, one that eliminates all unnecessary graphics and opens the way for the enjoyment of journalism at its best. In the same vein, he headed the Project for the development and conceptualizing of a memorial-book retelling the history of Zara.

He has worked for artists such as Andrés Calamaro, Los Rodríguez, Brian Eno, Kevin Ayers, Siniestro Total (every amateur remembers fondly the iconic cover for their “¿Cuando se come aquí?” record) and the flamenco fusion experiment of Michel Camilo and Tomatito.

His cinema related work includes iconic posters such as the one for Pedro Almodovar’s “All about my Mother”, “El Día de la Bestia” by Alex de la Iglesia o “Tierra”, by Julio Medem. In this field, he developed the brand design image for Zinebi and his design for the 2000 poster of this festival gained him the Merit Award of the New York Art Director’s Club. He developed the new official image for the the San Sebastián Cinema Festival (and all of its sections), a refreshing work swimming in the glorious blue of the San Sebastián Bay. A different, contrasting image may be found in the austere set design for the Lorca inspired “El huso de la Memoria”, the latest show by the Flamenco artist Eva Yerbabuena.

Mariné's paintings have been shown in individual exhibitions in Tokyo, New York, Milano, Venice, Bologna, Madrid and Ibiza, as well as being featured in relevant collective exhibitions. His expressive brushwork and chromatic palette have made some of his images an essential component of many branding projects. This multidisciplinary creativity may be glimpsed from his very beginnings in the artistic direction of the celebrated magazine "Madrid me Mata", where the fusing of form and content made up a truly iconic product.

The works by Oscar Mariné are a treasure trove of holistic creativity. His joining together of content, context and technique allows him to surpass the traditional boundaries of graphic design to achieve the organic unity and conceptualizing of a product, turning him into an unescapable referent of contemporary communication.

## **One Man shows**

2018 - King for a Day, Galería Blanca Berlín, Madrid.

2017 - Big Bang, Museo de la Universidad de Navarra, Pamplona.

2017 - 12 of his Works were selected for the permanent collection of the Reina Sofía Museum.

2014 - Painted Words, Galería Caja Negra, Madrid.

2008 - Estampa 2008, Madrid.

2007 - Última Serie (serigraphy), Estampa 2007, Madrid.

2006 - Days of Glory, ABA Art Contemporani, Palma de Mallorca.

2005 - Mariné: Buenos Aires, Video and Photography, Museo de Bellas Artes de Bilbao.

2005 - Mariné: Buenos Aires, Video and Photography, PHotoEspaña 05, Casa de América, Madrid.

2003 - Mariné: No Money No Honey, Galería Magenta 52, Milán.

2002 - Mariné, Galería Almirante, Madrid.

## **Acknowledgments and Awards**

2018 - Laus de Honor, ADG-FAD Barcelona.

2010 - National Design Award.

2009 - Key Art Awards California, special mention in Theatrical Print - Festival Posters: San Sebastian Film Festival (Zabaltegi poster).

2002 - Communication Arts Certificate of Excellence: Farewell Casanova.

2001 - The Art Directors Club 80th Annual Award: Zinebi (42) Merit Award.

2000 - AIGA: American Institute of Graphic Arts Certificate of Excellence: All About My Mother.

2000 - AEPD: Asociación Española de Profesionales del Diseño.

1996 - Hispanic Creative Award: Summer Issue Cover.

1995 - Hispanic Creative Award for Excellence: Swatch, Huelva, DRO East West Warner Records.