

Curriculum Vitae

Maurício Trentin _2010

Name Maurício Penteado Trentin

Birth 5.18.1973 – Presidente Prudente/SP – Brasil

Nacionality Brazilian and Portuguese

Studio Address Alameda Campinas, 728, cj. 63
Jardim Paulista – São Paulo
01404-001
Studio phone (55 11) 3289.7524

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mauricio@mauriciotrentin.com

Academic Education

2008-2010 MA Graduate at Communication and Semiotics Center of Pontifícia Universidade Católica de São Paulo, PUC/SP, São Paulo, Brasil
Communication and relationship possibilities between works of art and their interpreters as a base for categorizing contemporary production. São Paulo. 2010. p. 154. Post-Graduate Program in Communications and Semiotics_Pontifícia Universidade Católica de São Paulo COS-PUC.SP _book 2: Maps for imaginary lands. Thoughts on relational aesthetics.

2007-2007 CEP Multimeios _Art College
Fundação Armando Álvares Penteado, FAAP, São Paulo, Brasil

1991-1994 BA Graduate Industrial Design/ Visual Communication and Design Specialization
Universidade Presbiteriana Mackenzie, MACKENZIE, São Paulo, Brasil

Areas of expertise

1. Art
2. Graphic Design | Visual Communication
3. Industrial Design
4. Writing, Fiction
5. Art Theory

Training and Continuing Education Programs

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|-----------|---|
| 2010-2010 | Procedência e Propriedade_35 days immersion studio workshop
Atelier Mundo Novo, Rio de Janeiro, RJ, Brasil |
| 1998-1998 | Photography: Jay Manis, instructor
School of Visual Arts, SVA NY, USA |
| 1998-1998 | Total Imersion Direction Workshop
New York Film Academy, NYFA, NY, USA |
| 1998-1998 | HTML, DHTML, code
Parsons The New School for Design, PNSD, NY, USA |
| 1998-1998 | Art Direction: Wayne Best, instructor
School of Visual Arts, SVA NY, USA |
| 1998-1998 | Design: Milton Glaser, instructor
School of Visual Arts, SVA NY, USA |
| 1998-1998 | T.Y.P.E.: Miriam Campiz, instructor
School of Visual Arts, SVA NY, USA |
| 1998-1998 | Typeface Design: Edward Benguiat, instructor
School of Visual Arts, SVA NY, USA |
| 1998-1998 | Motion Graphics Lab.
Parsons The New School for Design, PNSD, NY, USA |
| 2000-2000 | Advanced Photoshop , Flash and Dreaweaver
ENG dtp & multimídia, ENG SP, Brasil |
| 2006-2006 | Advanced Inventor 10
SKA Engenharia, SKA, Brasil |

IT Skills

Mac OS X_Advanced user

Adobe Photoshop CS6_Advanced user

Adobe Illustrator CS6_Advanced user

Adobe InDesign CS6_Advanced user

Cheetah 3D 5.8_Advanced user

Adobe Acrobat Professional_Advanced user

Apple iWeb_Advanced user

Apple iWork__Advanced user

Microsoft Office 2011_Advanced user

Toast_Experienced user

Fetch_ Experienced user

Adobe Flash_Experienced User

Autodesk Inventor_User

Other Fine Art related activities and programs

Visit

to Iran do Espirito Santo studio and discussion with artist, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo)

Visit

to Memória do Futuro, at Itaucultural, discussion with Marcos Cuzziol e Guilherme Kujawski, from Itaulab, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _08/29/2007

Visit

to Poesia Concreta: Verbivocovisual, with curator Leonora de Barros, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _09/11/2007

Visit

to Rochelle Costi studio and discussion with artist, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _09/20/2007

Visit

to Nazareth Pacheco studio and discussion with artist, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _10/31/2007

Visit

to Quando Vidas se Tornam Formas: Diálogo com o Futuro Brasil /Japão, and discussion with curator Yuko Hasegawa, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _03/09/2008

Visit

to Paulo Pasta studio and discussion with artist, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _03/25/2008

Presentation_PUC-SP

of seminar, Modernization, Modernism, Modern, at Communication and Semiotics Center, COS PUC.SP_04/15/2008

DemoKino-Virtual Biopolitical Agora _PUC-SP

NET ART research group activity, under orientation of digital artist Giselle Beiguelman at Communication and Semiotics Center, COS PUC.SP_04/20/2008

Visit

to Victoria Vesna Nanoarte and discussion with artist digital artist Giselle Beiguelman, at museu FAAP, SP_04/24/2008

Presentation_PUC-SP

of group seminar about OSSARIO intervention, at Communication and Semiotics Center, COS PUC.SP_05/27/2008

Visit

to Carmela Gross studio and discussion with artist, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _04/26/2008

Visit

to Chelpe Ferro collective show at Galeria Vermelho studio and discussion with artists, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _06/09/2008

Visit

to Liliana Porter show at Brito Cimino studio and discussion with artist, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _08/19/2008

Visit and presentation

to Marcel Duchamp: Uma Obra Que não É uma Obra de Arte at MAM SP and two hour presentation made by curator and critic Agnaldo Farias_ A IRONIA E PESSIMISMO NA ARTE MODERNA: DADAÍSMO E MARCEL DUCHAMP_, at a encounter promoted by the Núcleo Contemporâneo of MAM-SP (museum of modern art são paulo) _09/13/2008

Presentation_PUC-SP

of seminar about DESMATERIA, project research for my MAPS FOR IMAGINARY LANDS, relational aesthetics work, at Communication and Semiotics Center, COS PUC.SP_11/22/2008

Presentation_PUC-SP

of group seminar about ATO UNICO, Iran do Espírito Santo works, at Communication and Semiotics Center, COS PUC.SP_12/05/2008

Visit

to Metropolitan NY Francis Bacon: A Centenary Retrospective Special Exhibition Galleries, second floor _06/03/2008

Visit

to The New York Earth Room de Walter de Maria _06/09/2008

Visit

to The New York Earth Room de Walter de Maria _06/09/2008

Visit

to The Broken Kilometer de Walter de Maria _06/10/2008

Visit

to Gagosian Gallery NY_YAYOI KUSAMA Aftermath of Obliteration of Eternity _06/11/2008

Visit

to MoMa NY _Tangled Alphabets: León Ferrari and Mira Schendel The International Council of The Museum of Modern Art Exhibition Gallery, sixth floor _06/12/2008

Visit

to MoMa PS1_06/14/2008

Visit

to Inhotim Contemporary Art Center, Brumadinho, MG Brazil and discussion with production executive Janaina Mello _07/24/2008 and 07/25/2008

Visit

to Inhotim Contemporary Art Center, Brumadinho, MG Brazil _11/11/2010 until 11/14/2010

Visit

to to MoMa NY, Metropolitan Museum, Gagosian Gallery NY, Andrea Rosen Gallery_ NYC, USA _15/05/2011 until 25/05/2011

Visit

to to MoMa NY_ NYC, USA _27/10/2012

Personal Production

_Artwork

CREMATÓRIO DE SONHOS INSUPORTÁVEIS _2007

A FAZER _2008

TUDO _2008

EM BRANCO _2008

CARTOGRAFIA DE ACASOS _2009

AMÉM _2009

PAISAGENS DE ESTÚDIO _2009

REMOTE INDIVIDUALS _2009

AO PÓ _2009

MOTIVO _2009

LITRO _2009

ESCULTURAS AUTOMÁTICAS _2009

3125/1250 QUILATES _2009

FUTURE PROOF _2009

MAYBE WE'LL NEED MORE _2009

BAD TASTE _2009

REDENÇÃO _2009

ACÚMULO _2009

PORTFOLIO MAPAS PARA TERRAS IMAGINÁRIAS_2010

PORTFOLIO MONTANHAS PORTÁTEIS_ work in progress 2012

_Books

INVENTÁRIO DE PASSADOS M.D. Retour_Fiction, 212 pages_ 2009

COMMUNICATION AND RELATIONSHIP POSSIBILITIES BETWEEN WORKS OF ART AND THEIR INTERPRETERS AS A
BASE FOR CATEGORIZING CONTEMPORARY PRODUCTION _contemporary art theory, São Paulo, 154 pages_ 2010

MAPS FOR IMAGINARY LANDS. THOUGHTS ON RELATIONAL AESTHETICS_MAPAS PARA TERRAS
IMAGINÁRIAS_contemporary art portfolio_2010

DESERTOS VARRIDOS_ fiction, work in progress. _2011

_Software

APNEIA REGULAR | digital post script font

ANTRO NORMAL | digital post script font

BICHAM DRUNK | digital post script font

INCULTO SMALL CAPS | digital post script font

_Industrial design projects and objects

CURA LAMP _2005

BZZ LAMP _2005

FLY MAGAZINE STAND _2005

ÉBRIA/SOBRIA LAMPS _2005

GYOZA LAMP _2006

ÔCA LAMP _2006

NO CHAIR _2006

IDEM CHAIR _2007

RUMO LAMPS _2007

BROTO VASES _2007

ASH _2007

SHELL _2008

ReVOLVE _2009

SURFACE NECKLACES_2011

LUMINÁRIA ESTILINGUE _ work in progress

APARELHO DE CHÁ FURA_ work in progress

IPHONE COVER HOLE_ work in progress

45 SHELF SYSTEM_ work in progress

_Presentations, Workshops and Methods

ON COMMUNICATION AND DESIGN_

1.VISUAL LANGUAGE LAB _2002

conceptual communication creativity workshop

main subject: conceptual communication experience_24 hours total_2 months workshop

designed to industrial design, graphic design and art direction students

2.AESTHETIC PROCESSES/ARTISTIC PRODUCTS: COGNITIVE AND PROCESSUAL PATHS _2007

main subject: expression, creative products, processes and resources_2 hours presentation

designed to industrial design students

3.RELATIONAL METHOD _2008

main subject: conceptual creation method_15 hours total_5 days workshop

designed to professional writers, industrial designers, graphic designers and art directors

ON CONTEMPORARY ART_

4.UNMATTER _2009

main subject: discussion on visual contemporary art production_1 hour presentation

designed to art students

5.MAPS FOR IMAGINARY LANDS_ RELATIONAL CATEGORIZATION _2010

main subject: discussion on visual contemporary art production_3 hours presentation

designed to artists, curators, art students

Work Experience

1. Maurício Trentin | Art Direction Design

2005-Present Creative Director

Clients include CraftDesign, FreitasLeite Fagundes, Empire Financial Services, Novartis, Demeter Films, Vipal, Brunner, BIC

2. INTRO design – INTRO

2005-Present Industrial Designer

Projects include Idem, Cura, Gyoza, Rumo, Ôca, Flt, ReVolve, ASH, Shell

3. Publicis Brasil – PUBLICIS

2001-2005 Art Director

Clients include Avon, Bradesco, Nestlé, Embraer, Mackenzie, Mead Johnson, Brasil Telecom, Maggi, Ernst&Young, Klabin

4. Ultra Design – ULTRA

1999-2001 Associated Art Director

Clients include Sony Music, TriFil, Sumus, Mobilit

5. Newcomm Bates – NEWCOMM

1999-1999 Art Director

Clients include BCP, BCN, Ades

6. Carillo Pastore Euro RSCG – EURO

1998-1999 Art Director

Clients include Peugeot, Intel, Caras, Embratel

7. DM9 DDB – DM9

1998-1998 Art Director

Clients include Brahma, Itaú Seguros, Itaú

8. Lowe Loducca – LOWE

1995-1998 Art Director

Clients include The Coca Cola Company, Sprite, Ajinomoto, Daewoo Motors, Daihatsu Corporation, Citibank, Icatu

9. FCB Foote Cone & Belding Brasil – FCB BR

1994-1995 Graphic Designer

Clients include Cadbury (Schweppes), Colgate-Palmolive, Barilla, Faber-Castell

Languages

English	Understand, Read, Speak, Write
Portuguese	Native _ Understand, Read, Speak, Write
Spanish	Understand, Read