

# Chris Pacetti

I'm a Brooklyn-based art director and designer. My recent work includes a touch screen kiosk, interactive installations, a web site and an identity system. I'm interested in projects that combine art, media, space and technology. Some of my clients include Lincoln Center, The Nelson Mandela Foundation, Nike, ConEdison, Cisco, Showtime, The North Face and Nokia among others. As an Art Director for Arnell, I designed and developed motion graphics for Frank Gehry's BKLYN Arena and Atlantis Sentosa. While living in Amsterdam, I worked with Euro RSCG 4D and designed web campaigns for Volvo and BT. Other clients that I've worked with include Bank of America, Aiwa, LG, Citi, Reebok, Home Depot, Pepsi, M&M's and Daimler Chrysler. Between 1996 and 2001, my brother and I ran a design studio called P2 which was based in New York and San Francisco. P2 was featured in books, magazines and international film festivals. Some of P2's clients included MTV, VH1, Aveda and Sundance Channel. I've received several international awards for my work including an IDEA Award and Silver Cyber Lion. I develop solutions for print, multimedia and motion graphics and I'm available internationally.

**Contact me.**

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# Clients

PRINT

MULTIMEDIA

MOTION GRAPHICS

ConEdison	•	•
Lincoln Center	•	
The Nelson Mandela Foundation	•	•
The North Face		•
Cisco	•	•
Showtime		•
Fortunoff		•
NYC & Company		•
Nike	•	
The Museum of Science & Industry	•	
LG	•	•
Fontainebleau		•
Citi	•	
Gehry Partners	•	•
Home Depot		•
Pizza Hut	•	
Pepsi	•	•
G.O.A.T. (Mars/Muhammad Ali)	•	
Volvo Cars	•	
Reebok	•	•
RBK	•	•
Sony	•	•
Bank of America	•	
M&M's		•
Gateway	•	•
Daimler Chrysler	•	•
McDonald's	•	•
Lipton	•	•
USA Network	•	
Toyota	•	•
Ford Motor Company	•	•
Res Magazine	•	
Playboy	•	•
Sputnik7	•	•
Adobe	•	
Sundance Channel	•	
VH1	•	•
Nickelodeon	•	
Noggin	•	
MTV	•	•
MTV2	•	•
Viacom (Interactive Services)	•	•
Warner Music Group	•	
WEA Corporation	•	
Elektra Entertainment Group	•	•
Island Records	•	
Print Magazine	•	
PolyGram	•	•
Aveda	•	•
NBC	•	
Madison Square Garden	•	
Warner Bros. Publishing	•	

# Press

“instead of simply applying an effect, (Chris) moves several steps further and looks at content more carefully in order to achieve formal conclusions. (He) actually consider(s) what (he’s) saying in addition to how (he’s) saying it...(it’s) a successful evocation of contemporary design driven by a carefully considered blend of digital technology and an assortment of more traditional materials, methods and media. The typography is dynamic and elegant, and although sometimes densely layered, never loses sight of its function – to communicate effectively to, and visually stimulate, its intended audience...(Chris is) a fresh approach to contemporary design, undermining the style and surface treatments made popular by David Carson and Tomato...(he) builds upon the ideas at the root of concrete poetry and Fluxism, but in a contemporary context with time-based media”

**Type in Motion, Innovations in Digital Graphics** *Rizzoli International Publications*

Jeff Bellantoni and Matt Woolman

“(Chris is) tearing things apart and putting them back together in new and unusual ways”

**Adobe**

Joe Shepter

# Chris Pacetti

## EXPERIENCE

### 2007 - Current

*Partner*  
**Chris & Natasha**  
Brooklyn, New York

#### PARTIAL CLIENT LIST

**ConEdison**, Arnell  
motion graphic and touch screen kiosk  
**Lincoln Center**, Core Industries  
kiosk  
**Labs**, mcgarrybowen+dentsu  
branding  
**Samsung**, Domani Studios  
interactive installation and rich media banners  
**Hudson Jeans**, Domani Studios  
web site  
**Mandela Day**, Core Industries  
interactive installation  
**The North Face**, Arnell  
motion graphics  
**Cisco**  
application interface  
**Showtime**, Brainbox  
Tracey Ullman show titles  
**NYC & Company**  
nycgo.com animation  
**Fortunoff**, Irwin Slater  
TV spot  
**US Open**, Nike  
print environmental graphics  
**Science Chicago**, Domani Studios  
web site  
**LG**, Agency.com  
web campaign  
**Fontainebleau**, Arnell  
motion graphics  
**Volvo**, Euro RSCG 4D Amsterdam  
web campaign  
**Nokia**, eight inc.  
motion graphics for flagship stores  
**Citi**, Atmosphere BBDO NY  
experience concept/design for web  
**Mio** (latin web portal)  
motion graphics  
**Samsung**, Translation  
motion graphics

### 2001 - 2007

*Art Director*  
**Innovation Lab, Arnell** (Omnicom)  
New York, New York

#### PARTIAL CLIENT LIST

**Gehry Partners**  
motion graphics for architecture  
**Reebok**  
motion graphics and print advertising  
**Daimler Chrysler**  
showroom graphics and branding palette  
**Bank of America**  
environmental graphics for bank branches  
**Gateway**  
branding patterns  
**Bell South**  
motion graphics  
**Pepsi**  
packaging design, motion graphics, print ad campaign  
**Sony**  
series of animations  
**Aiwa**  
series of animations  
**McDonald's**  
print ad campaign and series of animations  
**3M**  
Post-It graphics

### 2005

*Art Director*  
**Euro RSCG 4D**  
Amsterdam, Netherlands

#### PARTIAL CLIENT

**Volvo**  
web site  
**British Telecom**  
web site

### 2001

*Senior Designer*, off-air creative  
**USA Network**  
New York, New York

### 2000

*Senior Designer*, digital media  
**frog design**  
San Francisco, California

#### PARTIAL CLIENT LIST

**Ford Motor Company**  
exhibition design and animations

### 1996 - 2001

*Partner*  
**P2**  
New York, New York  
San Francisco, CA

#### PARTIAL CLIENT LIST

**Microsoft**  
online ads  
**Toyota** (via Dentsu, Japan)  
video animatics, web site and print ad  
**Showtime Networks**  
broadcast design for new channel  
**Res Magazine**  
editorial design for feature article  
**Blue Tape**  
sputnik7.com print collateral  
**Playboy.com**  
Digital Culture, editorial photography  
**CDnow**  
Cosmic Music Network print collateral  
**Viacom**  
Sundance Channel Frontier Filmmaking web site  
VH1 Online Billy Joel feature  
Nickelodeon Nickvision convergence application  
Noggin  
MTV Campus Invasion web site, kiosk and collateral  
MTV Gear Guide web site  
MTV Live Music Network prototype  
M2 convergence prototype  
M2 on-air promotion  
MTV Networks on-air promotions  
VH1.COM web site and identity  
Viacom Interactive Services identity  
Sundance Channel on-line editorial  
**Warner Music Group**  
Elektra Records digital sales presentations  
1998 Gavin Awards digital presentation  
**PolyGram**  
PolyGram corporate web site  
**Print Magazine**  
printmag.com web site  
**Sony Music**  
Relativity Records web site  
**Aveda**  
Aveda Personal Blends product launch presentation

### 1995 - 1996

*Senior Designer*  
**Avalanche Systems Inc**  
New York, New York

#### PARTIAL CLIENT LIST

**VF Corporation**, clothing and apparel companies  
Threads web site  
**Calvin Klein Inc.**  
Calvin Klein and cK one web site prototype  
**MTV Networks**  
MTV sales presentation and CD rom  
MTV International sales presentation and CD rom  
**Elektra Entertainment Group**  
Elektra Records web site redesign development  
elektra.com logo and print promotion  
WEA promotional video  
Elektra Roadshow presentation  
**National Broadcasting Corporation**  
original NBC web site development  
**Madison Square Garden**  
MSG ad sales presentation  
**Hearst New Media**  
Medialand web site development  
Snaps web site development

### 1994 - 1995

*Designer*  
**P2 Design**  
Miami, Florida

#### PARTIAL CLIENT LIST

**Warner Brothers Publications** publication design  
**Grand Bay Resorts & Residences** print collateral  
**Max's South Beach** restaurant menu  
**Maxaluna** restaurant menu  
**Prezzo** restaurant menu  
**Max's Coffeeshop** identity and menu design

## AWARDS

### 2008

Art Director's Club, Volvo C70 Feel  
Merit, Interactive

### 2007

*Autovision Awards*, Volvo C70 Feel  
Gold OttoCar, large/luxury/sports passenger car

### 2007

*BusinessWeek/IDSA IDEA Awards*, Aquabrids™  
Silver, Design Concepts

### 2006

*Spin Awards*, Volvo C70 Feel  
Gold, Best website concept

### 2006

*New York Festivals*, Volvo C70 Feel  
Gold World Medal, Automobiles

### 2006

Bronze World Medal, Overall Design

### 2006

*Silver Cyber Lion*, Volvo C70 Feel  
Cannes International Advertising Festival

### 2006

*Adobe Site of the Day* (April 11), Volvo C70 Feel

### 2003

*US Ad Review*  
Reebok ad in best American print ad collection

### 1999-2001

*Best of Breed* by DigitalThread  
representing the best studios working online

### 1998

*Must-C Winner* for the design of Printmag.com  
*High Five Award* for Excellence In Site Design,  
Relativity Records web site

### 1997

*Internet Professionals Publishers Association*  
considered among the best and most capable  
commercial designers in the world today

### 1996

The Best of Europe..EUROPE ONLINE, PolyGram.com

### 1996

*Speared Peanut Award* – innovation in site design  
for p2 Variations

### 1996

<http://www.p2output.com/output/96v>

## PUBLICATIONS

### 2001

*Fresh Styles for Web Designers:*  
*Eye Candy from the Underground* by Curt Cloninger  
New Riders Publishing

### 2000

*Sonic Graphics/Seeing Sound* by Matt Woolman  
Rizzoli International Publications

### 2000

*P2 Uses and Abuses NY*  
NewMedia Magazine

### 1999

*P2: Tearing Apart New York City*  
*and Putting it Back Together Again*  
Adobe Spotlights

### 1999

*Web Art: A Collection of Award Winning Website*  
*Designers*, Madison Square Press

### 1998

*Type in Motion: Innovations in Digital Graphics*  
Rizzoli International Publications

### 1998

*Cool Sites*  
Duncan Baird Publishers

### 1998

*Elements of Web Design*  
Peachpit Press

### 1998

*Web Design Wow Book: Showcasing the Best*  
*of On-Screen Communication*, Peachpit Press

### 1998

*Cutting Edge Web Design, The Next Generation*  
Rockport Publishers

### JANUARY / FEBRUARY 1998

*New Visual Artists '98*  
*20 Under 30: Promise Fulfilled*, Print's choice  
of 20 young designers who have begun to  
make their mark

### Print Magazine

### FEBRUARY 1998

*Beyond Brochureware*  
p2output.com redefines the promo homepage

### Silicon Alley Reporter

## EXHIBITIONS

### 2002

*Subterfuge*  
slide installation

### Miami, Florida

### 2000

*MyCity* – New York City  
[www.mycity.com.br/mycitysites/new\\_york2](http://www.mycity.com.br/mycitysites/new_york2)

Banco do Brasil Cultural Center:  
Rio de Janeiro, Brazil

### Barcelona, Spain

Festa di Internet, International Internet  
Exhibition: Firenze, Italy

### 1997 - 2000

### 270 Degree Confessional

The Big M touring video exhibition, Isis Arts: UK  
Film & Video Umbrella, Heavy Rotation: UK

### 45th Sydney Film Festival / D.Art: Sydney, Australia

### refest: Rotterdam, Netherlands

### Institute of Contemporary Arts –

### onedotzero / refest: London, England

### 1995

### 10.93.6.95.1995e

<http://www.chrispacetti.com/sketchbook>

### New York, New York

### 1994

### Found Print on 23rd Street

23rd street between 6th avenue and 7th avenue  
Collaboration with M. Otero and M. Pacetti

### New York, New York

### 1993

### Mouthpiece

Lunatic Theatre

### Miami Beach, Florida

### 1991

### Painting

School of Visual Arts

### New York, New York

### 1990

### Showcase

One Brickell

### Miami, Florida

## EDUCATION

### 1990 - 1994

### BFA with honors

Graphic Design

School of Visual Arts

### New York, New York

## SKILLS / INTERESTS

### ADOBE CS

Photoshop, After Effects, Illustrator

### InDesign, Flash, Dreamweaver

### film, video, photography, painting, drawing,

### printmaking, bookbinding, music, kiteboarding

*references available upon request*