

Chris Pacetti

I am a Brooklyn-based art director and designer. I am interested in projects that combine art, media, space and technology. As an Art Director for the Arnell Group, I designed and developed motion graphics for Frank Gehry's BKLYN Arena and Atlantis Sentosa. During my stay in Amsterdam, I worked with Euro RSCG 4D and designed web campaigns for Volvo. Other clients that I have worked with include Nike, 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 have received several international awards for my work including an IDEA Award and Silver Cyber Lion. I develop solutions for print, multimedia and motion graphics.

Contact me.

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Clients

PRINT

MULTIMEDIA

MOTION GRAPHICS

Nike	•		
Hudson Terrace		•	
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	•	•	•
Showtime Networks			•
Ford Motor Company			•
Res Magazine	•		
Playboy			
Sputnik7	•		
Adobe		•	
MyCity (mycity.com.br)		•	
Cosmic Music Network (CDnow)	•		
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		•	
UPN (United Paramount Network)		•	
Hearst New Media		•	
VF Corporation		•	
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...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”

“a fresh approach to contemporary design, undermining the style and surface treatments made popular by David Carson and Tomato”

“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

“a portfolio for which most design firms would sell their mothers...thinking way out of the box...
proves that you can be playful and still come across as mature”

Fresh Styles for Web Designers

Curt Cloninger

“reflects the super-stimulus of New York street life, but also manages to uncover its hidden poetry”

NewMedia Magazine

Russ Spencer

“tearing things apart and putting them back together in new and unusual ways”

Adobe Online

Joe Shepter

Chris Pacetti

EXPERIENCE

2007 - Current

Partner
Chris & Natasha
Brooklyn, New York

PARTIAL CLIENT LIST

US Open, Nike
print environmental graphics
Science Chicago, Domani Stuidos
web site
LG, Agency.com
web campaign
Fontainebleau, Arnell Group
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 Group (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
CNow
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
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
The Best of Europe..EUROPE ONLINE, PolyGram.com
1996
Speared Peanut Award – innovation in site design
for p2 Variations
<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/
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/10.93.6.95.1995e>
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

Photoshop, After Effects, Illustrator
InDesign, Flash, Dreamweaver

film, video, photography, painting, drawing,
printmaking, bookbinding, music

references available upon request