



Branding & Communications & Culture & Museums

Skills

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Luis Marcelo Mendes is a journalist and consultant to cultural organizations, currently living between Rio de Janeiro, Brazil. His work focuses on communications projects; design and branding management; digital media; publishing and exhibitions. After almost 20 years working with public and corporate clients he now specializes in the museum sector (branding, audience development and new technologies). He has been engaged with several projects as a curator, lecturer and publisher of books and essays.

Mendes' background as an entrepreneur and his multi-disciplinary activities let to a profound knowledge of the cultural sector and a comprehensive understanding of creatives projects: the strengths and needs of cultural organizations managers, designers, developers, service providers.

His professional trajectory is based on enthusiasm, client management skills, ability to design communications strategies and solutions.

Recent professional activities

- Year-long in-house consulting project for the Museum of Contemporary Art ([MAC Panamá](#)) with support from the Fundación Heurtematte. Improved audience development, branding, and communications strategies, building trust with local communities that led to a 106% increase in general audience attendance (2017).
- Rebranding project for [Ibermuseos](#) (2017).
- **Nothing but the truth.** Traveling branding workshop ([Medellín](#), [Lisbon](#), Rio de Janeiro, [Panamá](#) and [Buenos Aires](#)).
- [Museum Week](#) Latin America Coordination (2017).
- Curator of the "Taller de innovación y tecnología interactiva en espacios culturales" (Biomuseo, 2017)
- Special advisor and juror of the [Panamá 500 Años](#) brand contest (2016).
- Keynote speaker at [Noite Européia dos Investigadores](#) (Lisbon, 2017) and [ICOM MPR Annual Conference](#) (Taichung, Taiwan, 2014).²



Experience



- Lectures at museum conferences such as [Museums and the Web](#) ([Portland](#), 2013); [Museum Next](#) ([Amsterdam](#), 2013); [Museum Computer Network](#) ([Montreal](#), 2013; [Dallas](#), 2014, and [New Orleans](#), 2016); [Seminário Transmuseu](#) (São Paulo, 2014); Rodadas do Conhecimento (Ibram, Brasília, 2014); [Museums for a Sustainable Society](#) (Rio de Janeiro, 2015); [Festival SESI Cultura Digital](#) (MAR, Rio de Janeiro, 2015); [Seminário Fomento Presente](#) (Museu do Amanhã, Rio de Janeiro, 2016), and [8º Encontro Paulista de Museus](#) (São Paulo, 2016).^{.[?]}
- Lectures on project management: [Casa Galván/UAM](#) (Mexico City, 2016); [SuperLab Sessions](#) (Rio de Janeiro, 2015).
- Session [moderator](#) of conferences promoted by the British Council (Rio de Janeiro, [2015](#) and [2016](#)) and Fundación TyPA (Buenos Aires, [2015](#)).^{.[?]}
- Vice Chair of MCN's Media Production and Branding Special Interest Group ([SIG](#)) (2015 / 2016).^{.[?]}
- Member of the proposal review committee for Museums and the Web Conference (2015 / 2017).^{.[?]}
- Juror of the [Media and Technology MUSE Awards](#) (2015 / 2017).^{.[?]}
- [Producer and presenter](#) of [Museums Showoff:Rio](#) - a local chapter of the [British](#) open mic event featuring curators, conservators, librarians, collectors and students (Rio de Janeiro, 2014, 2015 and 2016).^{.[?]}
- Curator of the exhibition [André Stolarski: Fale mais sobre isso](#) (Rio de Janeiro, 2014)
- Curator and organizer of the [Museums and Creative Cities: Innovation, Connection and Culture](#) conference (Rio de Janeiro, 2012).
- Guest Teacher/master classes on the courses Laboratorio TyPA de Gestión en Museos (Buenos Aires, 2016/2017); [Gestão e Produção Cultural](#) (FGV, 2015); [MBA em Gestão de Museus](#) (UCAM/ABCG, 2016) and [Cidades Criativas: Empreendedorismo e Inovação](#) (PUC - RJ, 2015).^{.[?]}

Cultivia / Consultant

2011 - PRESENT, RIO DE JANEIRO/PANAMÁ

Branding, communications and social media projects for the public and private sectors. Clients include Ibermuseos, [MAC Panamá](#), [Biomuseo](#); [The Rio de Janeiro State Culture Secretariat](#); [MAM Rio de Janeiro](#); [British Council](#); [Alliance Française](#) and the online gallery [State of Wonder](#) (USA).

- Consultant for ICOM - International Council of Museums [rebranding project](#) (2015).
- Developed the original concept, media production and communication management for the exhibition [From the Margin to the Edge: Brazilian Art and Design in the 21st Century](#) with 33 Brazilian artists and designers at Somerset House during the London Olympics. Coordinated the content production of audio guides, digital media and social media (London, 2012).



[Fundação Roberto Marinho](#) / Museum Communications

Consultant

2013 - 2016, RIO DE JANEIRO

As an In-house communications consultant, created and coordinated long-term strategies for projects developed by Roberto Marinho Foundation, a leading education, and heritage non-profit organization.

Proposed, planned, and implemented **Museu do Amanhã** [[Museum of Tomorrow](#)] digital strategy including an in-gallery digital assistant and a content management system integrating website, app and digital signage. Also made concept and direction of promotional video content.

Leading the branding development and communications activities of the **Museu da Imagem e do Som** [[Museum of Image and Sound](#)], also in Rio de Janeiro, including an online brandbook, promotional design, website, video production and social media management.

Branding and communications consultancy to [Paraty Cultural](#) (Paraty) and [Paço do Frevo](#) (Recife).

[Museu da Moda](#) / Executive Manager

2011 - 2012, RIO DE JANEIRO

Planning and executive management of the Rio de Janeiro's Fashion Museum - currently under development.

- Responsible for planning the museum's institutional program.
- Executive oversight of the restoration of the house of the Casa da Marquesa de Santos, where the museum will be located.
- Brand and communications management.

[Tecnopop](#) / Founder - Senior Partner

2000 - 2011, RIO DE JANEIRO

Founder of one of the [leading design and branding studios](#) in Rio de Janeiro focusing on the major cultural institutions in Brazil including the federal government, museums, cultural centers, artists, and musicians.

- Leading role in management, planning, business and agile project management handling multiple projects with contractors and full-time staff.
- A significant increase in market share and revenue in the 3 initial years. From 5 partners to 20+ employees.
- Creative manager of some [relevant projects](#) such as the portal of the [State Secretariat of Culture of Rio de Janeiro](#); the [Brasil Rural Contemporâneo](#) national fair; [Senac Rio](#) rebranding and [Free Zone](#) multimedia art tour in four cities with a 100+ team of artists, musicians, and performers.
- Tecnopop was recognized as one of the most respected companies in its sector, winning awards such as the [Communication Arts Award of Excellence](#) at the 48th Annual Design Exhibition, Official Honoree at the [2008 Webby Awards](#), and elected twice as Design Company of the Year by [Prêmio Colunistas](#) in 2007 and 2009. Tecnopop was also selected for New York Art Directors Club Exhibition (2007) and the [Latin America Graphic Design Catalogue](#) (Taschen).

Tecnopop

Zot Multimidia / Founder - Senior Partner

1995 - 1999, RIO DE JANEIRO

Founder of a pioneer experimental multimedia studio in Rio de Janeiro focusing on the cultural sector.

- Created projects for Brazilian contemporary artists: [Antonio Dias](#), Chelpe Ferro, [Jole de Freitas](#), Waltercio Caldas, José Resende and Raul Mourão – including websites, CD-ROMs and versatile multimedia projects customized for floppy disks.
- Pioneered multimedia kiosks productions for cultural institutions in Brazil such as [Paço Imperial](#) and Academia Brasileira de Letras.

Franco, Celano & Baroncelli / Editor

1992 - 1995, RIO DE JANEIRO

Produced and edited corporate publications, including Annual Reports, internal magazines, video production and promotional materials to clients such as British American Tobacco, Vale do Rio Doce and Fininvest.

[By the Book](#) / Founder - Senior Partner

1990 - 1992, RIO DE JANEIRO

[Created and managed](#) a bookstore with partner [Daniel Chomsky](#), while remaining as a regular collaborator of the Tribuna da Imprensa and the Jornal do Brasil weekly literary supplement.

- The business set a new model for second hand bookstores in Rio: a clean, cool and enjoyable place with selected titles, differentiated service, bar and intensive cultural activities.
- By the Book was elected twice as a "cool bookshop" by the Jornal do Brasil weekly cultural magazine and inspired several other bookstores of its kind in Rio.

Several publications / Freelance Reporter

1986 - 1989, LISBON / RIO DE JANEIRO

Wrote predominantly for local and regional print publications with articles on [culture and the arts](#). Participated on the [early stages](#) of the innovative portuguese newspaper [O Independente](#) invited by [Miguel Esteves Cardoso](#).

Museu da Imagem e do Som / Internship

1985 - 1986, RIO DE JANEIRO

Supported the cataloging of the National Radio archive, the video [collection, audience services and event productions](#) such as **Quintana dos 8 aos 80**, **Rádios Livres** and **10 anos de Punk**.

Education

Faculdades Helio Alonso / BA in Journalism

1992 - 1994, RIO DE JANEIRO

[Graduation.](#)

Universidade Nova de Lisboa / Journalism

1987 - 1990, LISBON

[See JPG.](#)

Several courses / Journalism / Marketing / Management

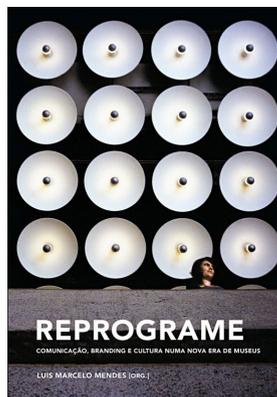
1993 - 2016

[See PDF.](#)

Publications

Author and organizer of books such as [O Fator VDM](#) (on creative projects management). Published in [Portuguese](#) translated to [Spanish](#) as El Factor VVM and the [Reprogram](#) series – a collection of essays, articles, lectures, and transcripts featuring emerging discussions on Museum Studies [[free download](#)].

He also has contributed essays to [CODE | WORDS Technology and Theory in the Museum](#), [Museum Branding: Redefining Museums for the 21st Century](#), [Logotipo versus Logomarca: A luta do século](#) and [André Stolarski: Fale mais sobre isso](#).



Awards

His work was awarded in international design and multimedia festivals such as **Bienal de Design da ADG** (São Paulo, Brasil); Festival [VIDEOBRASIL](#) (Internacional Electronic Arts Festival, São Paulo, Brasil); **Bienal do Mercosul** (Porto Alegre, Brasil); **MECAD** – Media Centre d'Art i Disseny (Barcelona, Spain); **Museu de Arte de Macau Interactive Art Show** (Macau, China); **Vidarte - Video y Artes Electronicas** (Mexico City, Mexico) and **II National Biennial** (Lima, Peru).