

# ESTUDIO MARISCAL

CURRICULUM VITAE

## JAVIER MARISCAL & ESTUDIO MARISCAL

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Biography of the "Estudio" and Javier Mariscal

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# ESTUDIO MARISCAL

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Javier Mariscal (Valencia, 1950)

Estudio Mariscal (Barcelona, 1989)

Javier Mariscal is, first and foremost, an image creator who develops his work using all kinds of supports and disciplines (comic, illustration, graphic, industrial and textile design, painting, sculpture, multimedia, animation and interior design).

In 1971, he moved to Barcelona and studied graphic design at the Escuela Elisava. He founded Rollo Enmascarado, an underground comic. He published his first works, which included his characters El Señor del Caballito and Los Garriris.

He started his professional career with several artistic exhibitions at the end of the 1970s, which included "El Gran Hotel" in the Galería Mec Mec (Barcelona 1977). At the same time, he also started his work as a designer in areas as diverse as textile, graphic illustration, furniture and interior design (Bar Duplex, Marieta, Tráfico de Modas). He published numerous magazines and some books, such as Abcdari Il.lustrat (Barcelona 1978). He designed the poster Bar Cel Ona, which became one of the city's icons (Barcelona 1979).

He has given multiple collective and individual exhibitions over the years. His collective exhibitions include: „Memphis, an International Style" (Milan, 1981); „Esculturas Adelantadas en el Nuevo Estilo Postbarroco" (Barcelona, 1983); „Objets du xxème Siècle" in the Georges-Pompidou Centre (Paris, 1987); Documenta (Kassel, 1987), "Les Ciutats Il.lustrades" (Barcelona 1994). His first retrospective exhibition was „100 Años con Mariscal" (Valencia, 1988) which travelled to Barcelona in 1989, where it was rechristened "Cent Anys a Barcelona". This was followed, among others, by a travelling exhibition in Japan, sponsored by the Takashimaya Art Gallery (1992); the retrospective exhibition „Mariscal à Paris" in the Musée Galerie de la Seita (Paris, 1994); "Mariscal a Milano" Galeria Inter Nos (Milan 1996); "Mariscal en Daralhorra" Palacio de Daralhorra (Granada, 1996) and "Mariscal. 1970-2003; Una visión muy subjetiva" (Santa Cruz de Tenerife, 2003); "Mariscal Últimas Cosas" (Bilbao, 2004), "Javier Mariscal 2005" Galería Punto (Valencia, 2005), "Crash!" in Galería Punto at Arco (Madrid, 2006) and "Mariscal. Narrador de imágenes" IVAM (Valencia 2006), "Mariscal Drawing Life" Design Museum (London, 2009). "Mariscal en La Pedrera" (Barcelona 2010-2011)

He has designed furniture, textile and porcelain collections for companies such as Memphis, Akaba, Bidasoa, BD Ediciones de Diseño, Moroso, Nani Marquina, Cha Cha, Pamesa, Vorwerk, Equipaje, Amat, Alessi, Sangetsu, Magis, Cosmic, Amat3, Santa & Cole, Andreu World, Celda, Uno Design, Vondom, Nani Marquina, Lalique, Artemide, Magis, Vondom, Mobles 114, Leucos, Uno Design and Nemo (Cassina).

In 1988, Cobi was chosen as the mascot for the 1992 Barcelona Olympic Games. The following year, Javier Mariscal founded Estudio Mariscal in Palo Alto –an old turning factory in Poble Nou in Barcelona– with a team of collaborators able to develop his work in a broad sense.

Of the projects carried out by Estudio Mariscal, we should mention, among others, the creation of the corporate image for the radio station Onda Cero (Spain 1990). With Alfredo Arribas Arquitectos, he designed the children's interactive area Acuarinto inside the Huis Ten Bosch theme park (Japan 1992), a project in which they combined architecture, graphic image, sculpture and animation. Design and development of the new image for the Swedish political party Socialdemokraterna (Sweden 1993).

In 1994, he created the corporate image for the postproduction company FrameStore (England). In 1995, he designed the production of a 40-minute interactive audiovisual work for the tour, that same year, of Kiko Veneno and the poster for the record *Está muy bien eso del cariño*.

In 1995, he won the international competition to design the mascot for the Universal Exposition in Hanover in 2000, which was called Twipsy.

In 1997, he created the new image for Barcelona Zoo; the graphic image for the University of Valencia, the graphic image and the interior design for Lighthouse –the Scottish Design and Architecture studio situated in an old Mackintosh building in the centre of Glasgow– and the signposting for the Arata Isozaki Gran Ship building, (Arts and Convention Center) in Shizuoka (Japan).

In 1999, he produced *Colors*, a multimedia show which was premiered at the Festival of Peralada, which opened the Autumn Festival in Madrid and which ran for a season in the Victoria Theatre in Barcelona.

In 2000, he directed the collectable magazines *Diseño Gráfico con Mariscal*, published by Salvat; he also did the graphic image for the film *Calle 54*, by Fernando Trueba.

In 2001, he designed and developed a new institutional image for Gavà (Barcelona) which earned him a Laus Award; he designed the image of the urban channel Bussi in Valencia, and the logo for the Olympic pre-candidature for Madrid 2012.

In 2002, he carried out the project for the integral design of the Gran Hotel Domine Bilbao, as well as the corporate image of Gran Vía L'Hospitalet (Barcelona).

In 2003, he opened the theme park Felisia in the south of Italy in which he was responsible for the concept, the graphic image, the signposting and two multimedia shows. Calle 54 Club in Madrid, for which he did the integral design, also opened its doors to the public. He designed the graphics for the CD Lágrimas Negras, by Bebo Valdés and Diego el Cigala, which was the first of the Latin Jazz collection of Fernando Trueba's record label.

In 2004, he worked on the design of contents for Educalia (the educational portal of Fundación "la Caixa"). Javier Mariscal was commissioned to design the interior of the dome of one of the halls of the Spanish Pavilion at the Aichi Expo (Japan), which took place in 2005, and he published various children's books with the publishing house RqueR. He did the tourist image and the signposting for the Terra Alta region (Tarragona) as well as the image for the brand name, the packaging and communication for the Espelt Wine Cellars (Girona). For CosmoCaixa, the new Barcelona Science Museum, two different educational areas were created for children: Flash and Clic.

In 2005, he finished the interior design project for the 11th floor of Hotel Puerta America Madrid (of Hoteles Silken), in which he worked together with 12 other prestigious designers and architects. The visual identity was also designed by Estudio Mariscal. He did the interior design and the visual identity for the Ikea restaurant in Vitoria and he also worked on the projects for the Gran Hotel Rimini (Italy) and Hotel 150 Wellington in Toronto (Canada). He developed the graphic concepts for the America's Cup Regatta. He also created the new visual identity for Bancaja. As far as websites are concerned, he designed, among others, the portal for the Grupo Hoteles Silken, the website for Hotel Puerta América Madrid and for Calle 54 Records. During the year, the pieces made for the Me Too collection, for Magis and the Miralook chair for Amat3 were commercialised. In the audiovisual field, we should mention the wipes for the TV channel Antena 3.

In 2006, he exhibited the sculpture Crash at Arco (Madrid). The Camper for Hands brand name and shop were opened in Tokyo. He presented the new pieces of the Me Too collection by Magis. In London, he was made an honorary member of the Royal Design Industry. In Valencia, he showed the work done for the America's Cup at the IVAM. He presented the Wok armchair, by Andreu World, and the Algas collection, by Celda.

In 2007, the Toronto Hotel was under construction and he put the finishing touches on the project for the H&M store in Barcelona. The sculptural ensemble for the Hospital Río Ortega, in Valladolid, was at the foundry. The graphic design for the 32nd edition of the America's Cup was completed and the image for the forthcoming edition was already being incubated. Camper for Kids is an account that has stimulated the creativity of our graphic designers. The new image and communication for the Hospital Sant Joan de Deu is also for children, to make their stay in the hospital friendlier and less traumatic. The design of the book "1080 recetas de cocina", by Simone Ortega, published by Phaidon, is an extremely personal piece of work, with more than 400 illustrations. The children's furniture designed for Magis is presented at the Salon del Mobile in Milan. The cutlery set given in instalments with the newspaper El País managed to bring Mariscal's design to a very broad, diverse public. Bancaja's new Internet bank, tubancaja.es, was the main job for the interactive team. We started a blog to communicate between ourselves and with the outside world. The creation and production of the animated film Chico & Rita continued.

In 2008, Mariscal travelled all over Spain with the travelling Bombay Sapphire Design Exhibition. It was shown in Barcelona, Madrid, Valencia, Bilbao, Seville, Malaga and Salamanca. He gave one of his special conferences in each city, in which he showed his personal way of understanding and doing design. We went to Milan to present the Uno Design collection for contract furniture. And to London, with the new Framestore image. To Cuba, where Chavi was invited to the Gibara Festival of Low-Budget Films and presented an exhibition. There were two shows in Barcelona, one of artistic works and the other of design. He opened the sculptural pergola for the Río Horteiga Hospital in Valladolid. And he opened the new H&M store in Portal de l'Àngel in Barcelona. The production of Chico & Rita was going full steam ahead.

In 2009, three highly personal pieces of work marked the year. The exhibition on Mariscal and the Estudio's entire career, called Mariscal Drawing Life, which was shown at the Design Museum in London from June to the end of September. At the same time, a monographic book of the same title was published by Phaidon. Another book, this time dedicated to his artistic work, was launched on around the same date, Mariscal Sketches published by Nova Era. A website for the portal of the Hospital Sant Joan de Déu allowed us to continue working with children in mind. The full-length cartoon Chico & Rita was in its final phases of production.

In 2010 there was a retrospective exhibition of Javier Mariscal and Estudio Mariscal's work, *Mariscal en la Pedrera*, full of colour and surprises, which received more than 130,000 visitors. The graphic novel *Chico & Rita* was published by SinsEntido and the animated film *Chico & Rita* started to do the rounds of the international film festivals all over the world and premiered, with great success from the critics, in the United Kingdom. The film was premiered on 25 February 2011 in cinemas all over Spain. We did the image and communication for the Mostra de València and the Childhood and Adolescence Rights and Opportunities Law of the Generalitat of Catalonia. Mariscal gave conferences in various Spanish cities, in Australia and Cuba and in Toronto and New York. We designed pieces of furniture for Artemide, Nemo Cassina, Leucos, Uno Design, Mobles 114 and Vondom, which will be presented at the 2011 Salone del Mobile in Milan.

As a designer of objects, Mariscal is the author of a porcelain collection for Rosenthal (Selb, 1994) and two collections of furniture for Moroso, *Muebles Amorosos* and *Hotel 21* (Milan, 1995/97). Swatch, as the official chronometer of the Olympic games commissioned a six-metre tall aluminium sculpture-watch (Barcelona, 1996). Mariscal is also the author of the large bronze and marble clock for Winterthur in one of the entrances to the Illa Diagonal Shopping Centre (Barcelona, 1995). He designed *Pces* for Cosmic, a collection of glass bathroom accessories (Barcelona, 1997). In 2002, he did the collection of *Domine* lamps produced by Santa & Cole (Barcelona). In 2003, the Italian production company Magis commissioned him to design some pieces for its children's furniture collection *Me Too*. In 2005, he designed the *Miralook* armchair for Amat 3. In 2006, he made the *Wok* armchair for Andreu World and the *Algas* bookcase for Celda and extended the *Me Too* collection. In 2008, he directed and designed the *Uno Design* collection. In 2009, he designed exterior furniture for Vondom and more pieces for Uno Design. He presented pieces for Artemide, Magis, Vondom, Mobles 114, Leucos, Uno Design and Nemo (Cassina) at the 2011 Salone di Mobili in Milan.

As an illustrator, he occasionally publishes in the magazines *Apo* (Japan), *Aldus*, *The New Yorker*, *El País Semanal*, *El Mundo* and *Casa Vogue* (Spain), *L'Officiel* (France), *Time Out* and *Blueprint* (Great Britain).

In the field of animation he has produced, among others, four advertisements for the advertising campaign in Japan of the multinational company 3M (1996). The Granada and Peralada Festivals commissioned Estudio Mariscal to design the set for Falla's opera *El Retablo de Maese Pedro*, staged by Ariel García Valdés (1996). In 1998, he produced the cartoon series *Twipsy*. In 2010, the full-length cartoon film *Chico & Rita* which he jointly directed with Fernando Trueba was premiered in the United Kingdom. The film was premiered on 25 February 2011 in Spain.

In its multimedia facet, the studio designed a whole host of websites, including the website for the Barcelona Boat Show, Gran Hotel Domine; Ikea Restaurant; Lágrimas Negras Restaurant; Barcelona Plató; Calle 54 Club; Club Estrella, Amigos Capaces, "The Magic House" and "Landscape" for Fundació "la Caixa", Hoteles Silken, the internet office of Bancaja tubancaja.es and Félix Viscarret's film, "Bajo las Estrellas". In 2010, he published the following websites Chico & Rita, Childhood and Adolescence Rights and Opportunities Law, Mariscal en La Pedrera, Mostra de València and Camper for Kids.

Javier Mariscal has never renounced the most artistic aspect of his career and his work has been exhibited at a considerable number of shows over this period. He also offers conferences in different areas of the world, shows his work and explains his personal experience to students of different disciplines.

In 1999, he was given the National Design Award granted by the Ministry of Industry and Energy and the Fundación BCD. In 2006, he was made an honorary member of the Royal Design Industry. In 2011, the Generalitat of Catalonia granted him the National Culture Award in the area of design.

Some 30 professionals specialising in different disciplines work at Estudio Mariscal. If you would like to check us out or find out more about the studio, please visit our website at [www.mariscal.com](http://www.mariscal.com) or visit our blog [www.mariscal.com/blog](http://www.mariscal.com/blog) or follow us on Facebook.