

Javier Reboursin Studio

Reboursin is an Argentine graphic designer based in Buenos Aires. As a designer he works mainly in projects related to cultural industries, for all branches of art, especially for the film industry, developing the image and animations of films and series for platforms such as HBOmax, Amazon Prime, Star Plus and Netflix. He also develops identity projects for corporate brands, most notably the rebranding of Telecom, Personal and Flow, Argentina's main communications group. He is also co-owner of Estudio Lanza, a production company specialized in animation projects. He is a professor of Graphic Design since 2010 at the University of Buenos Aires (FADU UBA) and UNLa.

Graphic Design. Art Direction. Creative Direction. Branding. Posters. Animation. Film Title Design. Editorial.

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reboursin.com
vimeo.com/showcase/lanzaestudio

Project selected by the Ibero-American Design Biennale. Exhibition and conference in Madrid, Spain 2024

Special prize in the Design Contest applied to Art Themes awarded by FNA - Fondo Nacional de las Artes (Argentina). 2023

Projects Distinguished by Sello del Buen Diseño Argentino, awarded by the Secretariat of Industry and Productive Development of the National Ministry of Economy (Argentina). 2018 / 2023

Curator of the Exhibition "Desmadres. Imágenes del desborde" as part of Desmadres. Festival of Latin American Literature at Centro Cultural Recoleta. Argentina. 2023

Two Posters Selected and Exhibited at the 27th International Poster Biennale in Warsaw, Poland. 2021

Poster Selected and Exhibited at the 4th Block Eco-Poster Triennale Exhibition that takes place in Kharkiv, Ukraine. 2021

Children's Book distinguished as a White Raven by Internationale Jugendbibliothek. Munich, Germany. 2020 / 2016

Poster Selected and awarded in the 100xIndependence competition to be part of the permanent archive of the Muzeum Plakatu w Wilanowie (Poster Museum of Wilanow) in Warsaw, Poland. 2018

Shorlist in the Design and Animation Contest organized by Typomania Festival, in Moscow, Russia. 2018



Telecom - Personal - Flow

Telecom is Argentina's leading telecommunications company, offering landline, mobile, internet, and cable television services. Personal is the brand specializing in mobile phone and data services. Flow is a streaming content and digital entertainment platform.

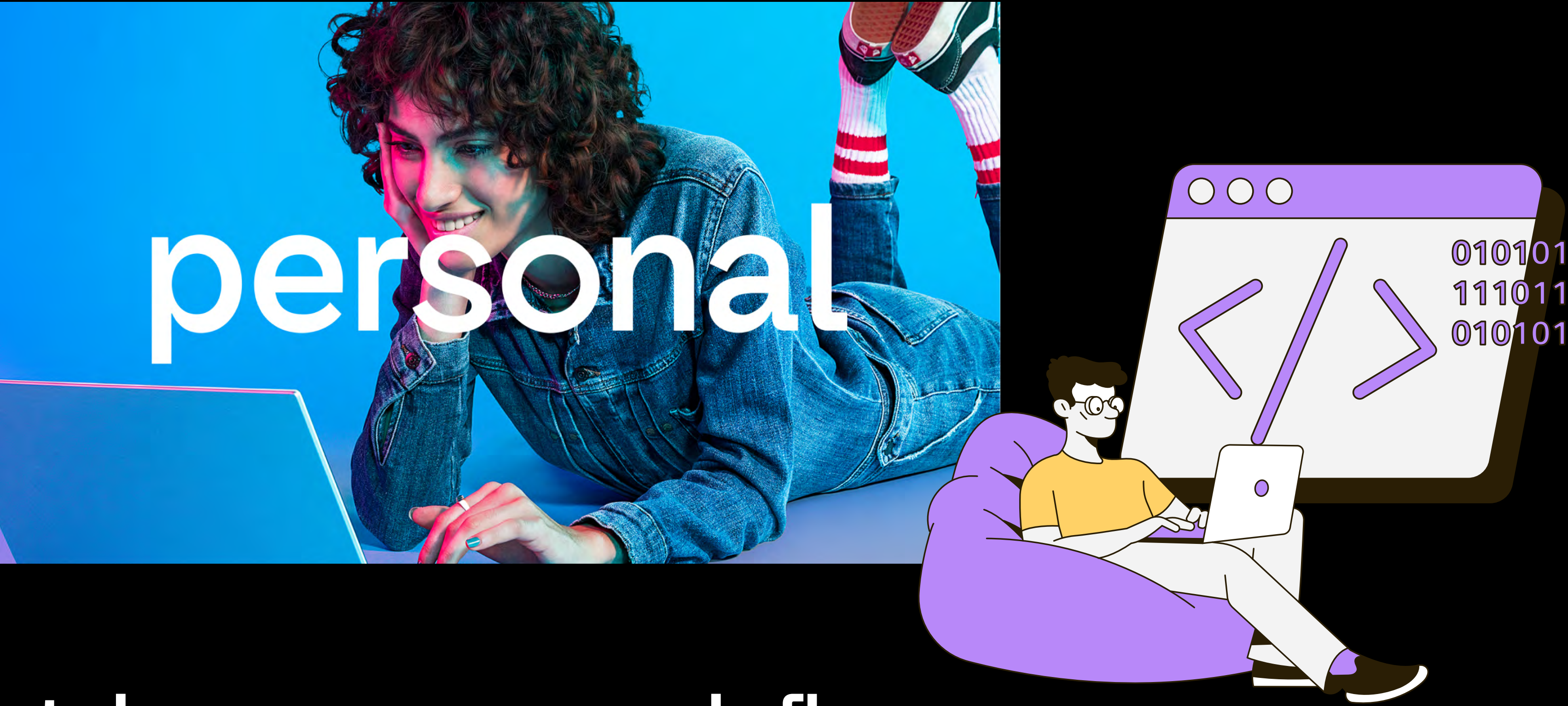
Branding

Agency: Alegria Bs.As.
Executive Creative Direction:
Luigi Ghidotti
Creative Direction: Javier Reboursin
& Pilar González Llanos
Type Designer: Fer Cozzi



Telecom - Personal - Flow

Branding



telecom personal flow

GR!agf24@a



Cultural Posters Design

Poster design for cultural industries. Several of them have been selected and exhibited at bienniales and design festivals in Poland, Spain, Brazil, Argentina, Mexico, China and Ukraine.

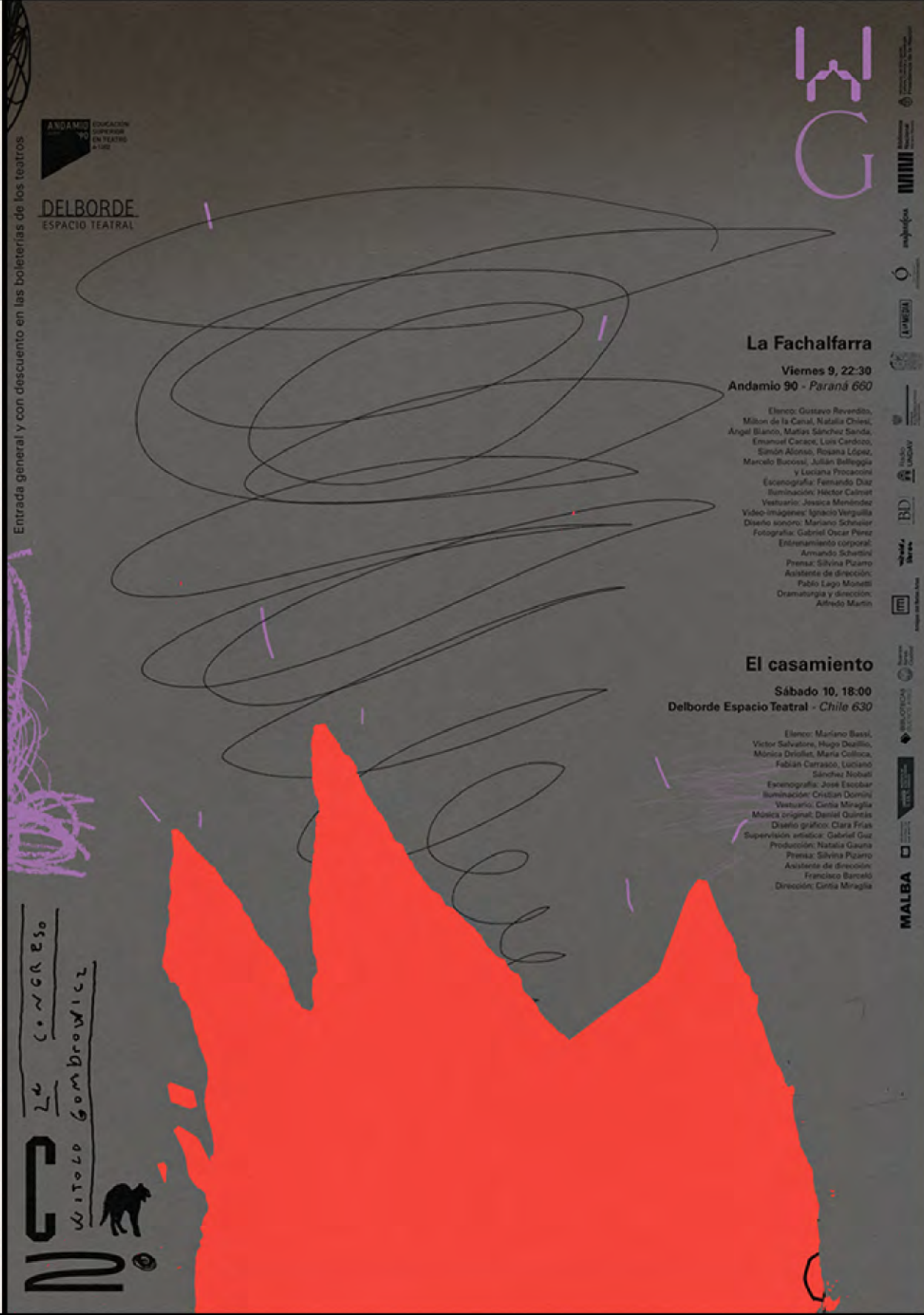
Posters

One of them is part of the permanent archive of the Wilanow Muzeum Plakatu (Poster Museum) in Warsaw, Poland.



Cultural Posters Design

Posters



LOV Leuven

City Branding

LOV is the campaign for the city of Leuven in Belgium as part of its bid to become the European Capital of Culture 2030. A city brand was designed to highlight the contrast between the classical and modern culture the city has to offer.

Agency: GOOD & Shaved Monkey
Creative Direction: Javier Reboursin



Kandidaat
Europese Culturele
Hoofdstad 2030

LOV Leuven

City Branding



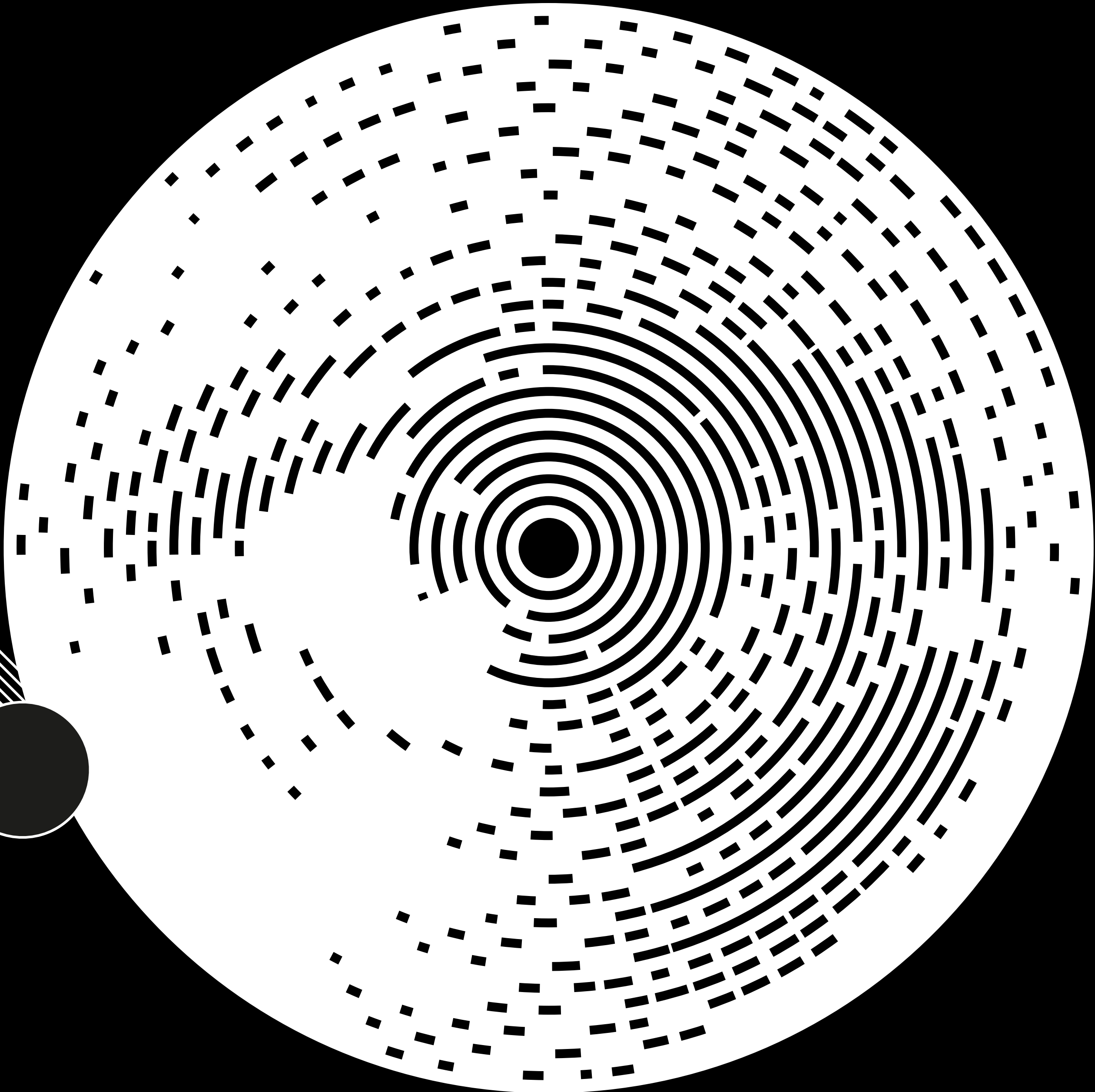
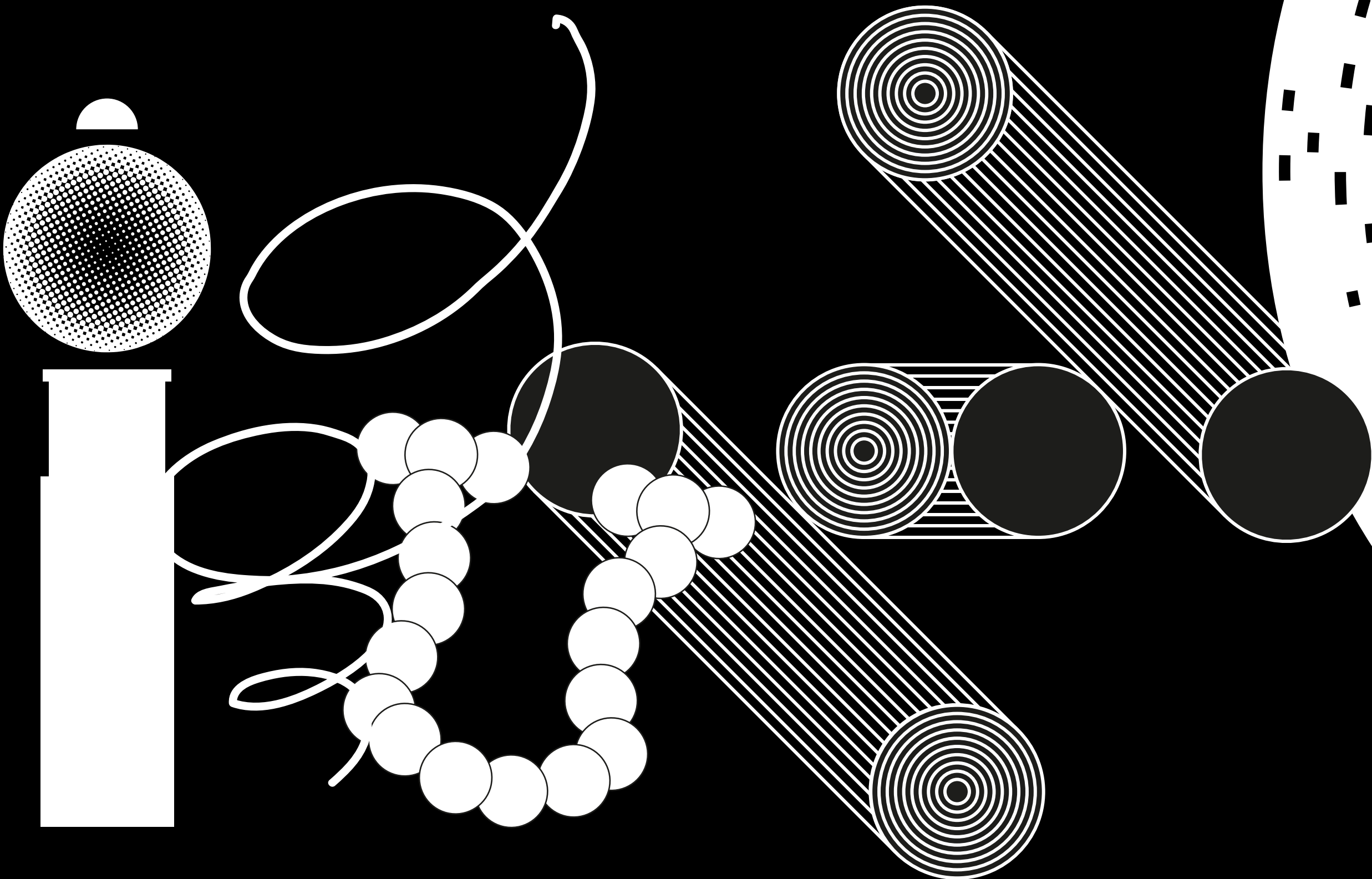
Oscuminar

Oscuminar is an exhibition designed and built during two years by more than 600 children and adults from the Casas de los Niños, Niñas y Adolescentes, spaces for the promotion and protection of rights for boys and girls from 6 to 18 years old that operate in different neighborhoods of the City of Buenos Aires and that celebrated 30 years of operation in 2022.

Exhibition Design

The installation took place in 2022 at the Usina del Arte in the City of Buenos Aires.

Project winner of a special award from the Fondo Nacional de las Artes (Argentina) in the Design Contest applied to Art and Culture themes. Project selected by the Ibero-American Design Biennale in Madrid, Spain.



Oscuminar

Exhibition Design



Diego, el último adios (HBOMax)

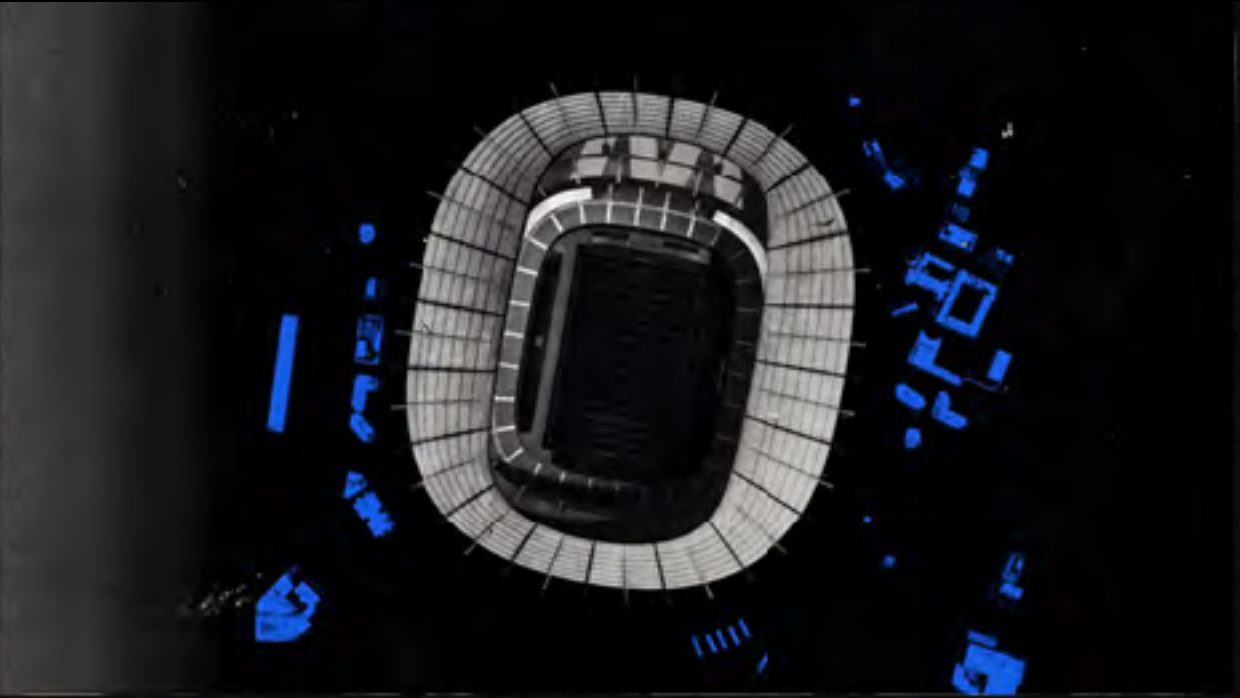
Film Title Design

Opening titles and image design for the film *Diego, el último adiós*, a documentary about the death of Diego Armando Maradona produced by HBO and directed by Sebastián Alfie. For the title sequence we worked on a narrative that would tell the story of the rise and fall of the Argentine star.

Title sequence designed and produced by Lanza Estudio
Direction: Andrés Gatti & Javier Reboursin
Production: Emilia Fernández Tasende
3D Modelation: Guillermo Lizarzuay
Photo Retoucher: María Eugenia Solla
Music: Lisandro Aristimuño

Diego, el último adios (HBOMax)

Film Title Design



OpenDoor

OPENDOOR is the exclusive advertising agency for Amazon created by WPP and VML, headquartered in London. Its main focus is to develop creative and effective strategies to enhance and strengthen the relationship between brands and consumers in the Amazon ecosystem, using innovative digital tools and tactics.

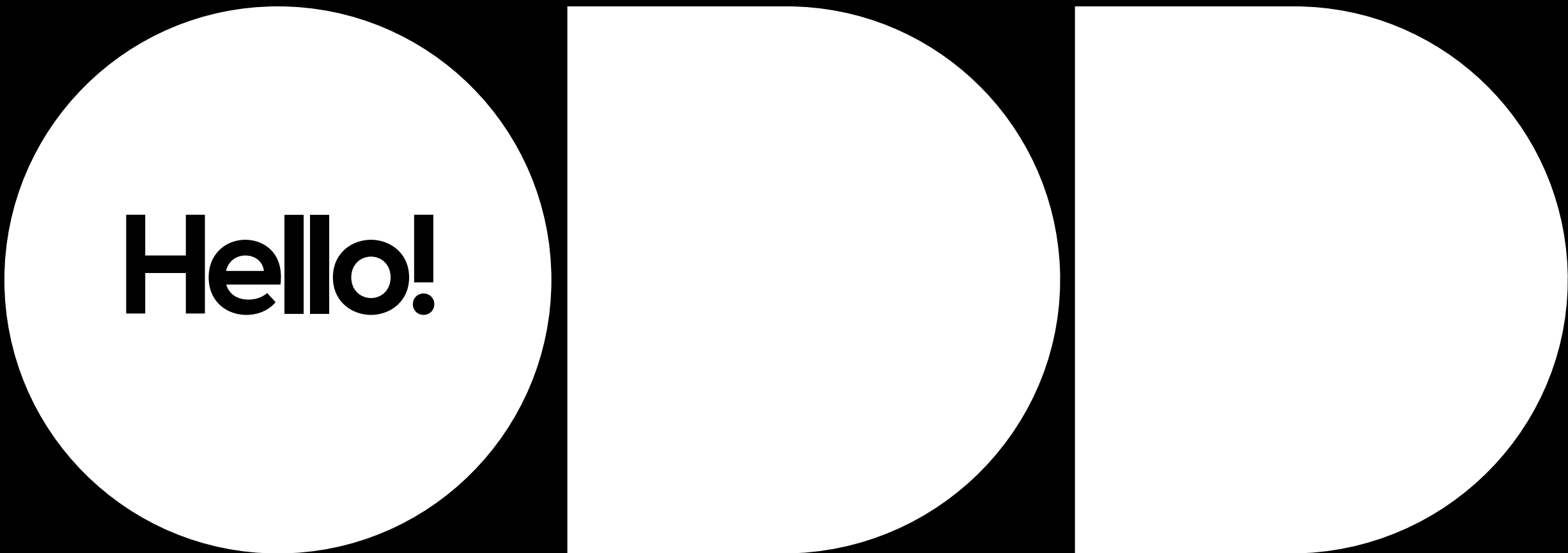
Branding

Agency: GOOD
Creative Direction: Javier Reboursin
Animation: Andrés Gatti
Production: Emilia Fernández Tasende



OpenDoor

Branding



OpenDoor



Blind

Branding

BLIND is the first perfume house in Argentina to develop luxury fragrances based on the concepts of genderlessness and rule-breaking. We developed the brand image, packaging design, and advertising campaigns.



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