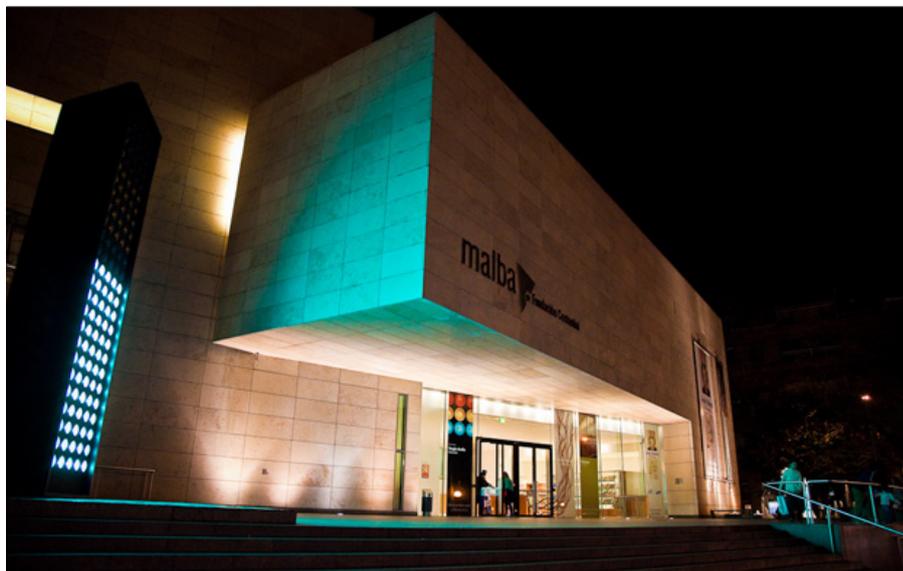




# MALBA

MUSEUM OF LATIN AMERICAN ART OF BUENOS AIRES

[www.malba.org.ar](http://www.malba.org.ar)



Brand Strategy + Art Direction + Design of visual identity system + Internal brand alignment + Co-branding strategies + Business development + Product design + Design of stationery, brochures, signage, archigraphy + Digital Branding + Development of a digital communication platform + Design and development of websites

**CLIENT** In 2001, The Costantini Foundation created MALBA, a dynamic space that invites people to participate in all forms of contemporary Latin American art, dating from the early 20th century to the present day. The museum's mission is to collect, conserve, study, and disseminate this art.

**CONCEPT** MALBA's mission was to become a lead player in the Latin American artistic field while remaining accessible to a mass public. It would act as a multifarious space which would host different temporary exhibitions featuring local and foreign artists, as well as maintain a permanent collection of contemporary Argentine and Latin American art.

**CHALLENGE** FORMA was faced with several challenges in the development of MALBA as a brand. For MALBA to be successful it must emerge fully-fledged – an already well-respected artistic symbol – but the museum lacked history. Additionally, at that time in Argentina there did not exist a private art museum of comparable quality. Therefore, to position MALBA as an institution meant to create an entirely new model, different from local public museums.

FORMA and MALBA also faced a great challenge in regards to changing the contemporary public perception of the museum. The impressive modern building which houses MALBA was a symbol for the contemporary image that the museum wished to project. However, new forms of publicity had to be explored in order to gain the support of the local public, which did not immediately identify with the design. If MALBA was to become an artistic center dedicated to enhancing the experience of the public, it needed to reevaluate its public image.



**ACTION** In creating the MALBA myth, FORMA acknowledged both the challenges facing the museum as well as its ultimate goals. In order to turn the museum into a multifaceted space, FORMA and MALBA developed a strategic plan which began with the expansion of the museum's brand strategy. MALBA would offer and promote various workshops and events in modern cinema, literature, and design, as well as activities for children, and pictorial art.

By diversifying its scope and exploring new forms of publicity, FORMA and MALBA successfully incorporated the museum into the Argentinean social imaginary.

The design of MALBA's visual identity presented two challenges: it had to transmit its dynamic, multidisciplinary and avant-garde character while maintaining the profile of an iconic and international museum.

First, MALBA sought to gain respect from a diversified, younger public and the design of all of MALBA's printed and virtual materials reflects this objective. For this reason, a modern, stylish and flexible typography was chosen. The chromatic range reinforces the museum's identity as a modern artistic authority, while remaining versatile. The greens used in the design suggest the vitality and fertility typical of the Latin American latitudes with which the museum identifies itself, and the logo references Buenos Aires as an international cultural epicenter. Thus, both an Argentine as well as a Latin American identity is represented in these materials. A stamp was also designed as a way of distinguishing any MALBA products which would go beyond the museum. This stamp reinforced MALBA's visual presence as an institution in the community. Finally, the design as a whole tried to avoid the Argentine and Latin American hackneyed stereotype. The idea was to convey a globalized, modern and accessible essence – an image which would remain forever associated with the museum in the minds of the public.

FORMA's sister company VIRTUALTRIP designed and positioned all of the museum's virtual material. This included the development of an administrative content system and software tools for the website, as well as the making and sending of fortnightly newsletters. FORMA furthermore publicized the museum's grand opening online, complete with photos. In this way, the museum was able to advertize itself as an open space not only locally, but to the international community.



**CONCLUSIONS** For 6 years, FORMA worked with MALBA as an external team in the development of the museum as a brand. In parting ways, FORMA left MALBA with the necessary tools and information so that it could grow unassisted in the future. Thus, MALBA evolves and adapts to natural changes that occur in its environment, while remaining true to its essence. Additionally, FORMA prepared a brand manual which was comprised of a summary of work completed for MALBA. This manual described the strategies applied in the creation of the MALBA brand and their conclusions.

By the end of 2004, MALBA had a record 871,926 visits. Moreover, it has become a leading institution in regards to independent cinema and a space chosen for the launch of many other famous brands. In 2007, ArtBa chose the MALBA auditorium for its launch. In June 2008, Mercedes Benz held an exclusive, female-only premier in the MALBA-Fundación Constantini – more than 300 people were invited. Due to its reputation as a cultural trailblazer, MALBA has a loyal public which relies upon the museum as an artistic authority. As was intended, the essence of MALBA has taken root in the national and international cultural field, and turned the museum into a cultural icon.

**SERVICES** Brand Strategy  
Art Direction  
Design of visual identity system  
Internal brand alignment  
Co-branding strategy: MOMA Store, Luigi Bosca, Moleskine, LOMO  
Business development: MALBA wine  
Product design: MALBA wine  
Visual identity: typographic system, seal, logo and chromatic range  
Design of stationery, brochures, signage, archigraph  
Visual identity design of MALBA cine  
Visual identity design of MALBA literature  
Digital Branding Development of a digital communication platform  
Design and development of websites (2001- actuality)  
Design and development of software for sending e-mails and newsletters  
Maintenance & search engine optimization