

Puesto

New York
Pamplona / Iruña
Mexico City
info@puesto.design

Biography

Puesto is an independent design studio based in Mexico City and Pamplona. It was established in 2020 by Alejandra Alvarez Morphy and Fernando Arpio. Their scope includes brand strategy and identity, editorial design, digital design, exhibition design, environmental graphics and research. The approach of Puesto is research based with a distinct focus on detail in order to create compelling visual stories with strong narrative concepts.

Team

Alejandra Alvarez Morphy
Fernando Arpio

Past members

Natalia Padilla Sarduni

Clients and collaborators (selection)

- Agents of Urban Sustainability
- Alejandra Du Solier, PhD.
- AIE Group
- Arcos Bosques Tower
- Arte a 360 Grados
- Arte Abierto Foundation
- Bank of México
- Blu2 Entertainment
- Border Cultural Center
- Botéo
- Centro University
- Chance to Challenge
- Cultura UNAM
- Cultural Center of Spain in Mexico
- CUÓRUM Morelia
- Daniela Salmón
- Design Department at Ibero-American University Mexico City
- Escuela de Verano
- Esteban German
- Estudio Estudio
- Fragua Cine
- General Directorate of Human Rights, National Supreme Court of Justice, Mexico
- Great Mountain Forest
- House of The Son of the Ahuizote
- ilú
- Institute of the National Housing Fund for Workers (INFONAVIT)
- Intersticial Arquitectura
- Iñaki Bonillas
- Israel Hernandez (israpop)
- Jaymie Morales
- Juan Benavides
- Jvala Gems
- KALA Design Solutions
- La Cañada Natural Park
- Lanza Atelier
- Liss Fain Dance
- MACIA Estudio
- Mafo Ibarra Torres
- María Calderón, ReD
- Matthew Kennedy
- Mexican Secretariat of Agrarian, Land, and Urban Development
- Mexican Secretariat for Home Affairs
- Mexico City Metro
- Ministry of Transport and Public Works of Uruguay
- My Montessori Coronado
- NextGen Creative
- Odette
- Park Hyatt Residences
- REDES Planejamento e Política Pública
- Reilly Dowd Productions
- rêver
- Ricardo Alvarez Galindo
- RIWA Architecture
- Salas Properties
- Sam Sklover
- Santiago Martínez Alberú
- Simple Arquitectura
- Sordo Madaleno Group
- Studio Woodman
- Taller de comunicación gráfica
- Tlatelolco University Cultural Center
- Tony Macarena™
- tumbalacasa
- Welcome Branding

Awards

2022
Antonio García Cubas Prize for Best Art Book*

2018
Antonio García Cubas Prize for Best Anthropology and History Catalogue*
Premios al Arte Editorial 2018 for Best Art Book*

2015
Antonio García Cubas Prize for Best Catalogue*

Exhibitions

2022
Diseño en femenino. México 1940-2022, Franz Mayer Museum, Mexico City*

2019
To whom it may concern., GSD Kirkland Gallery, Cambridge, MA**

2018
Zona MACO Diseño, Mexico City
Sin ríos ni callejones: Diseño editorial mexicano 2000-2017, Abierto Mexicano de Diseño, Mexico City*

2017
Creación en Movimiento 2016-2017, Museum of Leonese Identities, Leon, Mexico
Creación en Movimiento 2016-2017, Bebeleche Interactive Museum, Durango, Mexico
Creación en Movimiento 2016-2017, National Numismatic Museum, Mexico City

2017
Creación en Movimiento 2016-2017, San Luis Potosi Centenary Art Center, San Luis Potosi, Mexico

2016
Zona MACO Diseño, Mexico City

2015
Zona MACO Arte Diseño, Mexico City



Alejandra Alvarez Morphy (1992)

From 01.2026

Puesto, New York

2022

Antonio García Cubas Prize

for Best Art Book*

From 03.2020

Puesto, Mexico City

09.2017-02.2020

Designer at Taller de comunicación
gráfica, Mexico City

2018

Square Inside Square, workshop taught
by Andrew Weed, Oaxaca, Mexico

2015-2016

Designer at Fool's Gold Records,
Brooklyn, NY

2012-2015

Communications Design, Pratt
School of Design, Brooklyn, NY

2011-2013

Graphic Design, AOS, Pratt School
of Art, Brooklyn, NY

Fernando Arpio (1990)

From 10.2024

Puesto, Pamplona

From 03.2020

Puesto, Mexico City

2020

PAC/Covid-19 grant by Patronato
de Arte Contemporáneo (PAC)***

12.2019-08.2020

Designer at tumbalacasa, Mexico City

08.2019-05.2021

Profesor at Centro University,
Mexico City

06.2015-09.2019

Designer at Taller de comunicación
gráfica, Mexico City

2016-2017

Young Creators grant by the National
Endowment for Culture and Arts (FONCA)
in the Editorial Design Field.

2012-2017

Visual Communication, Centro University,
Mexico City

2010-2011

One-Year Conservatory Cinematography
Program, New York Film Academy,
Los Angeles, CA

2009-2010

Filmmaking Diploma, Queretaro
Autonomous University, Queretaro, Mexico

* With work done as part of the design team
at Taller de comunicación gráfica.

** With work done in collaboration with MACIA Estudio.

*** As part of the team at tumbalacasa.