ARTISTIC CV

PILA (Silvana Cuniolo Sidelnik)
International Visual Artist

"Color is the place where our brain and the universe meet."
– Paul Klee

By Pila

Profile
I was born in Buenos Aires in 1969, and my professional and artistic career has developed across Latin America, the United States and Europe. My background in graphic design and visual communication has been the foundation of my evolution into painting, where I have found my most authentic form of expression. Since 1996, I have been living and creating in Miami, building a career that integrates design, creative direction and art. My work is driven by emotion, color and energy, always seeking to create a meaningful connection with the viewer.

Education
Bachelor of Fine Arts in Graphic Design
University of Buenos Aires, 1991

Experience
Vice President, Teamwork Design Corp. 1996- present
I lead the Graphic Design and Corporate Image Department, creating visuals for various restaurants and brands as well as managing a uniform brand identity and visual language.
Professor at the University of Buenos Aires, 1995
I was a Professor of Graphic Design and Advertising at the University of Business & Social Sciences (Argentina) where I taught the fundamentals of graphic and editorial design.
Art Director, Perez Celis, 1994
I worked as Art Director on Art Journey alongside renowned artist Pérez Celis. There I collaborated with Perez Celis to create promotional works, stationery, and his brand identity.

Awards, Publications & Exhibitions
Noche de Arte October 2026 AACC Argentine American Chamber in Florida + Comite Empresarial de Mujeres
Hispanic Heritage Exhibition - Palm Beach Art Antique and Design Showroom September 2026
Summer Exhibition- Colour Senses Project Palm Beach July 2026
Quarter Finalist on The People's Artist / Collossa Competition 2026
Selected and featured in ***The Best Graphic Design in Latin America*** & The Caribbean RC Publications Inc. New York, 1995. A key publication in regional design history, showcasing a curated selection of leading designers and visual works from Latin America and the Caribbean.

Selected Projects (Argentina)
Developed visual identity and communication projects for clients such as:
PÉREZ CELIS–Trademark, stationery, business cards, posters and graphic materials
CONYCA – Brand design and annual report F.A.C.P.C.E. (Argentine Federation of Professional Councils in Economic Sciences)
Institutional brochure design, featured in The Best Graphic Design in Latin America & The Caribbean

International Carreer
Since 1996, I have been working in the United States across multiple industries, integrating graphic design, branding and creative direction. Over time, my path has evolved into painting, establishing myself as a visual artist with international presence and work in both the U.S. and Europe.

Influences
My career has always been closely connected to art and culture. My professional and creative relationship with Pérez Celis

Portfolio Available at: 🌐 www.bypila.com

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