mariana gariepy

Architect & Art Director
Based in Montreal, but available in Milan from January 2027
www.marianagariepy.com

Working at the intersection of spatial design, fashion, and storytelling, I translate brand identities into memorable physical worlds from concept to execution, with a focus on fashion show design and creative production.

(01) Art Direction
(02) Scenography
(03) Fashion Shows
(04) Spatial Design
(05) Creative Production
(06) Experiential & Live Events

Education

(2021) Fashion Industries Essentials Certificate
(Parsons School of Design)

(2020) Master in architecture
(Laval University, Quebec)
- Master's thesis exploring the intersection of architecture and fashion through the runway show and installations (ephemeral spaces)

(2018) International semester
(Università Degli Studi di Genova)
Digital photography course
(Accademia ligustica di belle Arti di Genova)

(2018) Bachelor in architecture
(Laval University, Quebec)

Software

AutoCAD, Rhino, SketchUp, Enscape
Suite Adobe (InDesign, Photoshop, Illustrator)
Google Suite, Figma, Glean, Gemini

Languages

Français
(Langue maternelle)
English
(Fluent)
Italiano
(Capacità professionale)

Experience

(Now) Architect, Art Director and Creative Producer
(magari, creative practice)
- Founder of an independent creative studio bringing an architectural approach to fashion, brand spaces and live experiences.
- Selected clients: Eyesight Group (pop-up installation), Gestev (brand activation) and M.A.D. Festival (fashion show production).

(2026-2021) Architect and Project Lead
(lg2, Montreal)
- Member of the Ordre des architectes du Québec (OAQ)
- Designed environments where architecture, brand and experience meet across retail, cultural and event projects.
- Led projects end to end, from concept and design development through coordination and on-site delivery.
- Directed project photography, video and case-study production to extend the visual impact of completed work.

(2020) Art Director and Content Producer
(Appareil Architecture, Montreal)
- Directed photoshoots and developed visual content, graphic design, copywriting and social media for the studio's brand presence.
- Produced the launch campaign and photoshoot for the Appareil Atelier furniture collection.

(2019) Experiential Production Coordinator
(Sid Lee, Montreal)
- Created and produced brand activations, experiential installations, events, photoshoots and film productions.
- Coordinated vendors, schedules, budgets and on-site execution across multiple productions.

(2018) Exhibitions and Communications Assistant
(Laval University, Architecture department, Quebec)
- Designed, produced and installed exhibitions, from concept development through on-site execution.
- Produced exhibition launches and events, coordinating spatial setup, visual communications and production.

(2018-2015) Assistant to the Director and Model Agent
(Focus One agency, Quebec and Montreal)
- Managed castings and bookings, produced photoshoots and developed visual content.
- Delivered runway scenography and art direction, including the 2017 Lookbook Fashion Show.

(2012) Professional Model and Actress
(Montage Models agency, Montreal)
- First-hand understanding of fashion production from the talent side. Runway, backstage, photoshoots, sets, contracts.

+1 581 999 5712
marianagariepy@gmail.com

magari

@m.a.g.a.r.i
@marianagariepy