



MUSEUM DESIGN · EXHIBITION PRODUCTION · CULTURAL TECHNOLOGY

COMPANY PROFILE 2026



PROYECTO MUSEO

Museums are structures of knowledge made tangible.

Rembrandt: The Divine and the Human - International Museum of the Baroque, Puebla



Collections, architecture, light, technology and movement - composed as one

Cristóbal de Villalpando: Baroque Splendor of Puebla

An interdisciplinary practice for museums and exhibitions

Proyecto Museo is an interdisciplinary museum design and exhibition production practice founded and directed by architect and museographer Ricardo Linares.

We work at the point where scholarship becomes space. Collections, architecture, light, sound, technology and visitor movement are coordinated within a single design logic, so that interpretation is not added after the fact but embodied in the exhibition itself.

The practice undertakes permanent museums, international loan exhibitions, archaeological and historic sites, contemporary installations, visitor centers and digital interpretation. Each commission is shaped by its collections, public, building and operational reality.

Knowledge

Space

Light

Technology

Public

THE DISTINCTION

Intellectual structure before formal gesture.

One direction across disciplines.

Buildable solutions through opening and handover.

From concept to public opening

Interpretive Planning

Research, narrative structure, visitor journey and content hierarchy.

Museum & Exhibition Design

Spatial composition, gallery planning, graphics and detailed design.

Lighting & Media

Conservation-sensitive light, audiovisual systems, interactives and sound.

Display Systems

Showcases, mounts, plinths, barriers, furniture and object-specific supports.

Production & Installation

Fabrication coordination, local labor, testing, installation and opening.

Project Direction

Budgets, schedules, multidisciplinary coordination, quality control and handover.

Precision under changing conditions

Temporary exhibitions demand a decisive but reversible architecture. Their identity must support the collection without overwhelming it, while conservation, security, circulation, accessibility and the operational conditions of the host institution remain non-negotiable.

Proyecto Museo has developed international loan exhibitions involving works on paper, Old Master and Viceregal painting, decorative arts, textiles and musical instruments. The work integrates gallery planning, object placement, lighting, graphics, audiovisual interpretation, custom display systems, fabrication, installation and coordination with curatorial, registration and conservation teams.

SELECTED FIELDS

Works on paper

International loans

Viceregal painting

Decorative arts

Textiles and interiors

Three-dimensional
collections

Rembrandt: The Divine and the Human

For Rembrandt: The Divine and the Human, Proyecto Museo developed an exhibition environment governed by restraint. The intimate scale and tonal delicacy of the works required a spatial language capable of concentrating attention without introducing unnecessary spectacle.

Deep blue gallery walls established a quiet visual field, while angled and freestanding partitions created moments of compression, pause and gradual disclosure. Controlled lighting preserved the subtle graphic character of the images; typography and interpretive material remained deliberately subordinate to the collection.

The resulting sequence allowed each print to be encountered individually, while retaining the architectural continuity of a public exhibition.



INTERNATIONAL MUSEUM OF THE BAROQUE · PUEBLA, MEXICO

ISLAMIC DECORATIVE ARTS

Works from the Musée des Beaux-Arts de Lyon

Photography: Proyecto Museo archives

Objects as evidence of a larger historical geography

This international exhibition brought together ceramics, metalwork, manuscript painting, calligraphy and objects of ceremonial and domestic use from the Musée des Beaux-Arts de Lyon.

Proyecto Museo conceived a darkened, carefully modulated environment in which each object could be perceived as an individual work and, simultaneously, as part of a wider circulation of forms, techniques, beliefs and materials. Ceramics were presented against deep backgrounds that intensified color and silhouette. Metal objects were placed on custom supports and lit to reveal engraved surfaces without intrusive reflections.

The project combined object-specific display conditions, conservation-sensitive lighting, specialized mounts, graphic interpretation and international collection coordination.



An architecture for intimacy and monumentality

The work of Cristóbal de Villalpando requires an exhibition architecture capable of receiving both close observation and exceptional scale.

Proyecto Museo developed a sequence in which smaller paintings established thematic and visual foundations before the visitor encountered monumental canvases. Muted blue-green walls provided a continuous field against which gilded frames, saturated pigments and complex Baroque compositions retained their authority.

The challenge was not to compete with the museum's powerful architecture, but to work through proportion, distance, controlled sightlines and calibrated lighting. Visitors moved from the density of individual figures and devotional narratives to the overwhelming dimensions of Villalpando's pictorial imagination.



INTERNATIONAL MUSEUM OF THE BAROQUE · PUEBLA, MEXICO

VICEREGAL THREADS

Textiles of New Spain through Portraiture

Photography: Proyecto Museo archives

From individual objects to a complete social world

Viceregal Threads approached textiles not as secondary accessories within portraiture, but as material evidence of status, devotion, trade, craftsmanship and cultural exchange.

Proyecto Museo translated this premise into distinct but interconnected environments. Paintings, liturgical vestments, embroidered garments, furniture, devotional objects, decorative arts and historical textiles were brought together to reveal how appearance was constructed and represented in New Spain.

Some galleries retained the analytical clarity of a museum display; others adopted the spatial logic of historical interiors. Custom mounts preserved the volume of fragile garments, while reconstructed rooms provided context without dissolving the distinction between interpretation and collection.



MUSEUM OF MEXICAN MUSIC · LA CONSTANCIA MEXICANA · PUEBLA

MUSICAL INSTRUMENTS

Two exhibitions from the Musical Instrument Museum, Phoenix

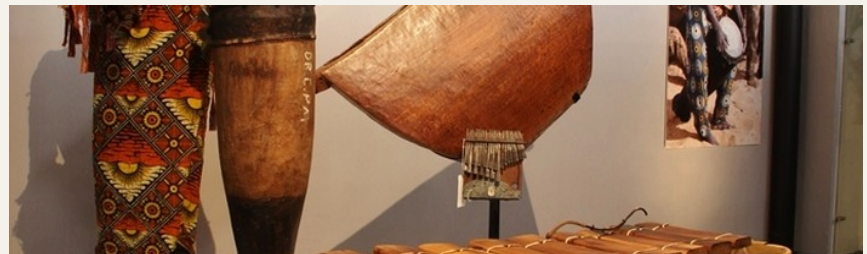
Photography: Proyecto Museo archives

Instrument, sound and cultural identity

Developed through two successive international presentations, these exhibitions brought musical instruments from the Musical Instrument Museum in Phoenix into a new architectural and interpretive setting.

Proyecto Museo treated each instrument simultaneously as a crafted object, a device for producing sound and an expression of collective identity. Brass, percussion, strings, ritual objects, costumes and instruments of unusual scale or geometry required individual supports and display solutions.

Large-format photography and audiovisual media reintroduced the human presence often absent from instruments displayed behind glass. The projects demonstrate the practice's capacity to receive international loans, devise specialized mounts and adapt complex three-dimensional collections to an existing cultural venue.



CURRENTLY AVAILABLE FOR INTERNATIONAL PRESENTATION

Traveling exhibitions

Proyecto Museo currently presents three international traveling exhibitions. Each may be accompanied by venue-specific design, lighting, accessible interpretation, audiovisual media, custom furniture, fabrication coordination, installation and deinstallation.



Alice's Adventures
in Wonderland

Featuring Dalí, Ernst, Laurencin & Tenniel



Alice in Wonderland

Dalí · Ernst · Laurencin · Tenniel



HENRI MATISSE

Art in Balance



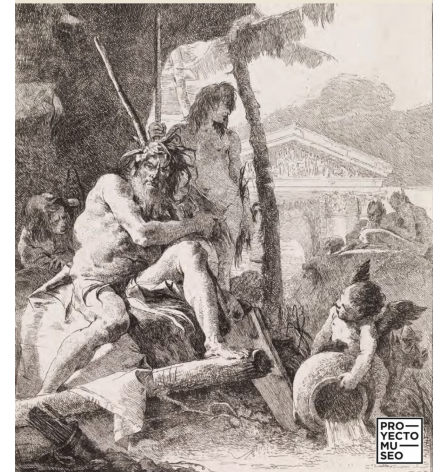
2026

Henri Matisse

Art in Balance

VENETIAN
FANTASIES

The Tiepolo Dynasty: Masters of the Baroque



Venetian Fantasies

The Tiepolo Dynasty

Museography as long-term cultural infrastructure

A permanent museum gives spatial form to knowledge while remaining legible, maintainable and adaptable over time. Proyecto Museo coordinates interpretation, architecture, conservation, circulation, light, sound, technology and production in relation to the collections and the building that receives them.

Historic Buildings

Interpretation that preserves original fabric and makes the architecture itself part of the collection.

Archaeological Landscapes

Museums conceived in direct relation to excavated monuments, material evidence and site context.

Multi-Museum Complexes

Distinct institutions coordinated through common standards of interpretation, technology and maintenance.

Civic and House Museums

Narratives of public memory, domestic life and institutional history expressed through contemporary systems.

SAN ANDRÉS CHOLULA · PUEBLA, MEXICO · 2016

REGIONAL MUSEUM OF CHOLULA

A comprehensive museum within a historic hospital

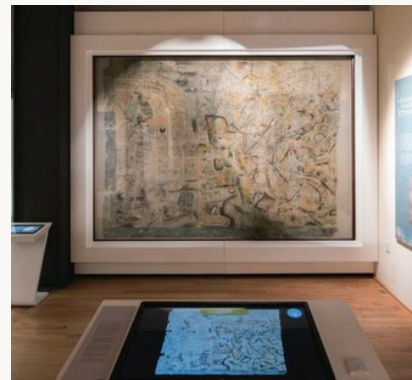
PERMANENT MUSEUM

A cultural landscape, interpreted at the foot of the Great Pyramid

Installed in the former Hospital de Nuestra Señora de Guadalupe, the Regional Museum of Cholula occupies approximately 3,000 square meters and brings together archaeological, historical and artistic collections from one of Mexico's most resonant cultural landscapes.

Proyecto Museo developed the interpretive concept, coordinated research, wrote the museum script and translated it into a coherent spatial and technological language. The commission encompassed exhibition interiors, conservation-grade showcases, specialized lighting, object mounts, custom furniture, multimedia and dedicated software.

The project moves between archaeological evidence, sacred geography, popular art, historical objects and contemporary interpretation without dissolving their differences.



PUEBLA, MEXICO · INITIAL DEVELOPMENT 2015-2016 · RENEWAL 2024

LA CONSTANCIA MEXICANA

A multi-museum cultural complex within industrial heritage

MULTI-MUSEUM CULTURAL COMPLEX

Distinct museums, held within a coherent system

Within La Constancia Mexicana, a landmark of industrial heritage, Proyecto Museo developed and later renewed a complex of cultural institutions devoted to music, puppetry, childhood, sound, photography and the history of the site.

The work includes the Museum of Mexican Music, the Puppet House, the Children's Museum, the Vienna Music House, the Fonoteca and Fototeca, as well as later technological rehabilitation and the importation of musical instruments from five continents.

Each institution required its own interpretive and visual language. Together they demanded common standards of circulation, conservation, media, maintenance and technical continuity.



TEHUACÁN EL VIEJO · PUEBLA, MEXICO · 2016

NDACHJIAN-TEHUACÁN

Archaeological Site Museum

Photography: Proyecto Museo archives

Clarity, daylight and respect for material evidence

Tehuacán Viejo, known archaeologically as Ndachjian, bears witness to the political, religious and commercial importance of the Popoloca culture.

The museum was conceived in direct relation to the site and to the scale of the excavated monuments. Light-filled galleries, transparent cases and restrained graphic interpretation frame stone sculpture, ceramics and archaeological documentation without competing with them.

The project demonstrates another register of Proyecto Museo's work: an architecture of visual quiet, where the brightness of the building, the presence of the landscape and the physical density of the objects remain legible.



The building is part of the collection

In historic interiors, museography must distinguish between original fabric, interpretive reconstruction and contemporary media. Proyecto Museo has renewed domestic and civic museums while preserving the emotional and architectural character through which their narratives are understood.



Serdán Family House

Museum of the Mexican Revolution. Domestic rooms, political memory, sound, projected media, holographic figures and a new temporary exhibition gallery.



Casa de Alfeñique

A Baroque residence interpreted through nineteenth-century domestic life, furniture, Talavera ceramics, trade, food and imported goods.

Technology developed from content

Proyecto Museo uses technology as an interpretive medium, not as a substitute for clarity. The choice of platform begins with the intellectual and sensory demands of the project and continues through testing, maintenance, staff training and operational handover.

Mobile Interpretation

Bilingual audio guides, QR access, thematic routes, geolocated maps and visitor navigation.

Audiovisual & Interactive Media

Interpretive video, projection, immersive sound, touch interfaces and responsive installations.

Operational Continuity

Documentation, analytics, environmental monitoring, maintenance plans and institutional training.

The medium is selected only after the interpretive problem is understood.

Audio Guides and Mobile Interpretation

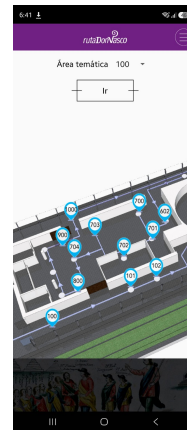
Proyecto Museo designs bilingual audio guides and mobile interpretation platforms that extend the museum experience beyond the gallery wall. The systems combine orientation, thematic navigation, QR-based access, geolocated maps, audio playback and lightweight multimedia.

Ruta Don Vasco

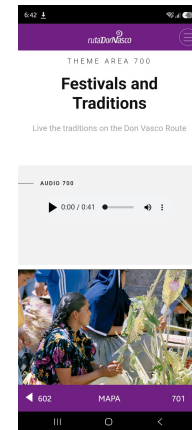
A bilingual guide for the Don Vasco Route Interpretation Center in Pátzcuaro, with thematic navigation, an interactive route map and object-specific audio content.



Bilingual welcome



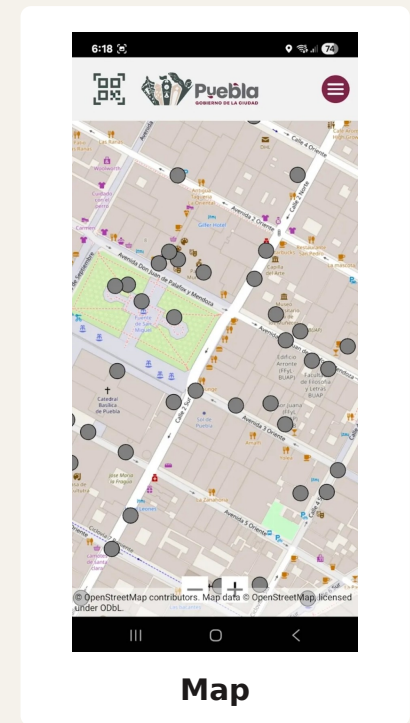
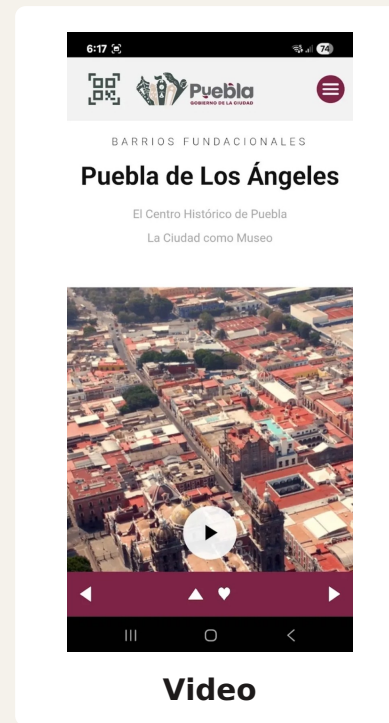
Thematic map



Audio playback

La Ciudad como Museo

Created for Puebla's historic center, this urban heritage platform combines thematic routes, geolocated points, QR access, video and map-based exploration, allowing the city itself to operate as a distributed museum.

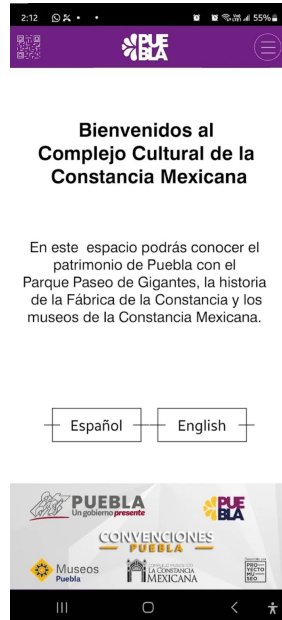


La Constanancia Mexicana

The La Constanancia Mexicana guide provides a site map, bilingual entry, museum-by-museum navigation and object-specific audio across a multi-institution cultural campus.



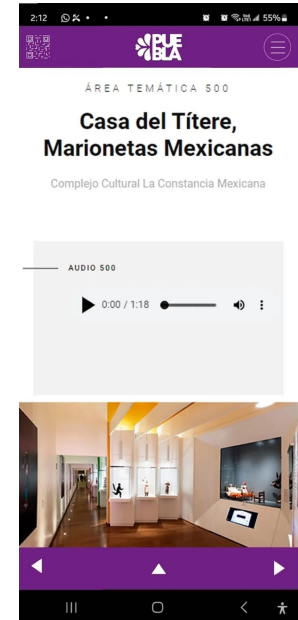
Site map



Bilingual welcome



Navigation menu



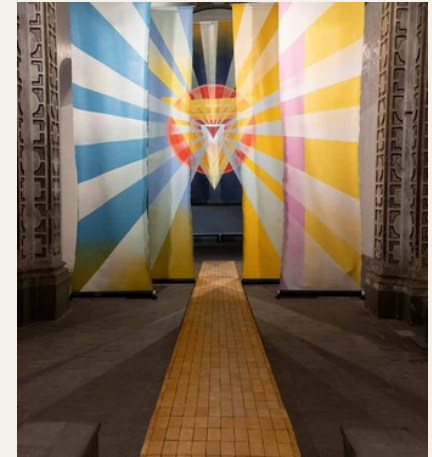
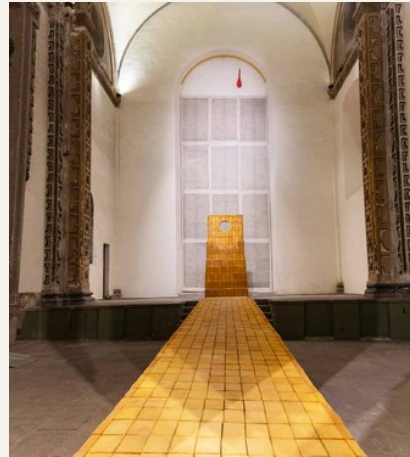
Object-specific audio

A contemporary encounter with a historic sacred space

Transverberations was conceived as an encounter with the mystical writings of Saint Teresa of Ávila and with the former religious building in which the exhibition was presented.

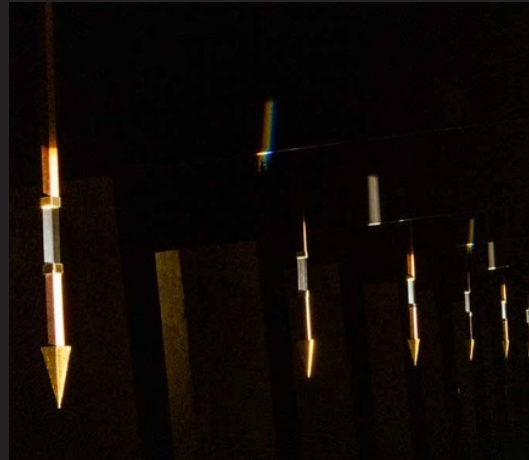
The project transformed Ex Teresa Arte Actual through a sequence of sculptural, visual, sonic and participatory installations. Works created for the site brought Teresian concepts of desire, suffering, ecstasy, death, transformation and infinity into dialogue with Asian traditions, pre-Hispanic memory, scientific imagery, cinema, geometry and ritual.

Proyecto Museo contributed conceptual development, museographic design, technical supervision and production support for works whose meaning depended upon their exact relation to the architecture.



SCULPTURE · SOUND · MIRRORS · PROJECTION · LIGHT

The exhibition as an inhabitable work



FOUNDER AND PRINCIPAL

Ricardo Linares

Architect · Museographer · MBA

Ricardo Linares is an architect, museographer and project director whose career spans cultural practice, architecture, industrial design and complex project delivery in Mexico and Italy.

He founded Proyecto Museo in 2016 after more than a decade of professional work in Cesena and the Emilia-Romagna region, where he led sustainable architectural projects, urban developments, hospitality, industrial buildings and multidisciplinary commissions. Earlier experience in Mexico included architecture, construction, heritage work and collaboration with institutions including INAH and Legorreta Arquitectos.

His education combines architecture, cultural history and management: a Bachelor of Architecture from Universidad de las Américas Puebla; postgraduate study in construction management at Tecnológico de Monterrey; advanced study in the art and architecture of New Spain; professional qualification in Italy through Sapienza University of Rome; and an MBA from eCampus University in Como.

His approach is grounded in the conviction that scholarship, space, technology and production must be held within a single, accountable process.

Mexico + Italy

Professional experience across cultural, architectural and industrial practice.

Project Direction

Concept, design, budgets, multidisciplinary coordination and delivery.

Languages

Spanish · Italian · English · French (working knowledge).

Selected Distinction

Active Architecture Award, 2010.

Institutions, museums and collection partners

Proyecto Museo has delivered commissions for public institutions and collaborated with museums, research centers, cultural agencies and international collection partners. These relationships include professional services, collection-based exhibitions, institutional collaboration and technical delivery.

- Musical Instrument Museum, Phoenix, Arizona
- Haus der Musik, Vienna, Austria
- Musée des Beaux-Arts de Lyon, France
- Secretaría de Cultura, Government of Mexico
- Instituto Nacional de Bellas Artes y Literatura (INBAL)
- Instituto Nacional de Antropología e Historia (INAH)
- Fonoteca Nacional
- Centro Nacional de Investigación, Documentación e Información Musical (CENIDIM)
- Instituto Nacional de los Pueblos Indígenas (INPI)
- Museo Nacional de Culturas Populares
- Laboratorio Arte Alameda
- Museo Ex Teresa Arte Actual
- Senate of the Republic
- Museo Internacional del Barroco

Principal clients and public-sector experience

The following list consolidates principal clients and institutional relationships identified in Proyecto Museo's current curriculum vitae, together with recent commissions and academic partners.

- Fomento Cultural Banamex / Fomento Cultural Citibanamex, A.C.
- Government of the State of Puebla
- Judiciary of the State of Puebla
- Secretariat of Culture of the State of Puebla
- Museos Puebla
- Convenciones y Parques
- City Government of Puebla
- Instituto Municipal de Arte y Cultura de Puebla
- Government of the State of Michoacán
- Secretariat of Tourism of the State of Michoacán
- Secretariat of Culture of the State of Michoacán
- Centro Cultural Clavijero
- Instituto Veracruzano de la Cultura (IVEC)
- Secretariat of Tourism and Culture of the State of Morelos
- Directorate of Museums of the State of Morelos
- Universidad Autónoma de San Luis Potosí (UASLP)
- Museo Urbano Interactivo (MUI), Tecnológico de Monterrey, Puebla Campus
- Tecnológico de Monterrey
- Universidad Anáhuac Puebla
- Museo Miratoyac
- Centro de Desarrollo Cultural, Chihuahua
- Private universities
- Private-sector cultural and corporate organizations

UNITED STATES PRACTICE

In the United States, Proyecto Museo provides exhibition design, museography, cultural technology, production and interior exhibition services. Regulated architectural and engineering scopes are undertaken with appropriately licensed local professionals.



PROYECTO MUSEO

Museum Design, Exhibition Production & Cultural Technology

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Founder and Principal

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