



COMPANY PROFILE 2026

Proyecto Museo

Museum Exhibition Design · Exhibition Production · Cultural Technology

Selected experience in museums, international exhibitions, heritage, contemporary installations and digital interpretation.

Cristóbal de Villalpando: Baroque Splendor of Puebla · International Museum of the Baroque

Collections, knowledge and space integrated within a single practice

Proyecto Museo is an interdisciplinary museum exhibition design and exhibition production practice founded and directed by architect and museographer Ricardo Linares. We transform collections, research and cultural narratives into precise spatial, technical and public experiences. We work on permanent museums, archaeological sites, international loan exhibitions, historic interiors, contemporary installations, visitor centers and digital interpretation. Each commission follows a single accountable process integrating curatorial structure, design, conservation, lighting, media, fabrication, installation and operational handover.



Museum & Exhibition Design

Interpretive structure, visitor journey and detailed spatial design.

Exhibition Production

Technical coordination, fabrication, installation and opening.

Cultural Technology

Audio, video, interactives, applications and projection.

Museum Lighting

Conservation-sensitive lighting and visual hierarchy.

Custom Display Systems

Showcases, mounts, plinths and exhibition furniture.

Integrated Delivery

One accountable process, from concept to operational handover.

A distinct architecture for each collection

Proyecto Museo has designed and produced temporary exhibitions involving international loans, works on paper, Old Master and Viceregal painting, decorative arts, textiles and musical instruments. The practice integrates gallery planning, conservation-sensitive lighting, custom mounts, graphics, audiovisual interpretation, fabrication and installation, giving each collection its own spatial identity.



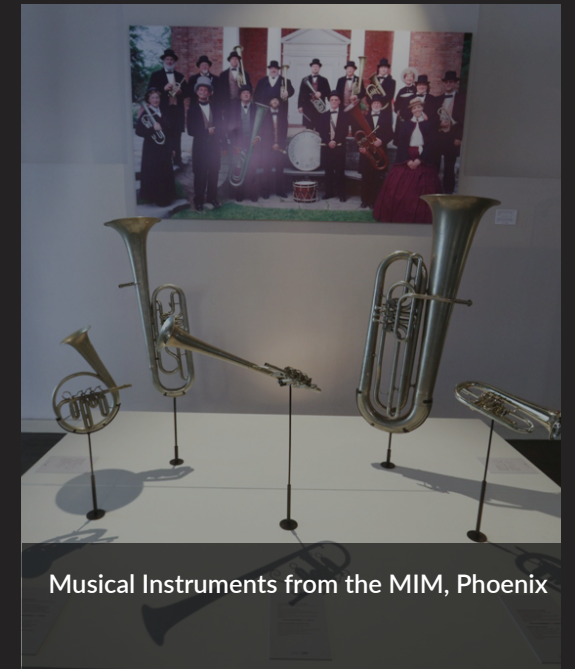
Rembrandt: The Divine and the Human



Islamic Decorative Arts • Musée des Beaux-Arts de Lyon



Viceregal Threads: Textiles of New Spain



Musical Instruments from the MIM, Phoenix

Selected projects also include Cristóbal de Villalpando: Baroque Splendor of Puebla and other collection-based exhibitions developed to museum standards.

Exhibition design as the construction of meaning

Permanent museums require the coordination of research, architecture, conservation, visitor circulation, technology and long-term operations. Proyecto Museo has delivered museums in historic buildings, industrial complexes and archaeological landscapes, including the Regional Museum of Cholula, La Constanca Mexicana cultural complex and the Ndachjian-Tehuacán Archaeological Site Museum.



Regional Museum of Cholula



Ndachjian-Tehuacán Archaeological Site Museum



La Constanca Mexicana



Historic interiors and interpretive environments

Research, spatial planning, display systems, lighting, audiovisual media, fabrication and installation are coordinated as a durable institutional environment.

The exhibition becomes an inhabitable work

Transverberations, conceived by Ximena Labra for Ex Teresa Arte Actual, transformed a former church through sculpture, sound, light, projection, mirrors and participatory installations. Proyecto Museo collaborated on the conceptual, exhibition and technical development of a project whose meaning depended on the precise relationship between contemporary art and historic architecture.



Ximena Labra • Transverberations • Ex Teresa Arte Actual, Mexico City

Historic architecture, experimental media and technically complex production are treated as a single spatial proposition.

Audio Guides & Mobile Interpretation

Proyecto Museo develops bilingual mobile interpretation systems integrating audio, geolocated maps, thematic routes, QR access, video and visitor navigation. Each platform is structured around the institution, territory and its audiences.



Ruta Don Vasco

Bilingual content, thematic routes and audio playback.



La Ciudad como Museo

Urban heritage routes and map-based exploration.



La Constanca Mexicana

Site map, museum-by-museum navigation and object-specific audio.

Design carried through to a physical and operational result

Proyecto Museo coordinates the technical systems through which an exhibition is conserved, understood and used. Design responsibility continues through fabrication, installation, commissioning, staff training and handover.



Display Systems

Showcases, plinths, mounts and custom furniture.



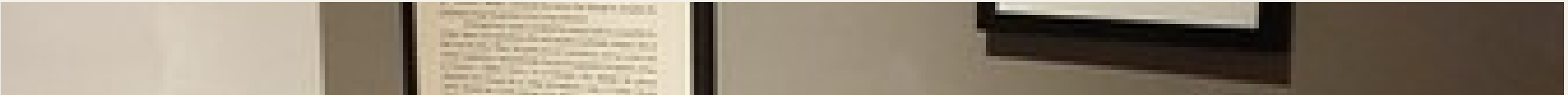
Lighting & Media

Conservation-sensitive lighting, projection, video and interactives.



Production & Installation

Technical coordination, testing, commissioning and handover.



Three international projects ready for institutional review

Complete dossiers are available to qualified museums and cultural institutions. Venue-specific exhibition design, lighting, interpretation, media, furniture, fabrication and installation can be developed as an independent professional scope.



Alice in Wonderland
Dalí • Ernst • Laurencin • Tenniel

More than 60 works • Standard presentation: 3 months

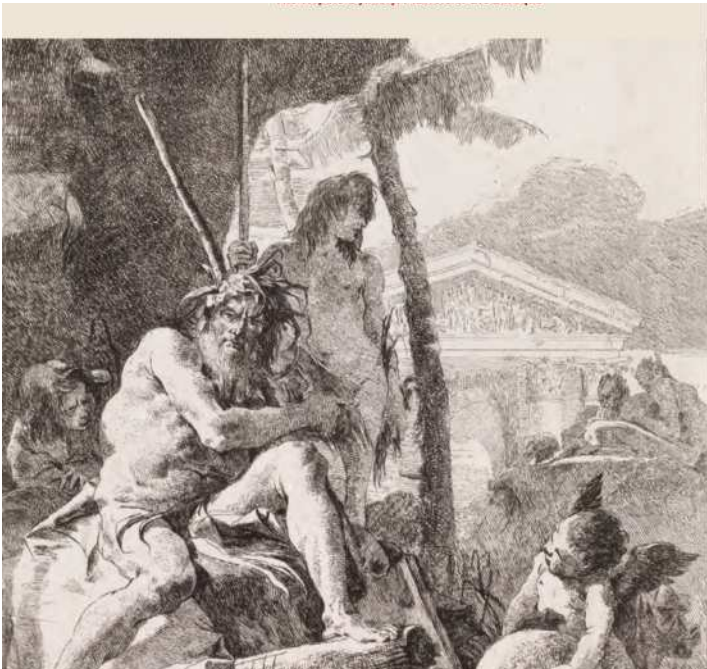
Full English-language dossier available



Henri Matisse
Art in Balance

More than 100 works • Standard presentation: 3 months

Full English-language dossier available



Venetian Fantasies
The Tiepolo Dynasty

33 framed prints + 3 drawings • Standard presentation: 3 months

Full English-language dossier available

Ricardo Linares

Architect • Museographer • MBA • Founder & Principal

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 work in Cesena and Emilia-Romagna, where he led sustainable architecture, urban development, hospitality and industrial projects. His education combines architecture, construction management, the art and architecture of New Spain, professional qualification in Italy and an MBA. His practice integrates knowledge, space, technology and production within a single accountable process.

Professional experience: Mexico and Italy
Languages: Spanish, Italian and English; working French
Selected distinction: Active Architecture Award, 2010

Selected clients and institutional partners

- Musical Instrument Museum, Phoenix
- Haus der Musik, Vienna
- Musée des Beaux-Arts de Lyon
- INAH
- INBAL
- Fomento Cultural Banamex / Citibanamex
- Secretariat of Culture, Government of Mexico
- Museos Puebla
- Government of the State of Puebla
- City Government of Puebla
- Judiciary of the State of Puebla
- Convenciones y Parques
- Instituto Municipal de Arte y Cultura de Puebla
- Fonoteca Nacional
- CENIDIM
- Instituto Nacional de los Pueblos Indígenas
- Museo Nacional de Culturas Populares
- Laboratorio Arte Alameda
- Museo Ex Teresa Arte Actual
- Senate of the Republic
- Museo Internacional del Barroco
- Government of the State of Michoacán
- Secretariat of Tourism of Michoacán
- Secretariat of Culture of Michoacán
- Centro Cultural Clavijero
- Instituto Veracruzano de la Cultura
- Secretariat of Tourism and Culture of Morelos
- Universidad Autónoma de San Luis Potosí
- Tecnológico de Monterrey
- Universidad Anáhuac Puebla
- Museo Miratoyac
- Centro de Desarrollo Cultural, Chihuahua



CONTACT

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For U.S. projects, regulated architectural and engineering scopes are undertaken in collaboration with appropriately licensed local professionals.

Photography: Proyecto Museo archives unless otherwise indicated.