

**CONRADO ZANOTTO**

1983, Ourinhos, SP, Brazil

**PORTFOLIO**

**Title: GOLDEN GRAFFITI**

**Budget: R\$ 18.000,00**

**Client: 99 FOOD I SWEET FILMS**

**Location: São Paulo, SP, Brazil**

**Media / Materials: Latex and spray paint on 18m x 5m wall and 18m x 11m floor.**

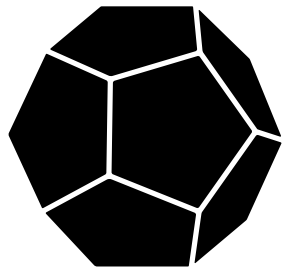
**Year completed: 2026**

**Short description of the project: A large-scale mural set was commissioned by Art Director Mariana (@tenhosono\_) for a film production.**

**At the outset, the client and featured artist had not yet been disclosed. Following receipt of the creative briefing, layout designs were developed and approved, initiating full production. The scenic mural measured 18 meters by 5 meters in height, with an additional painted surface of 18 meters by 11 meters from ground level. All wooden scenic structures were also painted as part of the set design.**

**The production involved 22 consecutive hours of on-site work, with assistance from Vitão (@baobamarcenaria) and Mário (@decastromarinho), followed by an additional 4 hours of finishing work on the day of filming in collaboration with the artist @chorao\_uer.**

**The final result was released on the social media channels of @mchariel and @99brasil.**



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PROMOÇÃO  
Quem corre  
você corre

Entregader

Tão  
corre



Tropa da  
lotoca

QUEM PEDE

NÃO

TA NA  
PISTA

BATER  
A META

BAG

PARCEIRA

BONDE  
DA BIKE

SOBE NA  
MAGRELA







Entregador

PROMOÇÃO

Tão no Corre

Tropa da lotoca

99 Food

QUEM PEDE PEDE

BATER A META

SOBE MAGR

99 Food

99 Food



**Title: PANDAS DC**

**Budget: R\$ 75.000,00**

**Client: AJINOMOTO I Fillet Agency**

**Location: Extrema, MG, Brazil**

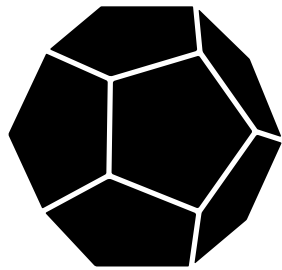
**Media / Materials: Latex and spray paint on 16m x 8m wall.**

**Year completed: 2024**

**Short description of the project: Commissioned mural delivered for Ajinomoto’s new building.**

**The project was developed through Fillet Agency, featuring visual elements that reference both the brand and the site-specific context of the DHL distribution center in Extrema, Minas Gerais, Brazil.**

**Artist: Conrado Zanotto (@conconcon). Assistants: Thiago Navas (@thiagonavas) and Mário de Castro (@decastromarinho). Operations: Carlos (@jc.solucoes1) and Francisco Agency: Fillet (@fillet\_ag) — Jota, Mauger, Lari, Ariadine. Client: Ajinomoto Brazil (@ajinomotodobrasil)**



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**Title: Memories about a Paulista City**

**Budget: R\$ 25.000,00**

**Client: São Paulo State Government - Urban Art Prize "Amigos da Arte”**

**Location: Ourinhos, SP, Brazil**

**Media / Materials: Latex and spray paint on 25m x 10m wall.**

**Year completed: 2021**

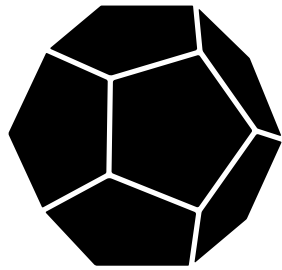
**Short description of the project: Ourinhos was the starting point of the São Paulo–Paraná Railway Company, a route that became the main artery through which life and progress flowed into new areas of the state. Many cities emerged and developed along these railway lines, shaped by the contribution of migrants and immigrants, including people from Ourinhos itself, which served as a mandatory passage for the large human flow that rapidly converged toward a new “Eldorado.”**

**This project functions as a cultural catalyst, as it impacts passersby and offers interactive experiences through open workshops. The positive response within the community is evident, and initiatives of this nature promote cultural engagement, as the affected public feels part of an artistic movement that proposes participatory improvements to the urban environment, with the objective of enhancing quality of life in the city.**

**Art provides moments of personal and social development, guided by a dynamic process through which morality and emotional engagement are constructed in response to challenging situations inherent to the social production of knowledge. In this context, interactionism, sequential constructivist principles, and social factors play an important role. Viewers and participants are encouraged to reflect on the structure of the work as a way to develop cognitive, perceptual, and co-creative skills.**

**The workshops stimulated visual literacy and the completion of a collective artwork through the experimentation of techniques and practices such as observing, reflecting, acting, and experiencing. Artistic expression is understood as a legitimate expression of both individual personality and social life.**

**The project also sought to engage the public education network and organizations that work with people in situations of social vulnerability. The project location was changed by mutual agreement with the Department of Culture, and transferred from Praça dos Ferroviários to the Ourinhos Bus Terminal. This change preserves the project’s cultural objectives and maintains its public visibility and accessibility.**



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**Title:** Immersion in Atlantic Forest Wildlife

**Budget:** R\$ 25.000,00

**Client:** São Paulo State Government - Urban Art Prize "Amigos da Arte”

**Location:** Ourinhos, SP

**Media / Materials:** Latex and spray paint on 220m x 7m wall.

**Year completed:** 2022

**Short description of the project:** The mural was created in downtown Ourinhos, São Paulo, at the São Paulo Viaduct, locally known as “Pontilhão,” which connects the city center to the surrounding neighborhood in both directions. The viaduct extends approximately 220 meters on each side, with wall heights ranging from 1.5 to 7 meters. The chosen theme reflects the fact that Ourinhos is located within the Atlantic Forest biome (Mata Atlântica), which is characterized by a rich diversity of fauna and flora. The city is also crossed by the Paranapanema, Pardo, and Turvo rivers, all of which run practically within the urban perimeter.

In a playful yet realistic manner, the artistic concept aimed to portray animals from the skies and rivers of the city, representing species native to the local biome where the city was established. The artwork was designed to place both drivers and pedestrians in an immersive visual experience, achieved through the use of vibrant colors and rich textures.

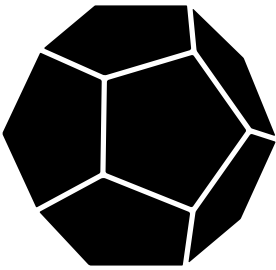
The format of the viaduct, with its elevated lateral walls, was used as a continuous large-scale mural that creates a complete environmental composition. Winged animals (birds) and aquatic animals (fish) are depicted in large proportions, with details that reveal new elements at each viewing, encouraging repeated engagement with the artwork. The project also has a strong educational component, promoting the recognition of local species through immersive experiences with schools and the general public. Both drivers and pedestrians, when impacted by the imagery, are invited to reflect on the explicit and implicit aspects represented in the figures, fostering environmental awareness and cultural engagement.

The selected species include:

**BIRDS:** Bem-te-vi (Great Kiskadee), Woodpecker, Burrowing Owl, Toucan, Carcará (Southern Caracara), Quero-quero (Southern Lapwing), and Saíra-sete-cores (Green-headed Tanager).

**FISH:** Piranha, Tilapia, Tucunaré (Peacock Bass), Dourado, Pintado (Surubim Catfish), Pacu, and Lambari.

**Participating Artists:** Conrado Zanotto, Natalia Macedo, Bruno Moura, Rafaela Hisamura, Frederico Mansur, and Pas Schaefer.



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3322-3403  
**Aliança**  
VEÍCULOS

CARROS

futura















**Title: NEON**

**Budget: R\$ 10.000,00**

**Client: Federal Government - Paulo Gustavo Law in partnership with Secretariat of Culture of Ourinhos.**

**Location: Ourinhos, SP**

**Media / Materials: Latex and spray paint on 30m x 3m wall.**

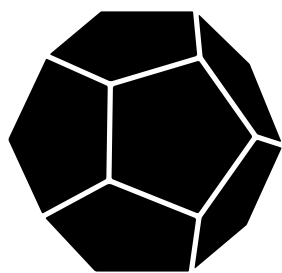
**Year completed: 2024**

**Short description of the project: The project proposes the creation of an urban art mural using the graffiti technique, to be executed by visual artist Conrado Zanotto. The mural will consist of a compilation of pop culture icons, painted using a neon aesthetic.**

**The neon aesthetic is characterized by high contrast, luminous intensity, and vibrant colors, evoking sensations of energy, vitality, and nostalgia simultaneously. This visual language contributes to the creation of a high-impact artwork capable of engaging diverse audiences and fostering immediate visual identification.**

**The project location was changed by mutual agreement with the Department of Culture, and transferred from Praça dos Ferroviários to the Ourinhos Bus Terminal.**

**This change preserves the project’s cultural objectives and maintains its public visibility and accessibility. The neon aesthetic is characterized by high contrast, luminous intensity, and vibrant colors, evoking sensations of energy, vitality, and nostalgia simultaneously. This visual language contributes to the creation of a high-impact artwork capable of engaging diverse audiences and fostering immediate visual identification.**



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