Home

About ghm

Gustavo Muñoz Lorenzo

Team

Clients

News

Contact

Audiovisual

Institutional

Infrastructure

Educative

Publicity

Mapping

Photography

Nature

Institutional

Infrastructure

Artistic

Extreme

Publicity

Portrait

Studio productions

Agriculture

Los Andes crossing

Design

Graphic

Editorial

Digital

Spaces

Stand

Arquigraphy

Expositions

Monitoring

Flights

Drone

Helicopter

Our office

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Work with us.

Re launching Sarmiento Web

The last September, 11th, 2017 the new web site of ¨ Sarmiento´s trips¨ was launched, in which new sections and contents were presented.

PERITO MORENO

Exclusive advance of the new movie that we are making about the trips to Perito Moreno´s Glacier.

PRESENTATION OF THE NEW FORD MUSTANG |2017

We tested the new Mustang model during the filming of the 2017 commercial.

ARGENTINAN PATAGONIA

An exclusive tour around the most southern landscapes of Argentinian Patagonia.

Creativity, professionalism and career.

Founded 1993, GHM Contents is a versatile and dynamic producer, capable of materialize the most daring challenges. From our office based in Los Andes mountain range, we provide services of publicity, corporative image, integral design, monitoring and flights with drones or helicopter to clients from Argentina and Latin America. Our experience and career path allow us to work in integral campaigns, co-productions and private hiring. We offer, as an added value, creativity, technology, knowledge, systematization and integral understanding of institutional communication, audiovisual realization, editorial and stands.

Gustavo Muñoz Lorenzo

General Manager

See Biography

Our team

The cooperation is the base of the creativity. That is why, every project is carried out interdisciplinary. Our teamwork is formed by professionals qualified in each area who contribute with their skills. Each delivered product is the result of this cooperation and creative synergy.

Gustavo

General Manager

Gabriela

Creative Manager Directora

Valentín

Design

Enrique

Administration

Katharina

Administration

Mercedes

Design

Milagros

Production

Matías

Animation

Ezequiel

I.T

Clients

Contact

Esteban Echeverría 772 South (5400) | San Juan · Argentina

[Send an email](mailto:ghmtv@ghmtv.com)

**GUSTAVO MUÑOZ LORENZO**

I am Gustavo Muñoz Lorenzo “Huevo”, as some people call me. I was born on May, 13th, 1973. I consider myself to be a very lucky man because I could turn my vocation into my profession. This paved the way as a photographer in GHM contents, the company I founded in 1993 and that I currently run. With more than twenty years of career, our producer has participated in television, the audiovisual and editorial realization. This gave great satisfaction, for example, the FUND TV Price and also, different nationals and internationals festivals (International Mountain Film Festival and the BANF Mountain festival, among others)

Filming ´´Sarmiento´s trip.´´

“Trips are the base of my education. After visiting 12 countries following Sarmiento´s steps, I found out the strength, vocation and temple that are necessary to achieve the things because the more innovative the ideas are, the more resistance they have.”

Antonov in El Plumerillo Aeroport

“Throughout the years we have bind together the two biggest companies in the world and we have had the experience of sharing teamwork with them.

Storm in Veladero Temporal en Veladero.

“The mining industry made me have a resintance I never tought I would overcome the passion for the job in Los andes. I learnt a lot from them and I learnt that a country is never built alone but together.

Trip to Malvinas

“It is very difficult to describe the sensation that I experienced in the South Atlántico. Every trip to the island, to the battle fields filled me with fear but then, that fear tuned into courage to accompany the ex-combatants.

Filming of the documentary “Perito Moreno”

“Pancho Moreno galloped Patagonia, crossed the rivers swimming but above all, he worked his entire life for the mother country. I went over more than 12.000 km: Winter, summer, flights, helicopters, drones. However, I believe that, today, this is not enough to illustrate his life.”

“Technology brought to my life the passion for exploring and discovering, for travelling, for crossing oceans looking for it in order to apply it to the image and the care of nature and the animas, which I respect since I was a child.

Participation in “Loon Project”

“Unite the world from China to South America, from Los Andes to Canada and contact from a mountaneuos town a rural teacher, a doctor for a consultation in Buenos Aiers. The network opened new doors to the unimaginable.

**AUDIOVISUAL**

Eurocopter

IROC

YPF

Biosphere reserve San Guillermo

McKinsey

Ischigualasto

Tenaris

San Juan Bank

Los Andes crossing

Veladero

Teknofood

Solar panels, Energy 360

Gas pipeline, Techint

Route 150

Panedile

El return of the heroes, Malvinas

Bicentenario Theater

Behind the scene

Orchestra

Campo del cielo, Chaco

Andino el Cóndor

Las Jarillas

Juana la liebre

Los Atletas emplumados

Technical School Roberto Rocca

Ford Mustang

Blend Aida, Bodegas Bórbore

Toyota Hilux

Book Camino de los Patos

Diario de Cuyo

Vocacional Education, Cervantes

Higher Education, Cervantes

Birthdays , Cono pizza

Autoservice, Cono pizza

Mapping Fiesta Nacional del Sol

Argentinian Women, Fiesta Nacional del Sol

**FOTOGRAPHY NATURE**

Caviahue lake, Neuquén

Located in Ñorquin, it is one of the most important lakes of the Neuquén River. Besides, it has a unique environment in South America because of the extreme acidity of its waters.

Hornos Cape

It is one of the Wollaston island of Chile that form Tierra del Fuego archipelago. Sailing there is one of the biggest challenges for marines.

Fitz Roy Hill, Santa Cruz

The Fitz Roy hills has an altitude of 3,405 meters, which makes is one of the hardest mountains to climb of the world.

Perú

In Perú there is no need to go to the countryside to see llamas, alpacas, guanacos and vicuñas even if they move around the center of Cuzco.

Camisea, Perú

One of the projects that Techint Company developed in Peru. It consisted in the construction and installation of natural gas.

Tren a las Nubes, Salta

The train of Salta city goes through Valle de Lerma to enter Quebrada del Toro and reach Punta de Atacama. It reaches an altitude of 4220 m.a.s.l. (meters above sea level)

La Trochita, Chubut

It is known as the Old Patagonico Express. It carries out a touristic service between Esquel and Nahuel Pan and regualrly to El Maiten.

San Guillermo Biosphere Reserve, San Juan

It is located in Iglesia and the aim is to preserve its natural and cultural characteristics.

Los Patos Valley, San Juan

This road was chosen by General San Martin to go through Los Andes mountain range where the expedition Los Andes crossing is carried out.

FOTOGRAPHY INFRAESTRUCTURE

Soldador in Casposo, San Juan.

The mine that is in charge of Troy Resources Limited Company, is located in Caligasta at an average altitude of 2400 masl.

Hydroelectric Plant of Los Caracoles, San Juan

Located in the limit of Ullum and Zonda, it has a triple function of generating energy, gather water for irrigation in a seasonal river and contribute a new touristic resource to the province.

Railroads tracks construction

Nowadays, the train moves around to more than 400km, in order to join Mar del Plata to Buenos Aires. It has 12 stops in the different parts of the inland of Buenos Aires.

Working staff

It is of Paramount importance the safety of the construction employees and that each company demands its staff the proper use of these elements.

Pascualama, San Juan

Pascualama is the first mining binational Project in the world and consists in developing the mine that it shared by Chile and Argentina.

Paredón Punta Negra, San Juan

It is located on the permanent course of San Juan river, in the limit of Ullum and Zonda.

Bicentenario Theatre, San Juan

It was opened on October, 21st, 2016 after 4 years of construction. Together with Colon Theatre and Teatro Argentino of La Plata, they constitute the most important theatres of the country.

Detour Canal Caracoles, San Juan

The hydroelectric plant produces an increase in the cultivated area of about 12,500 hectares and it generates more security as regards the water reserve of the 110,000 hectares that are currently available for irrigation.

Veladero Campsite , San Juan

It is located in Iglesia, 370 kilometers from the city of San Juan and it is 4000 meters high in the Andes Mountain.

**ARITISTIC FOTOGRAPHY**

Route 150

In its entire extension, the National route 150 has a length of about 389,500 km and 303,850km of them belong to San Juan.

Los Patos Valley, San Juan

It is formed by Los Patos River. It is very important because from this point, different roads and paths lead to Chile.

Melchor River. In the center of the fold of goats in summer.

The transhumant shepherding of the shepherds has been carried out for centuries in a geographic space with special characteristics: longitudinal valleys of the high Andean region.

The essence of Jachal, San Juan.

The fertility of its valleys turn Jachal into an excellent region for agricultural production.

The essence of Jáchal, San Juan

Grove River. Land of metals. In Native language, these are two possible meanings for Jachal, name of the third department in the surface of San Juan.

Jáchal in hight, San Juan

From the air it can be appreciated the nature that surrounds our province and we know how to find the exact moment to capture that immensity.

Route 150, San Juan

It is a strategic work because of its location and the access to national and international routes. This scenario offers many benefits for the region.

Slope Rocío River, Chile

Today it is known as the El Aleton. It is dark, really boxed and rocky. Its slopes are raised and interrupted by landslides.

Biosphere Reserve of San Guillermo, San Juan.

It has almost one million hectares and it is one of the most protected areas of Argentina Republic.

**EXTREME PHOTOGRAPHY. FOTOGRAFIA EXTREMO**

Perito Moreno Glacier, Santa Cruz

The wide variety of ecosystems and natural areas of this region, adapts perfectly to the different disciplines that form Adventure Tourism.

Perito Moreno Glacier, Santa Cruz

The production was mounted on this thick ice mass located in Argentino Lake, San Cruz province.

Arista Mazeno, Nanga Parbat, Pakistán

It is the longest route ever to climb any of the fourteen eight thousand meters mountains in the planet. You have to ascend in this road until the eight peaks of more than 6,500 meters.

Cerro Catedral, Río Negro

Located in Bariloche, it is the biggest center of ski of South America and the South Hemisphere.

Kayak in San Juan River, Ullum, San Juan

This sport is practiced in a landscape that combines the vertigo of its rivers with the hills that surround it.

Rafting in Calingasta, San Juan

The Canyon of Los Patos River offers an incomparable landscape to practice this adventure activity. The warm water, the sun of San Juan and the duck sighting of the torrent complete the experience of sport and adrenalin.

Windsurf in Cuesta del Viento Dam, San Juan

The winds blow to more than 110 km/h and are originated thanks to a kind of funnel that is formed just where the air current enter into the valley, which makes the perfect place for this sport.

Triathlon in Ullum Dam, San Juan

This competition that is recognized worldwide, is carried out annually and includes swimming, cycling and running.

Climbing in Bariloche, Río Negro

It is a challenge to overcome the difficulties that the walls show to reach the peak or to watch from the top the panoramic landscapes of Bariloche.

Motocross in the mountains of Ullum

Pilots from all over the world are called and motocross and enduro competitions are carried out periodically, which makes the mountains of this place roar.

Mountain bike in Iglesia, San Juan

Alone or in groups, it is one of the most popular sports among the people from San Juan. This is because the province offers us a wide variety of landscapes that leave unique experiences in this adventure.

Dakar circuit in Mogna, San Juan

Generally, San Juan´s scenarios are chosen for this career of international prestige.

**PORTRAIT PHOTOGRAPHY**

Jáchal´s agriculture

It takes part of the farm Punta del Agua, with a 400.000 ha surface located South from the National Route 150.

Gaucho of North Los Patos

In the region of Coquimbo around 6.500 people work as goat bearers.

Gaucho from Calderón

Owners and carers of their own cattle, they are primary producers of cheese, some are agricultures and others eventually are miners.

Shepherd of Los Azules

Heirs of the wisdom of their predecessors in the practice of the transhumant shepherding characteristic of the agriculture of the semi-arid geography.

Shepherd of North Los Valles

The woman has a very important role in the breeding of goats in Chile. Most of them, carrying their children, go with their men to the mountain range and work from sunrise to sunset in the production and sale of cheese.

Juan Gustavo Tapia

In spite of his tough life story, Juan Gustavo works with her brother, who is defined as his partner and together, they lead 300 goats.

Gaucho from San Agustín

For decades, shepherd families have survived without official help, with a regime based in the production of their food and in the barter.

Gaucha from Bella Vista, San Juan

Present in the Fiesta Provincial de Los Valles and Cumbres Iglesianos, typical event of the area.

Gaucho Iglesiano, San Juan

Historically, the gaucho was the homeless habitant of the Pampas who travelled with no particular destination in their horses. They had slings, poncho, lasso, knife, yerba, sault and tobacco as their only baggage.

PRODUCTIONS IN STUDIO

Emilia Greco

Campaña Algar invierno 2017

Emilia Greco

Campaign Algar winter 2017

Guillermina Peñafort

Book of models for the campaign

Conference of boys, girls and teenagers.

The production was carried out for the Ministry of Human Development of San Juan in 2013.

Conference of boys, girls and teenagers.

The production was carried out for the Ministry of Human Development of San Juan in 2013.

Family Photograph

Taken in our studio, which is equipped with all the latest specific technology to get high quality photography that in time, turn into a memory that can be visible, exposed and that lasts in time.

Child portrait

Photography is the way to catch important moments forever. It is a vision about the unique moment in the lives of people.

Child portrait

We work in teams and we capture special moments, spontaneous situations and the spontaneity of the emotions present.

**AGRICULTURE PHOTOGRAPHY**

Onion fields, Jáchal, San Juan

Onion plantation, one of the main farming of the region.

Communities in Jáchal, San Juan

Local people that love the land support this farming that strengthen the economic performance of the farms.

Vineyards in Pocito, San Juan

San Juan becomes the only opportunity to know the universe of wine and its making, going over wineries and cellars located in the south, east and west.

Vineyards in Zonda, San Juan

Zonda is characterized by its intense and historical agricultural activity and a modern and agile industrial activity.

Vineyards in Zonda, San Juan

Together with Tulum Valley and Ullum, Zonda becomes of vital importance for the local economic development.

Olives tres in Sarmiento, San Juan

The olives trees characteristics of Cuyo region have been growing in the foot of Los Andes for more than four centuries. The olive growing is the second productive activity of the province and it is followed by wine growing.

Viñedos in Pedernal Valley, San Juan

It stands out because it is the piece of land with the biggest potential in San Juan, to more than 1300 meters above sea level.

Oil plant in Las Casuarinas, San Juan

This factory belongs to SolFrut, of Phrónesis group. It is a group of companies deeply committed to the sustainable regional development.

Plantations in Zonda, San Juan

It is part of an artificial oasis and the result of the complex irrigation system, whose main support is the waters of the rivers and mountain watershed.

**PHOTOGRAPHY OF LOS ANDES CROSSING**

Aconcagua Mountain, Mendoza

Seen from the hill of the mountainous chain of Espinacito, this hill is 6,922 m.a.s.l.

Climbing to the Espinacito mountainous chain, San Juan.

It is located 4,536 m.a.s.l. it is the highest point of Los Patos path.

Río Blanco, San Juan

It is originated from the melting of Los Andes mountain range that ends in Los Patos River. Together with Patos Sur River, they are its main tributaries.

Slope to Rocín River, Chile

Today it is known as El Aletón. It is dark, boxed and rocky. Its mountain sides are raised and interrupted by landslide.

Los Patos Valley and y La Honda river. San Juan, Argentina.

This scenario was part of the 11th journey of the march planned by San Martin.

Slope to Honda gully, San Juan

Every year thousands of people revive the feat of San Martin, crossing Los Andes mountain range by mule.

Tigre mountain range, San Juan and Mendoza

It forms part of the Frontal mountain range that is parallel to the Principal mountain range and it extends about 100 km north-south of the Aconcagua and it is parallel to Las Vacas valley.

Burden mule

This mule belongs to the shepherds of Chile and it transports cheese in packsaddles.

Mule roundup, San Juan

Natural pasture in los Patos Sur Valley.

**SPCES STAND**

Sueños de libertad (Dreams of Freedom)

Virtual reality of Los Andes crossing by horse. San Juan Government stand for Fiesta Nacional del Sol, 2017.

Sueños de libertad (Dreams of Freedom)

Mockup “Paso Los Patos”. Stand of San Juan Government for Fiesta Nacional del Sol 2017.

Sueños de libertad (Dreams of Freedom)

Wall of the museum of living pictures. Stand of San Juan government for Fiesta Nacional del Sol 2017.

Sueños de libertad (Dreams of Freedom)

Cinema 360°. Stand of the Government of San Juan for the Fiesta Nacional del Sol 2017.

Barrick Gold

Stand for the Fiesta Nacional del Sol 2010.

Ischigualasto

Stand Ministry of Tourism for FIT 2010.

San Juan New Mining

Stand of the Ministry of Mining of San Juan for Tecnópolis 2013, Buenos Aires.

San Juan Bank

Stand for the Fiesta Nacional del Sol 2017.

Ministry of Mining

Stand of the Ministry of Mining for the Fiesta Nacional del Sol 2011.

We are Patria Grande

Stand of the Ministry of Human Development and Social Promotion for the Fiesta Nacional del Sol 2014.

Hydroelectric Development

Stand of Techint for the 2013 Dams Conference.

San Juan New Mining

Stand of the Ministry of Mining of San Juan for the Fiesta Nacional del Sol 2015, Buenos Aires.

San Juan New Mining

Stand of the Ministry of Mining of San Juan for the Fiesta Nacional del Sol 2015, Buenos Aires.

NOTE: Fiesta Nacional del Sol is one of San Juan most famous celebrations that is carried out in the province in February.

**SPACES ARCHOGRAPHICS**

America Wholesaler, San Juan

External Sign making.

America Wholesaler, San Juan

Internal sign making.

Bicentenario theatre, San Juan

Three dimensional human size letters.

Saul Saidel, San Juan

External sign making and internal design.

San Juan Bank, San Juan

External plotting of Windows.

San Juan bank, Mendoza

External sign making and internal design of the place.

**SPACES EXPOSITIONS ESPACIOS EXPOSICIONES**

Los Andes crossing exhibition.

Trips log book. Exhibition in Franklin Rawson museum. Year 2016

Los Andes crossing exhibition

Photography room. Exhibition in Franklin Rawson museum. Year 2016.

Los Andes crossing exhibition

Trips log book and Gustavo Muñoz Lorenzo biography. Exhibition in Franklin Rawson museum. Year 2016.

Los Andes crossing exhibition

Presentation of the equipment in the photography room. Exhibition in Franklin Rawson museum. Year 2016.

Conference of boys, girls and teenagers.

Year 2013 for the Ministry of Human Development. Juan Victoria Auditorium.

Conference of boys, girls and teenagers.

Year 2013 for the Ministry of Human Development. Former San Martin railway station.

Year 2013 for the Ministry of Human Development. Cultural Center José Amadeo Conte Grand.

Saidel Circus Fest

Year 2015. Reunion passengers Disney 2015 and passengers class 2016.

Saidel Circus Fest

Year 2015. Reunion passengers Disney 2015 and passengers class 2016.

**DRONE FLIGHTS**

We fly high, higher than everybody else. Volamos alto, más alto que todos.

We exceeded the current record and flew 6,000 m.a.s.l.

Veladero Mine, San Juan

Cleaning and maintenance tasks of the Eolic generator, located to more than 4,500 meters high.

National Park Los Glaciares

Located in the province of Santa Cruz, it has a Surface of 726,927 ha and a total of 356 glaciers.

Perito Moreno Glacier, Santa Cruz

This astonishing glacier has a front of 5 km and a height of more tan 60 meters above the sea level.

Nonogasta, La Rioja

Photovoltaic farm, with a generation of 35 watts and 132.000 crystalline panels.

Barrancas Coloradas, San Juan

Located in Ischigualasto Park, it is one of the most important geological – paleontologist deposits in the world.

Cuesta del Viento dam, San Juan

Sailing in one of the best and more famous places in the world for the practice of windsurf and kitesurf. This is because the winds blow to more than 110km/h.

Cuesta del Viento dam, San Juan

Los Piuquenes, birds that belong to San Juan fauna nest in the Alta Cordillera in an altitude of more than 3,000 m.a.s.l.

Les Eclaireurs lighthouse, Tierra del Fuego

Most commonly known as The End of the World Lighthouse, it belongs to the group of isles Les Éclaireurs in the Beagle canal, opposite Usuahia bay.

**HELICOPTERS FLIGHT**

Aconcagua, Mendoza

Photographic shoot of Eurocopter in December 2013.

Tronador hill

Geological active volcano. It separates two national parks: Nahuel Haupi in the provinces of Rio Negro and Neuquen, Argentina and Vicente Perez Rosales in the province of Llanquihue, Chile.

Nahuel Huapi Lake

It belongs to the National Park Nahuel Huapi. It is a lake of glacier origin of the Argentinian Patagonia. It has a surface of 557 km2. Perteneciente al Parque Nacional Nahuel Huapi, es un lago de origen glaciar de la Patagonia Argentina con una superficie de 557 km².

Pedernal Valley, San Juan

It has an altitude that goes from 1,000 to 1,500 m.a.s.l., which offers unique conditions for the development of agriculture and cattle industry.

Puerto Madero

It is one of the youngest neighborhoods of Buenos Aires. It is an exclusive residential, gastronomic and business center of the city.

Solar plant Cañada Honda, San Juan

It has 98.000 solar panels of 22 MW of power. It is a complex that provides energy to about 14,000 houses in San Juan province.

Hydroelectric development, Los Caracoles, San Juan.

Located in the limit of Ullum and Zonda. It has a triple function of generating electric energy, accumulating water for irrigation in the seasonal river and providing a new touristic resource to the province.