



September 18, 2009

I am a multimedia producer

by Elisa Terrazas

Tibuni is a multimedia producer who gave life to Vaboom Studios in 2003, a one-stop-shop for multimedia and graphic design necessities. Its foundation is built on the dream of fusing together the talents of local artists to produce extraordinary work through their collaborations.

"Vaboom Studios is a concept I started 7 years ago to give artists an outlet to display their work," says Tibuni. To date, he has worked with over 50 area artists. Apart from recruiting local talent for projects, Tibuni also consults with many of them, easing their transition into the workplace.

Tibuni began his business out of his home before opening his downtown office five years later.

While Vaboom Studios has managed to find success in a common medium, its name is anything but. Tibuni attributes his business's name to comic books. "I like all of the unusual adjectives used in comics," says Tibuni, who wanted a name as unique as the famous comic book term, 'kaboom'.

Aside from comic books, Tibuni's influences come from early 1900s films and Renaissance art. Many of his photos are taken at El Paso's oldest buildings, "I like to use images of the past," Tibuni says, while describing some of his favorite locations like the Socorro Mission.

Tibuni's business has been awarded countless honors and its long list of customers ranges from the U.S. Armed Forces to the Miss Border City Queen. In 2004, Vaboom Studios directed and produced the music video, "The Hand of a Dead Man," by Mexico City band *Famosos Don Nadie*, which appeared on VH1 and MTV Mexico. But perhaps his greatest honor came last fall, where he was awarded a medal by a Fort Bliss commander for documenting the lives of some of our country's bravest men.

Tibuni was one of 20 photographers picked in the nation to take pictures of soldiers leaving to battle. The photo shoot was held at Fort Bliss where Tibuni shot over hundreds of soldiers, telling their stories through pictures. "People forget that there is a war going on," Tibuni says while describing his incredible experience at the shoot.

These days, Tibuni lives a fast-paced life thanks to his booming business, working on an average of two to three projects per month. Currently, he is working on a music video for a local artist and a Ronald McDonald calendar whose proceeds will be donated to the Ronald McDonald Charity House. When asked about the secret to his success, Tibuni replied, "It doesn't matter where you come from as long as you work hard and produce a quality product."

For more information about Vaboom Studios, visit www.vaboom.com, or email them at admin@vaboom.com.