

DIEGO VALDEZ

SELECTED ARTIST FOR
LUXURY TEQUILA BRAND
DON JULIO

CINCO DE MAYO EVENTS

Campaign from Tequila Don Julio

“Elevate this summer with Don Julio”

UPGRADE YOUR CINCO



DIAGEO TEQUILAS CINCO DE MAYO HAPPY HOUR

JOIN US FOR THE ULTIMATE CINCO UPGRADE

Date:
May 2, 2013

Location:
Hudson Hotel
356 West 58th Street

Time:
4-7pm

Don Julio | Jose Cuervo | The Latin Connection

THESE WHO KNOW DRINK RESPONSIBLY.
100% AGAVE TEQUILA. 40% ALC/VOL. ©2013 Imported by Diageo Americas, Newark, NJ.

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DIEGO VALDEZ was selected to make luxury paintings of the creator for Luxury Tequila brand Don Julio

DIEGO VALDEZ / In Living Color



Diego Valdez is a modern-day polymath – artist, model, actor, poet and connector. A fixture on the Latin art scene, the Colombian-born Valdez is the founder of artist agency Voilartists (voila and artists means “Here are the artists”) and his work has appeared from Times Square in Manhattan to campaigns for Discovery Channel, Animal Plant and other large corporations.

To celebrate Cinco de Mayo, Valdez has created six unique artworks to be displayed in the Diageo offices for the luxury brand Tequila Don Julio. In these works, Valdez’s kinetic, luminous digital-arts style pays homage to celebrity and national identity.

Valdez has previously collaborated with Diageo to honor Hispanic Heritage Month through portraits of Frida Kahlo and Che Guevara. His 30-day exhibition was on show at the Norwalk, Connecticut, headquarters and in the Manhattan office.

Don Julio | KNOW YOUR TEQUILA™

THOSE WHO KNOW DRINK RESPONSIBLY.
DON JULIO Tequila. 40% Alc/Vol. ©2013 Imported by Diageo Americas, Norwalk, CT.

Who is Diego Valdez?

DIEGO VALDEZ by the industry is described as is a **modern-day Polymath**—Artist, model, actor, Poet And connector. **A fixture on the latin art scene,**

The Colombian born Valdez is the Founder
of artist agency **voilartists**
(voila and artists means “here are the artists”)

And his artwork has appeared from **Times square in Manhattan** to
Campaigns for **Discovery channel, Animal planet** and other large
Corporations

To celebrate **Cinco de Mayo**, Valdez has created six unique artworks
to be displayed in the Diageo offices for the **Luxury Brand Tequila
Don Julio**, In these works, **Valdez’s kinetic, Luminous digital-arts
style** pays homage to **celebrity and national identity**

Valdez has previously collaborated with **Diageo**

To honor **Hispanic Heritage** Month Through Portraits of Frida Kahlo
and Che Guevara. **His 30-day exhibition** was on show at the
Norwalk, Connecticut Headquarters and in the Manhattan Office.

Diego included amongst top Hispanic celebrities for giveaway items

- Snapshot of Email...

GET 2 JUANES TICKETS + LUXURY PAINTING OF DIEGO VALDEZ

Sent: Tuesday, April 23, 2013 12:14 AM
To:
CC:

Prizes that will be given away at the launch party:

Trip Giveaway to a luxury experience in Mexico at Tequila Don Julio distillery.

2 Juanes tickets

2 Lobster Roll rumble charity event

Luxury painting by Diego Valdez & product raffle

1 Mentorship experience by MKTG

Tequila Don Julio Real product raffle

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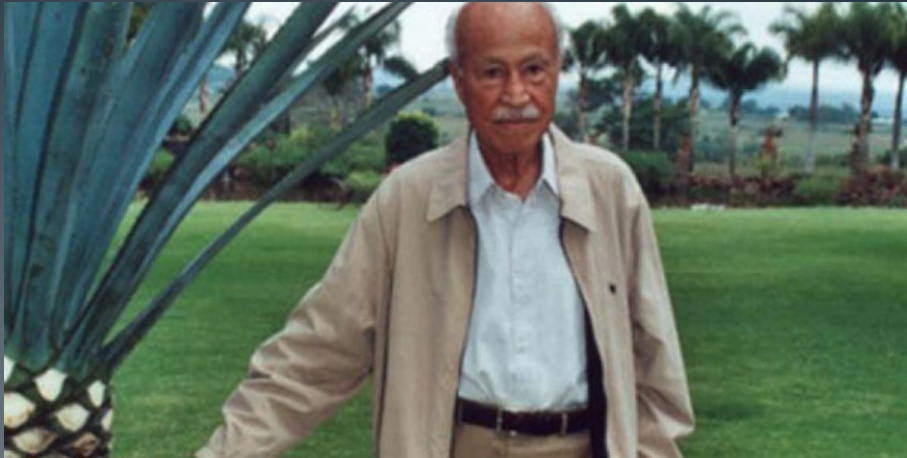
Tequila Don Julio Real product raffle

I encourage you all to upgrade your Cinco De Mayo with authentic Mexican cuisine, an assortment of fantastic tequila cocktails and a chance to win one of the tequila teams' exciting raffle prizes! Transportation will be provided. A bus will depart from the New York office to the Hudson Hotel (356 W 58th Street) at 4 PM.

Please join us to kick off Cinco de Mayo and upgrade your summer campaign with Tequila Don Julio



The Collection series “Don Julio”



Don Julio González began his tequila-making journey in 1942 when he opened his first distillery in the highlands of Jalisco, Mexico. Originally produced in small batches for his own personal enjoyment and to share with family and friends, his "Tequila Reserva de Don Julio" reflected the pride and passion that he had for his craft. As more people learned of its high quality and smooth flavor, Tequila Don Julio, as we know it today, was born, and it remains Mexico's most popular luxury tequila to this day.

Original Digital Paintings: Tribute to Don Julio Gonzalez Estrada founder of Tequila Don Julio the collection have been created between April – May 2013 By Artist Diego Valdez

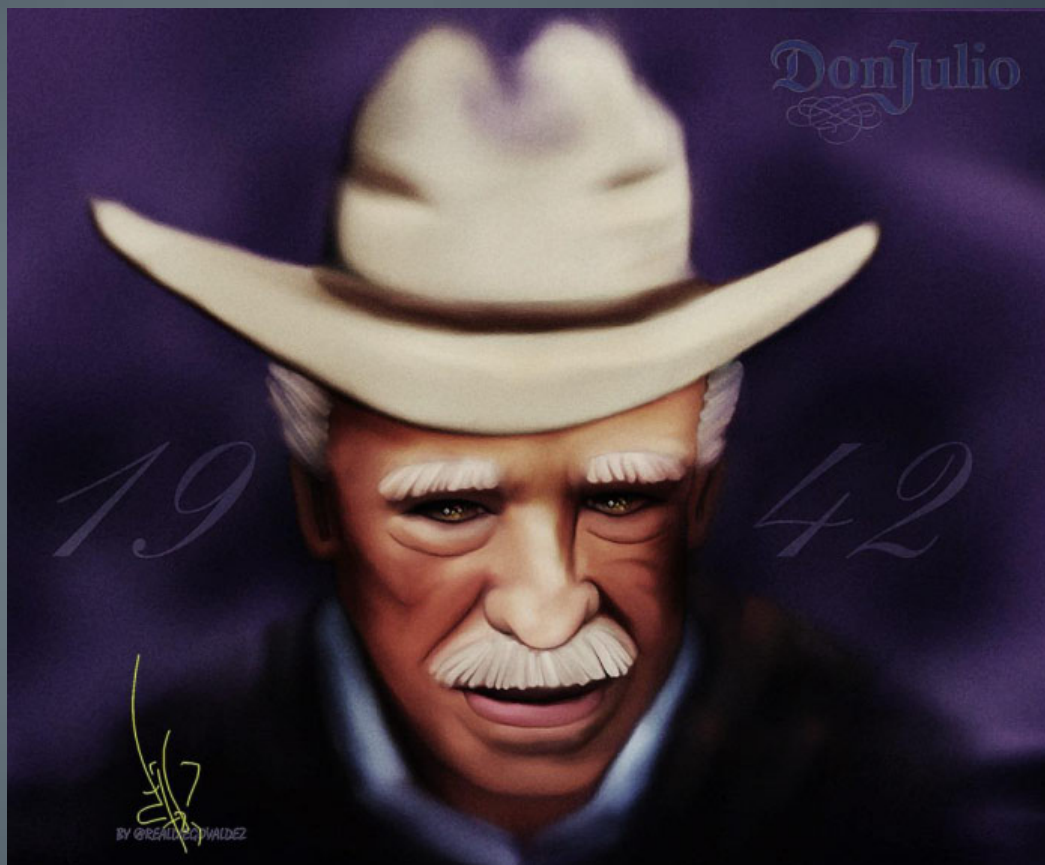
Technique: Palette Square Digital Technique created by Artist Diego Valdez in 2007 – moving the classic Acrylic Palette technique to the digital Canvas adding square lines also inspired by the classic Cubism.

The journey of a luxury Brand



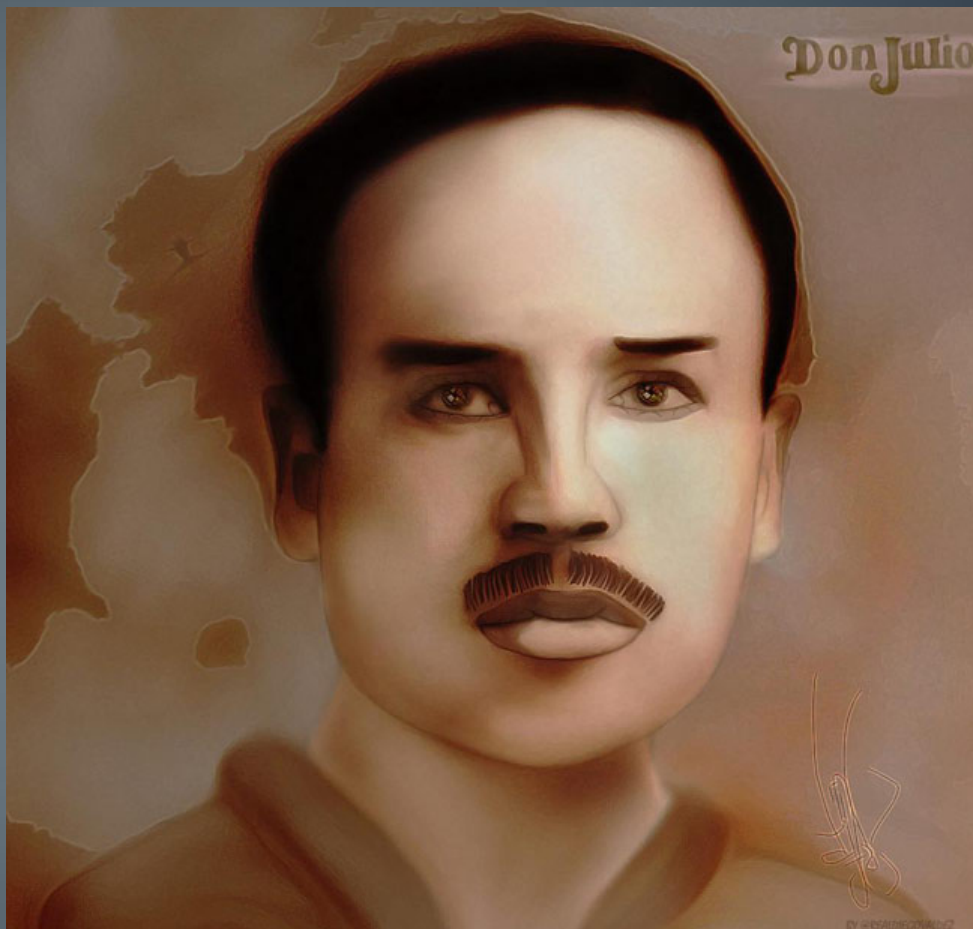
The journey of a luxury Brand Don Julio Painting # 1:
Size 30x40 Retail Price - \$ 2,500

The heritage of a Man



The heritage of a Man Don Julio Painting #2:
Size 20x24 Retail Price -\$ 1,200

The visionary before 1942



The visionary before 1942 Don Julio Painting #3:
Size 20x24 Retail Price -\$ 1,200

The hat and the moustache



The hat and the moustache Don Julio Painting # 4:
Size 16x20 Retail Price -\$ 1,000

Square Portrait of Don Julio



Square Portrait of Don Julio Don Julio Painting #5:
Size 16x20 Retail Price- \$ 1,000

Don Julio Don Julio



Don Julio Don Julio Don Julio Painting # 6:
Sixe 16x20 Retail Price- \$ 1,000

New York City Celebration at Hudson Hotel



And the Winner is...

Diego Valdez Artwork: "Piece of iconography used to elevate individual identity"



Diego giving away his luxury painting to the winner!!!



See you next Cinco!



Paintings shipped to the following
Diageo offices:

- ✓ San Francisco
- ✓ Dallas
- ✓ NYC
- ✓ Chicago
- ✓ Miami

