

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 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.