

VALORA®

Interpreting Equestrian Heritage Through Art

voco hotel - Querétaro, Mexico



A proposed art program for voco hotel - Querétaro, Mexico

For a voco hotel currently under construction in Querétaro, Mexico, Valora developed a proposed art program inspired by the region's equestrian culture and the visual language of polo.

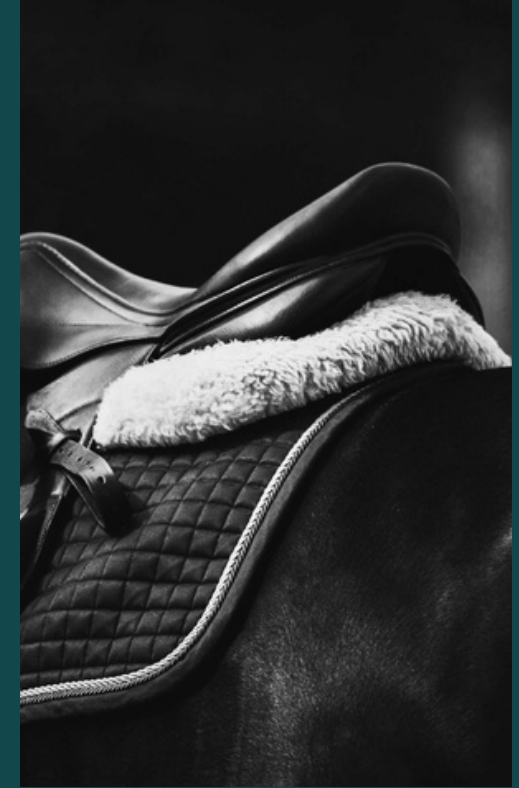
Rather than relying on literal representations, the collection explored the movement, craftsmanship, materials, and landscape surrounding the sport. The goal was to create a contemporary visual identity that felt connected to place while remaining refined and cohesive with the hotel's interiors.



Finding the Story in the Details

Close-cropped photography focused on saddles, bridles, mallets, helmets, leatherwork, stable interiors, and the quieter rituals of the sport.

Presented through black and white, warm sepia tones, and restrained accents of green and blue, these details became studies in texture, rhythm, and form rather than straightforward sporting imagery.



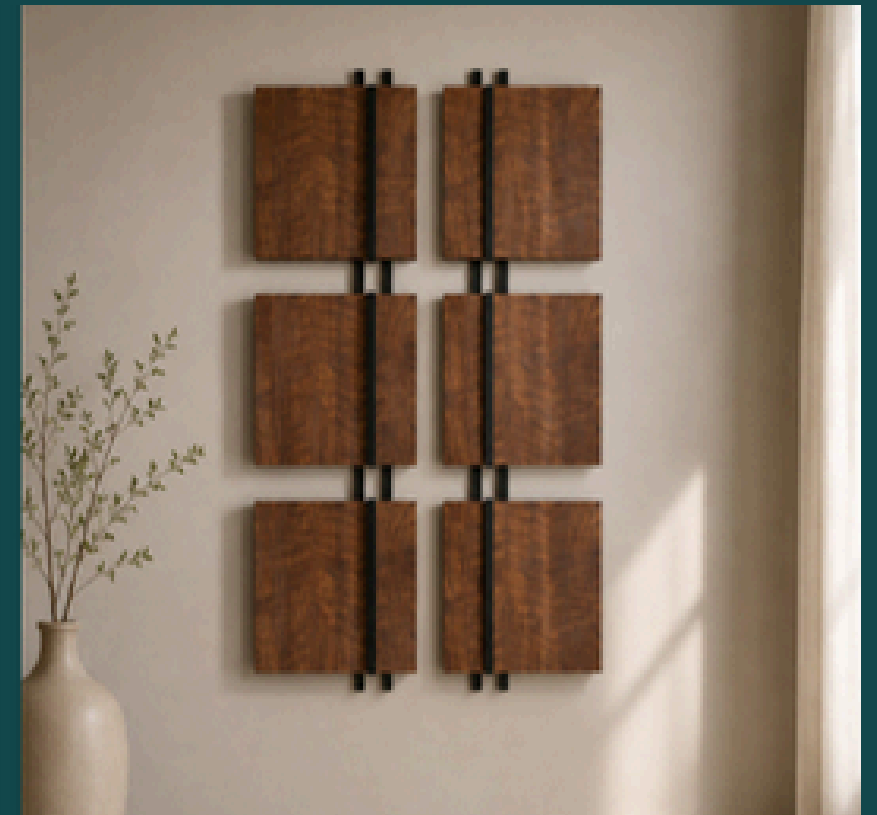
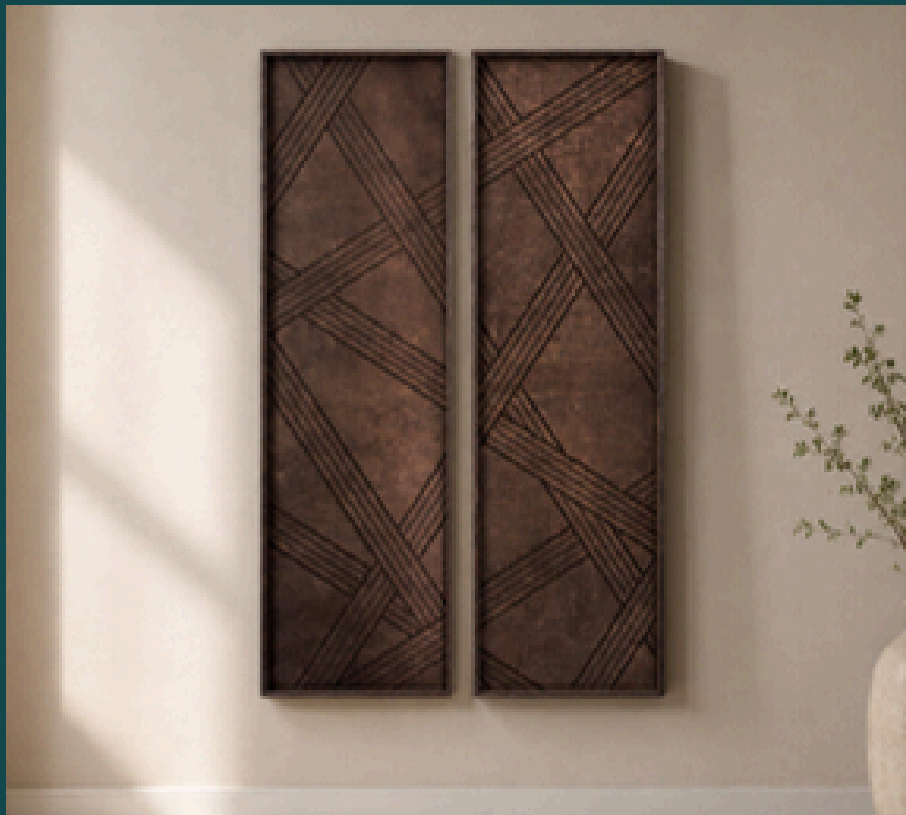
From Photography to Artistic Expression



The visual direction expanded through painterly treatments, expressive sketches, and abstract equine compositions. Geometric shapes, layered textures, and a restrained palette allowed recognizable forms to feel more interpretive and contemporary. Photography brought atmosphere, while sketches and painterly pieces introduced movement and a more authored point of view.

Bringing the Story Into Dimension

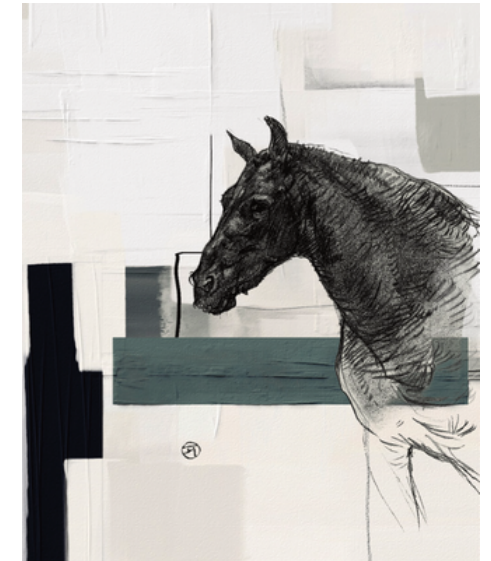
Dimensional wood concepts translated bridles, tack, and polo equipment into sculptural wall features. Layered forms, linear patterns, and tactile finishes moved the equestrian narrative beyond framed artwork, creating opportunities for shadow, texture, and architectural presence throughout the property.



A Contemporary Sense of Place

Across photography, sketches, painterly imagery, and dimensional art, the proposed program created a flexible visual language rooted in equestrian heritage.

Each concept approached the story differently, but together they formed a collection designed to reinforce the property's identity, complement the interiors, and give guests a stronger connection to the destination.



Concept Note

This conceptual art program was developed by Valora as part of the proposal process for a voco hotel currently under construction in Querétaro, Mexico. The artwork shown represents a proposed creative direction rather than a completed installation.