
VALENTINA & KOYESS

VALENTINA & KOYESS

Valentina & Koyess is a design and production studio building experiential and permanent environments for brands, festivals, hospitality, and cultural gatherings.

The work spans large-scale brand and festival settings, destination weddings and private events, and long-term hospitality and real estate commissions.

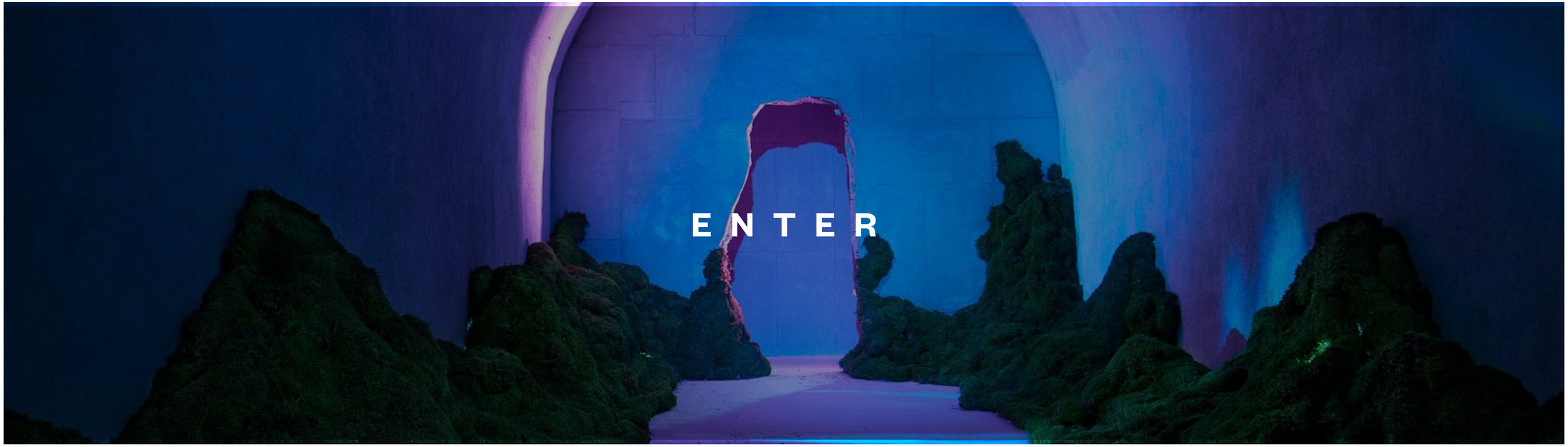
Formed through sustained collaboration across projects in Costa Rica, Brazil, Jordan, and Iceland, Valentina & Koyess operates internationally, delivering projects across diverse cultural and geographic contexts.

V&K stays involved from early definition through delivery, ensuring continuity as ideas move into built reality. This continuity supports environments that perform reliably, scale with confidence, and hold their character over time.

The studio works closely with clients, producers, builders, and partners to deliver projects with precision, care, and long-term value.

Valentina & Koyess creates environments that set a benchmark—places people inhabit, return to, and use as reference points.







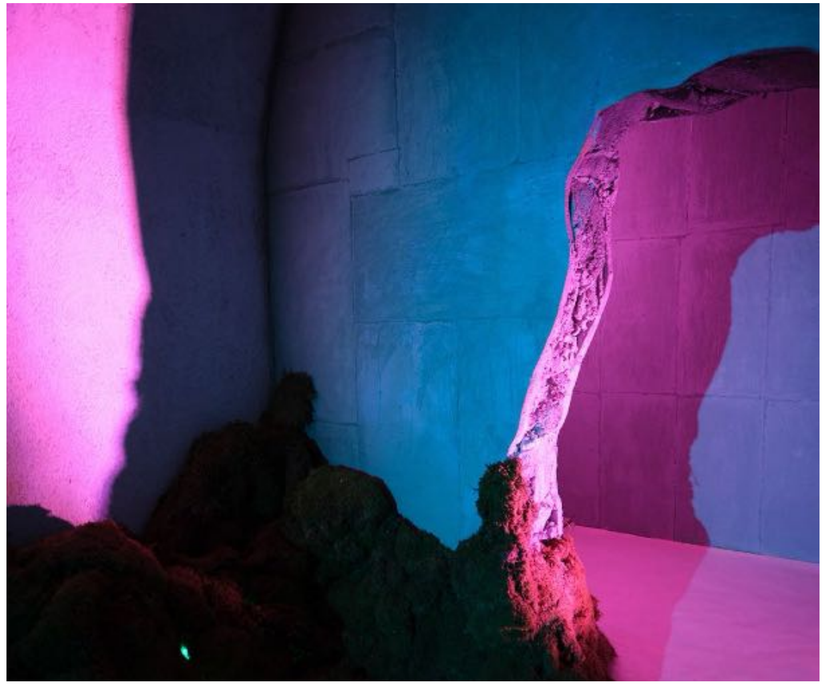
ENTER
Ibiza, Spain

We transformed an underground network of tunnels in Ibiza into a fully immersive world for a private birthday celebration. Guests journeyed through torchlit passageways guided by sound, light, and a sequence of theatrical environments designed to unfold gradually.

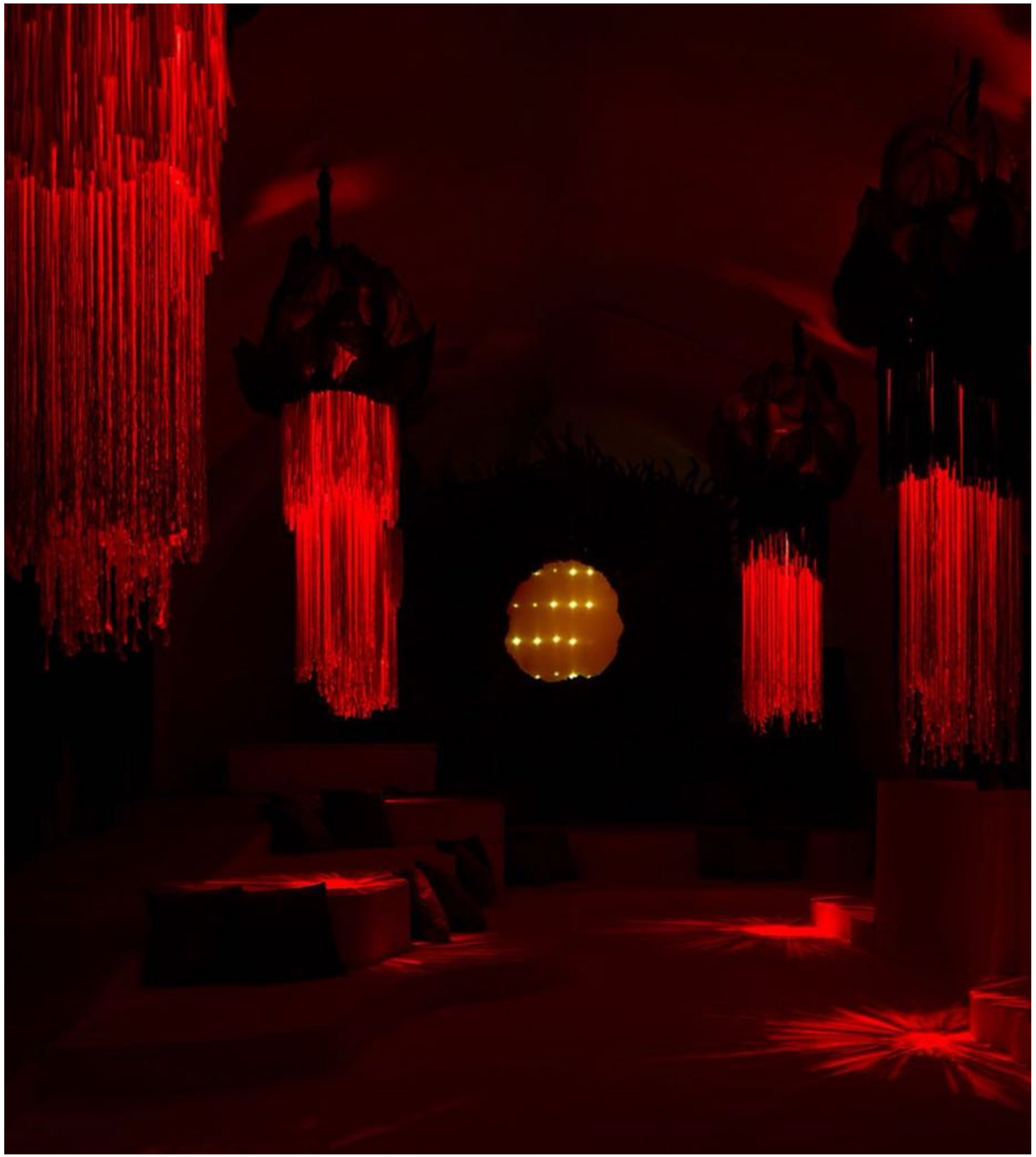
The experience began through a moss-covered portal leading into a psychedelic Japanese-inspired bar, where a custom-built counter and confession booth introduced the visual language of the night. At the heart of the experience, a multilevel main room extended that language through custom artichoke lamps and towering walls wrapped in cascading fringes, creating a dynamic landscape that shifted with light, movement, and music. Every element was handcrafted with local artists and craftsmen. A Cuban speakeasy with live music captured the spirit of Havana, while a chilout lounge clad floor to ceiling in green carpet and velvet offered a tactile retreat. Hidden throughout the tunnels, intimate spaces including a magician's room and a psychodrama chamber rewarded exploration with unexpected one-on-one encounters.

















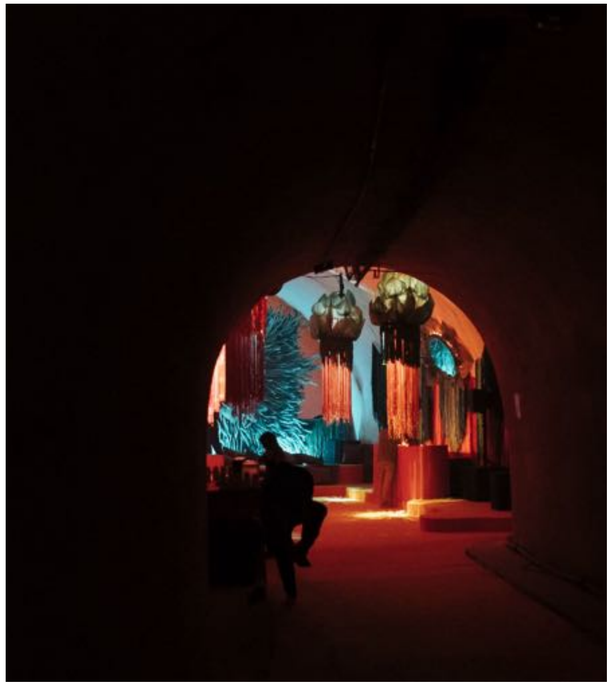










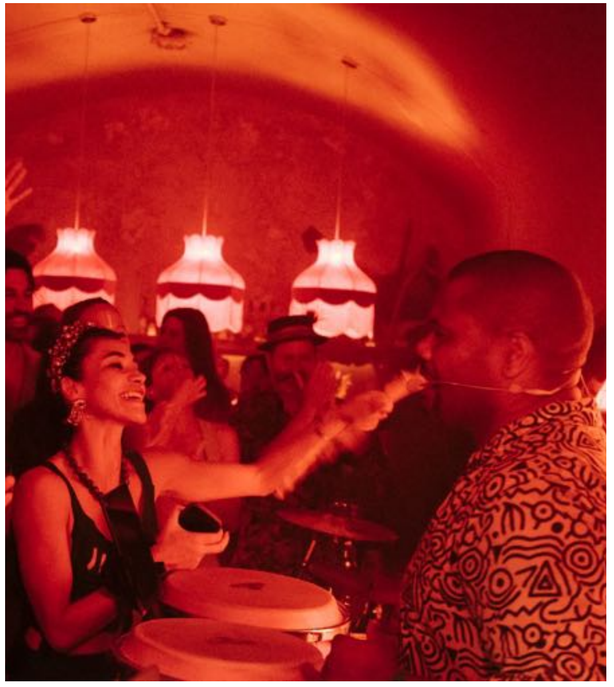





Mojito
Carajillo
Mozatita













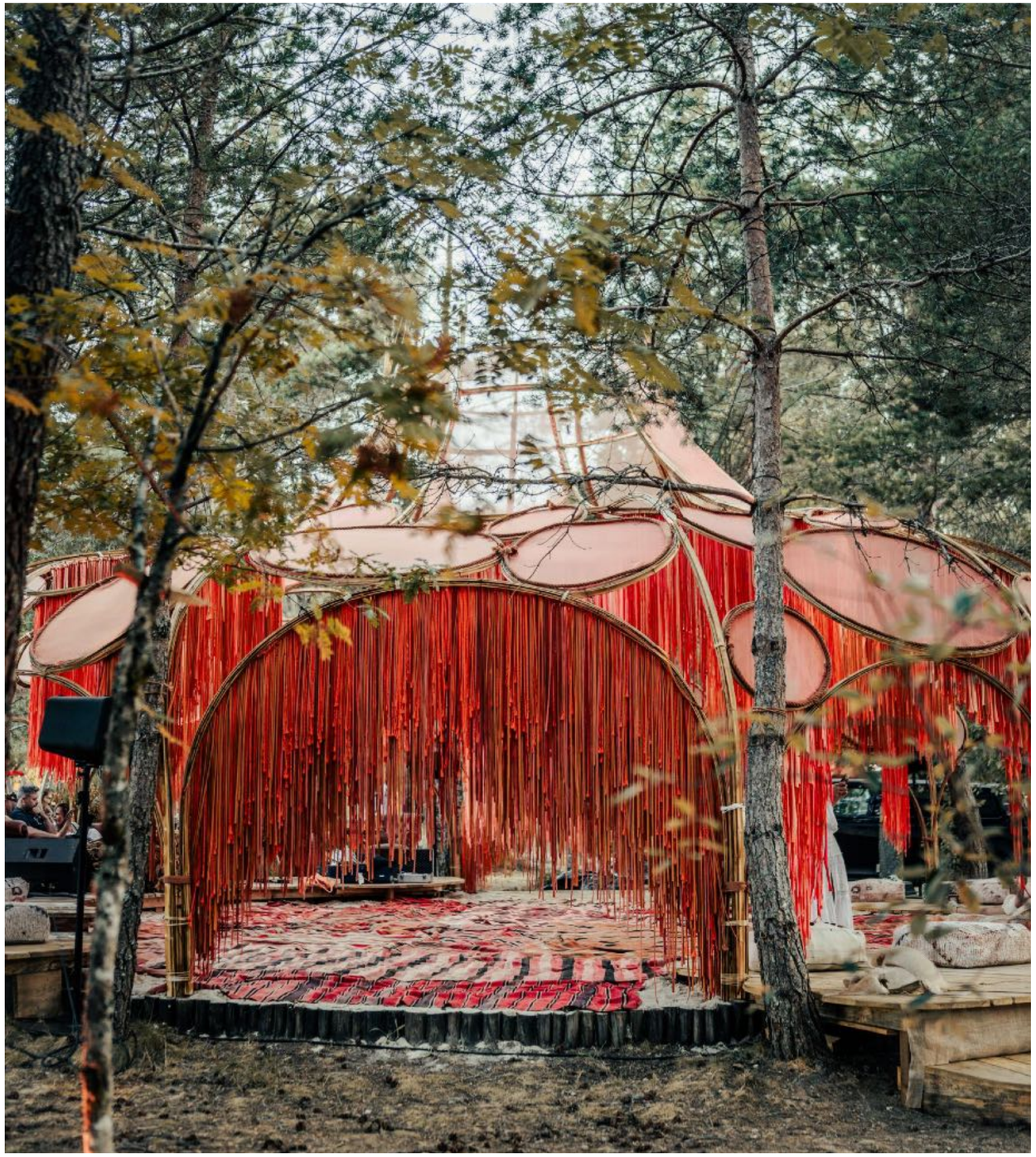
COLMEIA, Portugal

For GOAT Festival in Portugal, we designed a stage conceived as the social and spatial heart of the festival. Inspired by the collective intelligence of the bee colony, the project explored ideas of community, collaboration, and shared experience through architecture, materiality, and light.

The stage took the form of an immersive hive-like structure composed of interconnected wooden cells, circular openings, and elevated timber platforms arranged around a central dancefloor.

Circular apertures framed the surrounding forest while maintaining a sense of enclosure, creating a space that felt both intimate and connected to its environment. Cascading ropes and textile fringes inspired by dripping honey introduced texture, movement, and depth, while layers of translucent organza softened the structure and transformed with the changing light.

Drawing from the colors of the Portuguese landscape, the palette combined the purple tones of local heather with the dark amber of its honey, extending across the textiles, lighting, and timber surfaces. Built from natural, reusable, and locally sourced materials whenever possible, Colmeia was designed as a warm and breathable environment that evolved throughout the day, becoming increasingly luminous as night fell.



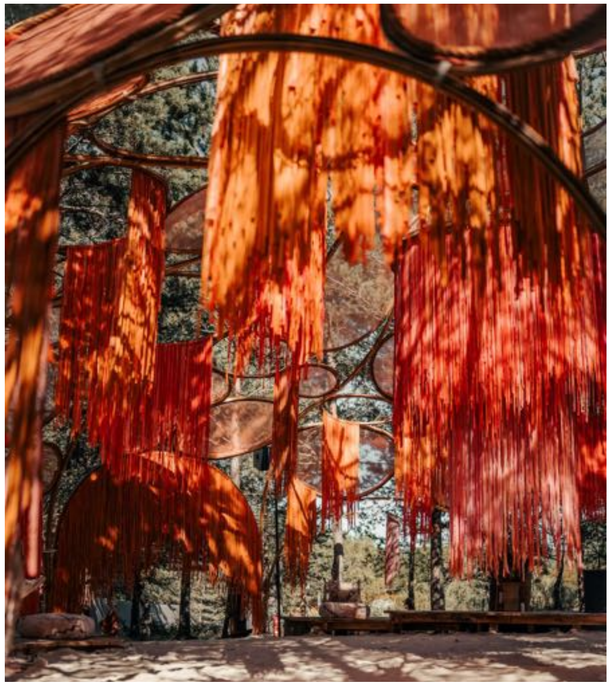






















LABRYINTO



The third edition of Labryinto was the most remarkable yet. Staying true to a nature-centered design style, two stages were created for this edition. The Metropolis Stage was conceptualized to transport attendees to a futuristic city, inspired by mushroom architecture and fluorescent plant life. This stage was built using metal, embodying an innovative and urban aesthetic.

In contrast, the Miel Stage was designed to immerse guests fully in the experience, with a focus on aligning aesthetics and energy to pay tribute to nature. Constructed with bamboo and fabric, this stage provided a harmonious and organic environment.

For this edition, I designed and launched the Art Grant program was curated and launched to invite incredible artists to showcase their work at Labryinto, fostering collaboration and artistic expression. This program added a new dimension to the festival, enriching the overall experience for all attendees.













































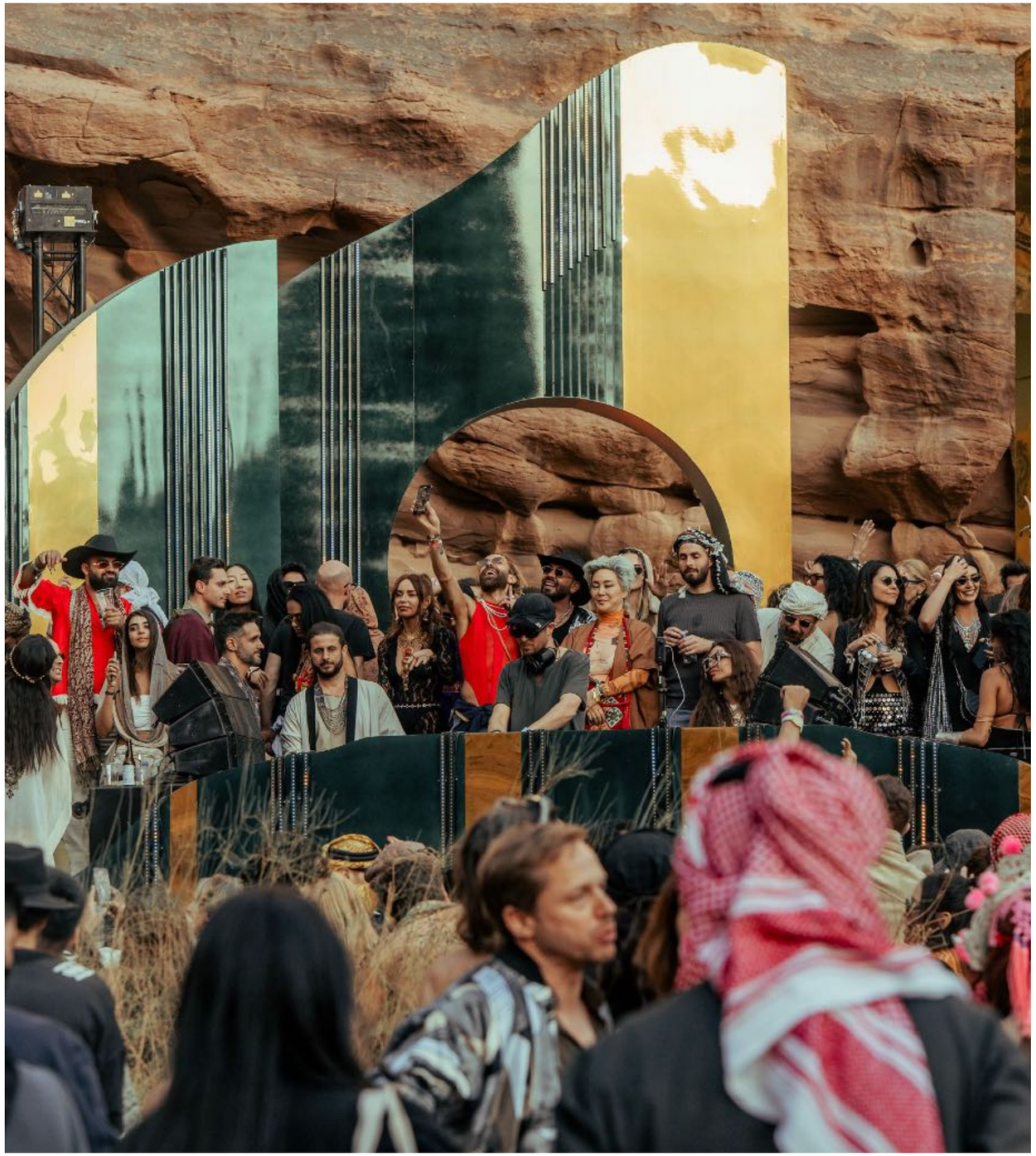


Medaina Festival, Jordan

Medaina was conceived as a multi-location experience across Jordan, designed as a single, cohesive world shaped by landscape, scale, and material restraint. The project encompassed the full spatial ecosystem—stages, art pieces, lounges, and gathering areas—developed to exist in direct dialogue with their surroundings.

The design language relied on a reduced palette of wood, metal, mirrored surfaces, and fabric, allowing form, proportion, and light to lead. Reflective elements echoed the vastness of the desert and stone environments, while timber and textiles grounded the spaces with warmth and tactility. Structures remained architectural and intentional, defined by clarity rather than decoration.

Across all locations, Medaina balanced monumentality and intimacy, creating spaces that felt both powerful and human. The result was an experience rooted in contemporary design, shaped by place, and unified by a clear material and spatial vision.



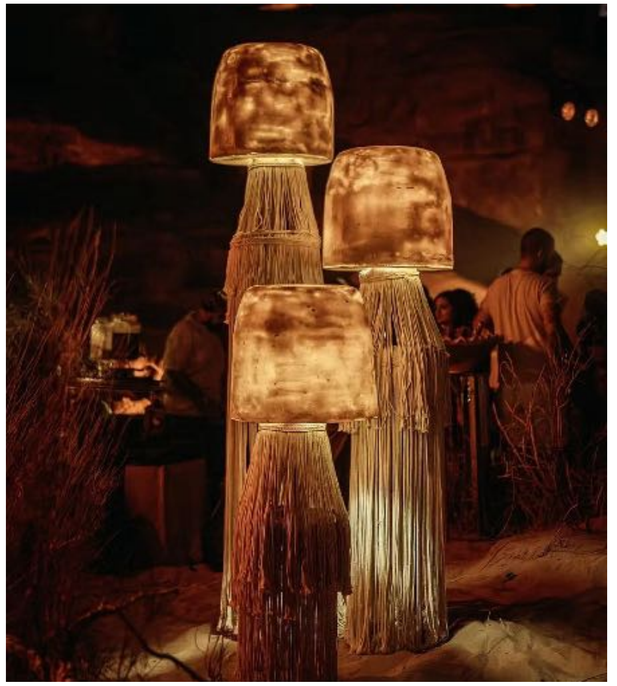


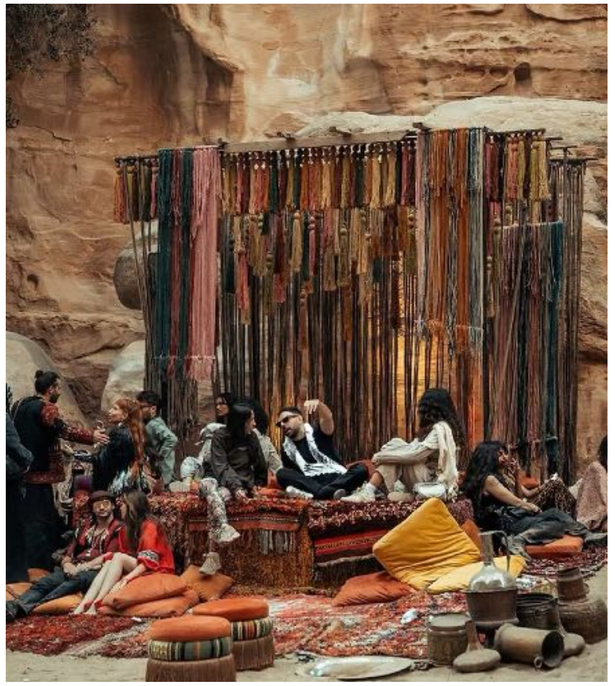






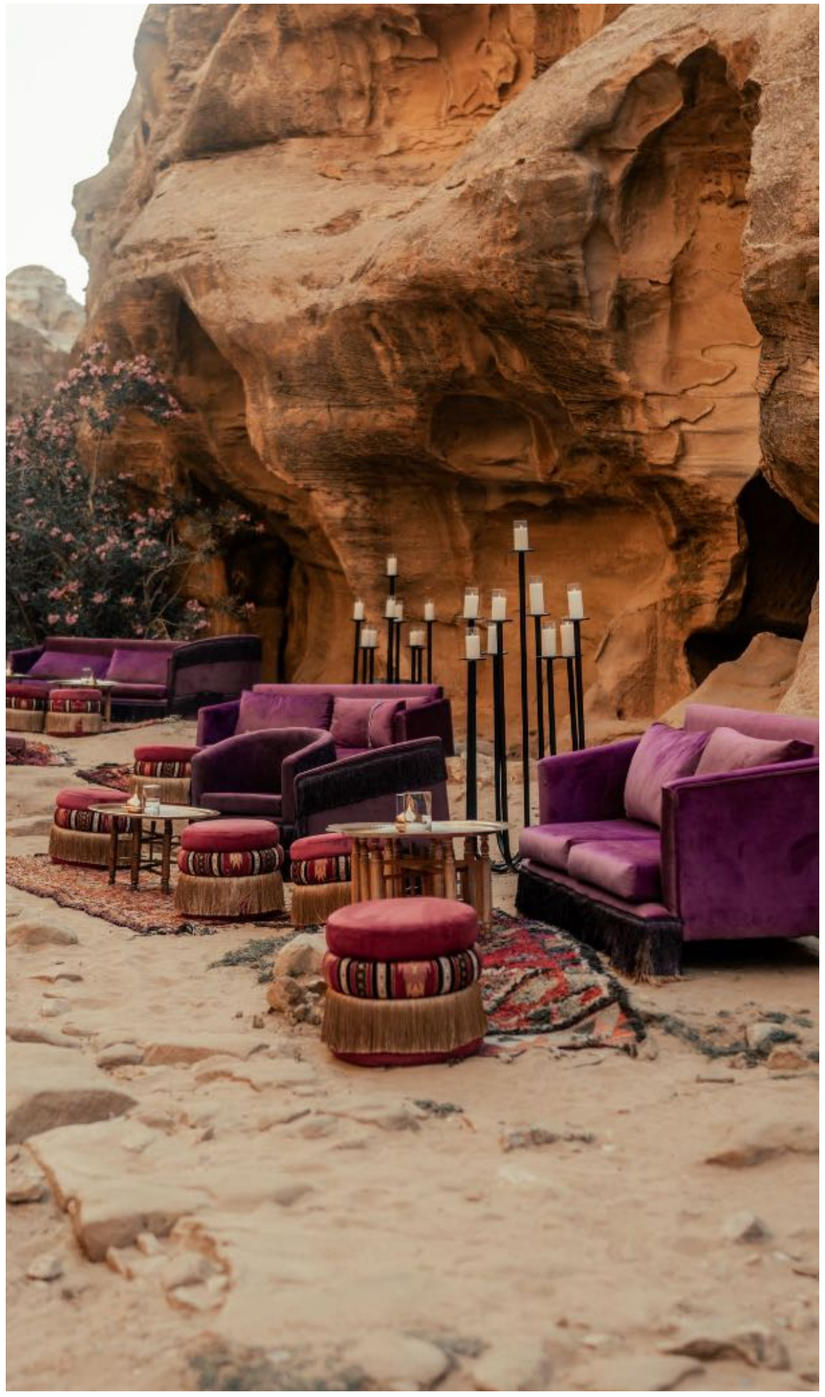
























Snojbloom, Iceland

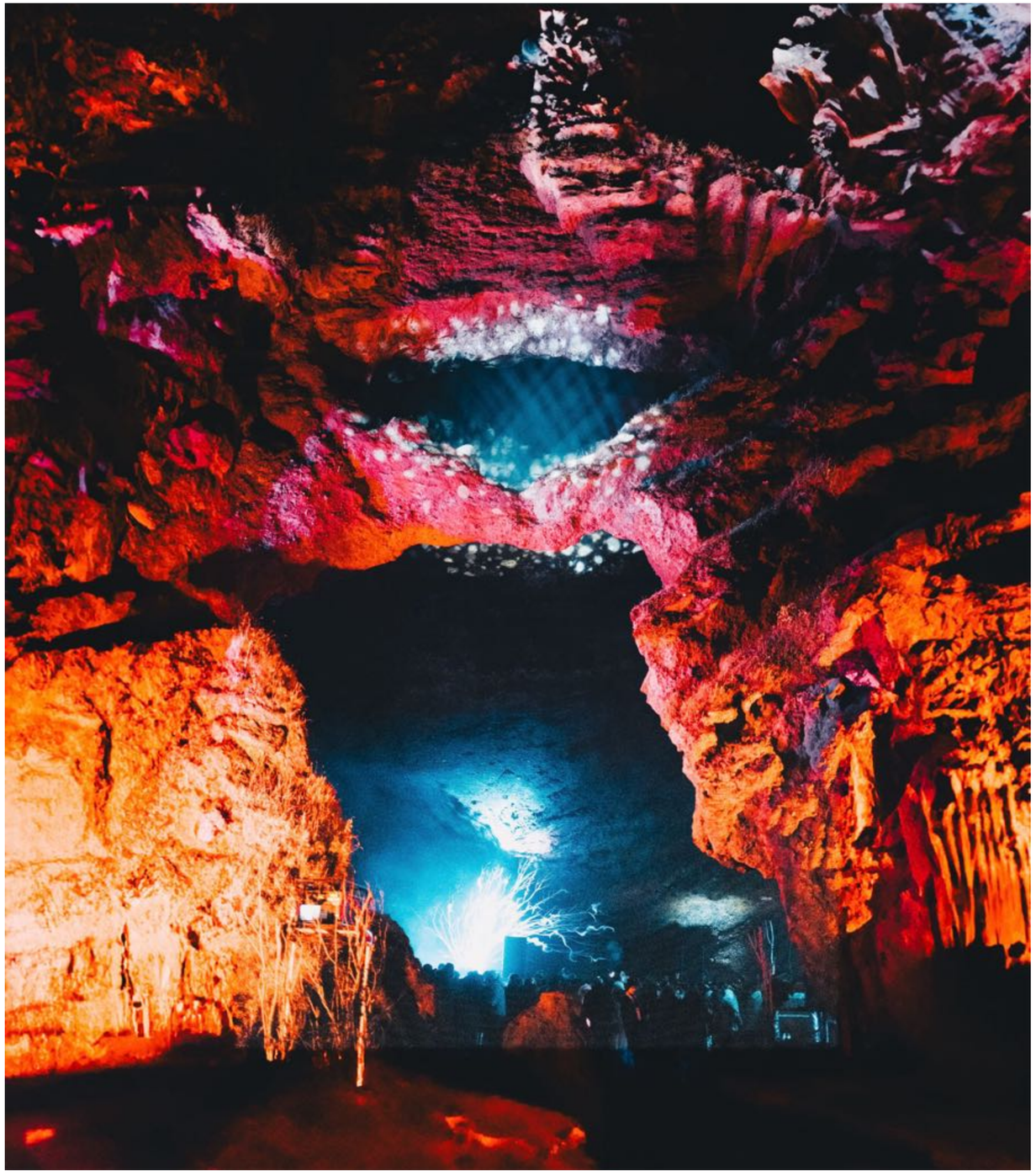
For this project we designed two contrasting environments shaped by the character of their landscapes. Rather than imposing a single visual language, each intervention responded to the history, atmosphere, and natural qualities of its setting.

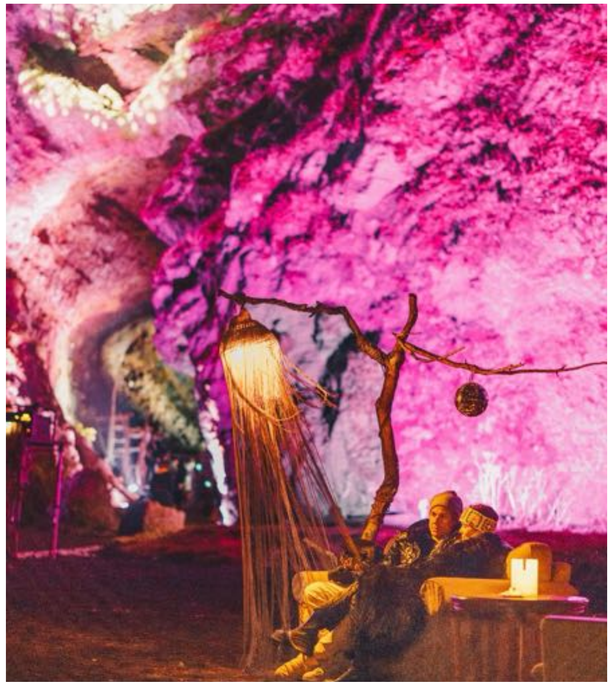
At Yoda Cave, the design remained intentionally restrained. Carefully placed lighting revealed the cave’s volcanic textures, allowing the landscape itself to become the experience. The Viking Village, originally built as a film set, called for a different approach. Lighting, scenographic interventions, and atmospheric details expanded its cinematic identity, blurring the line between fiction and reality while transforming the abandoned village into a living environment.

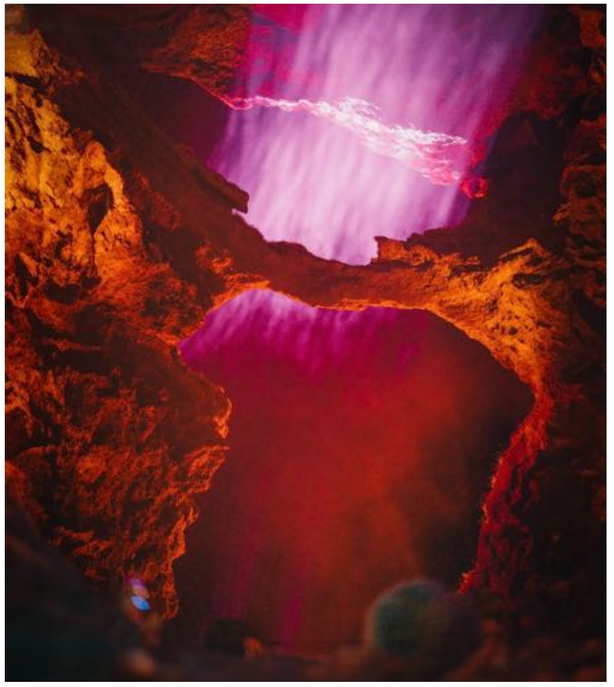


























LABRYINTO

2024 - 2023



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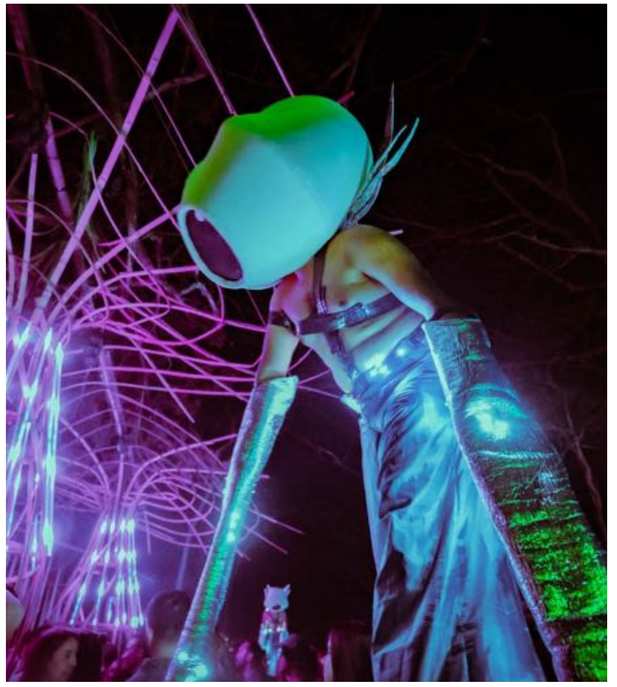
















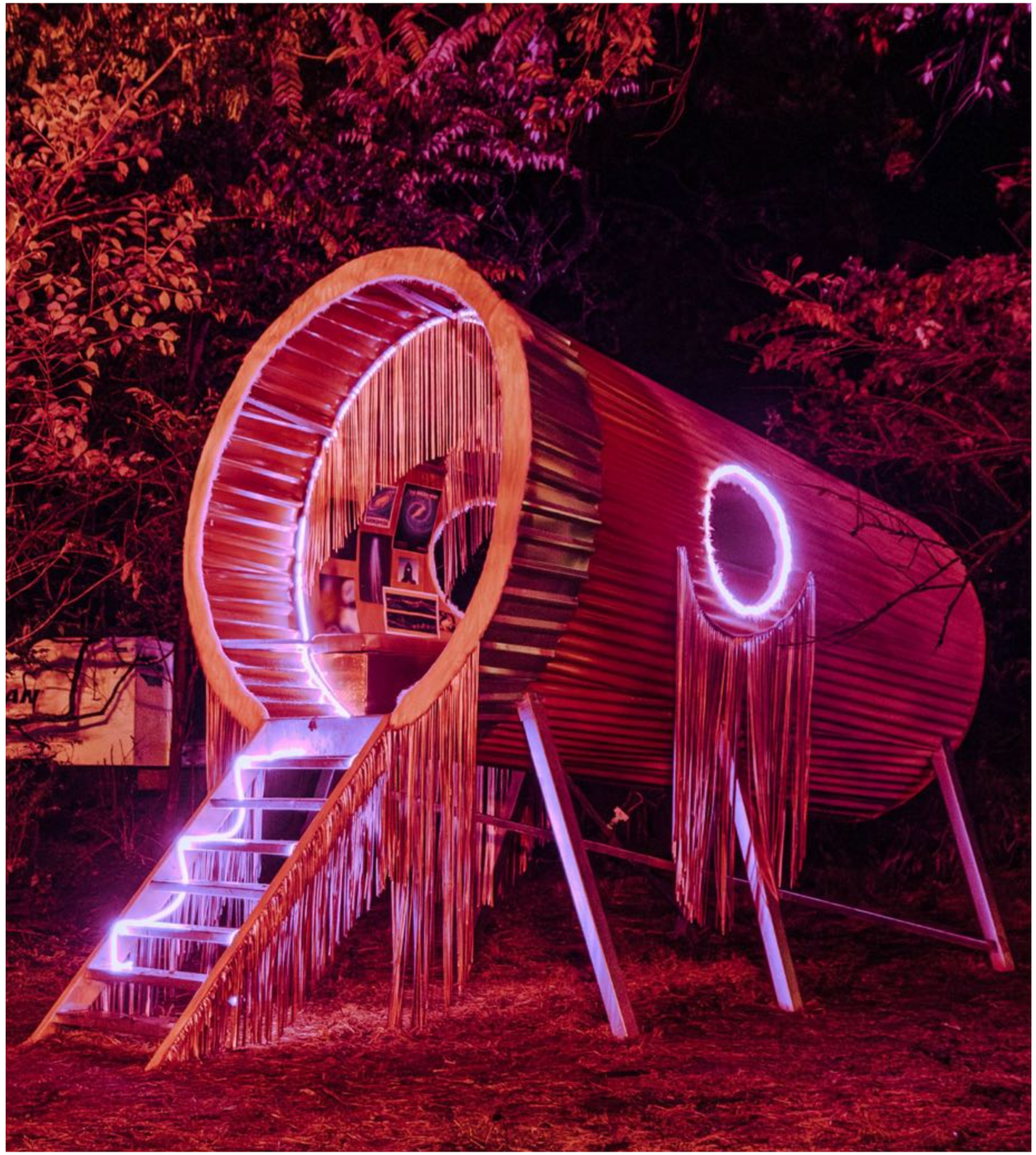






















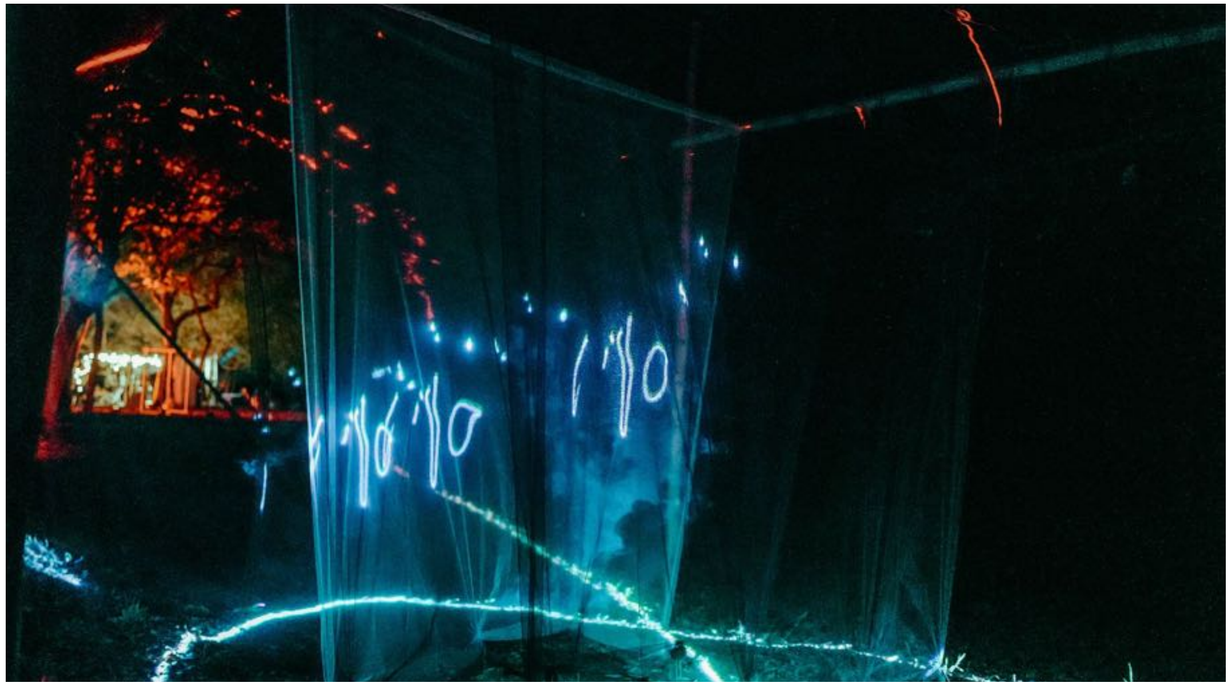






For the second edition of Labryinto, the design and stages were elevated to create a more impactful experience for the 3,000 attendees. Emphasizing sustainability, materials like bamboo were used to craft immersive stages that went beyond mere performance spaces. The goal was to envelop attendees in an all-encompassing experience, where light and energy played pivotal roles in transforming the environment. The art installations were designed to be fully immersive, leaving a lasting impression and imprinting vivid memories on all who attended.

This edition highlighted a personal style as an art director, embracing striking lines and bold, expressive curves. Inspired by biological shapes, textures, and the natural world, the designs mimic nature in color, shape, and function, creating a harmonious and organic aesthetic. This edition showcased the development of a distinctive approach to creating unforgettable, experience-driven events.

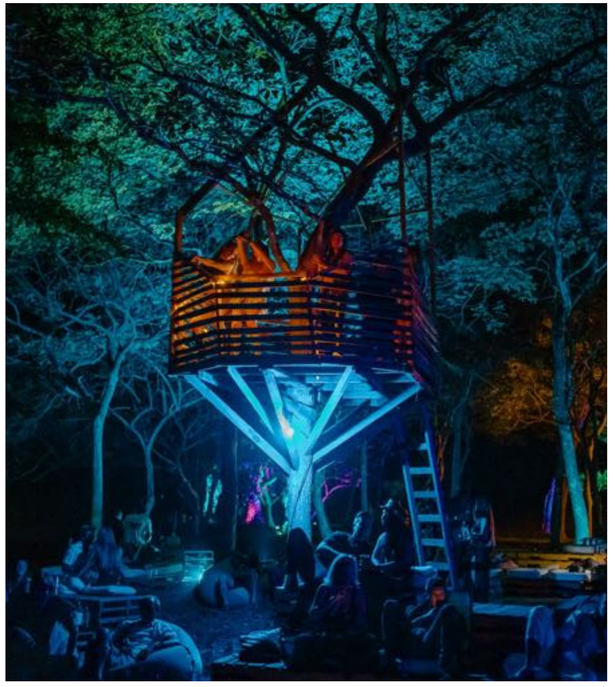














LABRYINTO 2021



Labryinto 2021 marked the first edition of the festival where I took on the role of creative director. Responsible for designing the entire event, I crafted everything from the stages and arrival experience to the marketplace, art installations, props, and performances.

My vision was deeply inspired by nature, ensuring each element seamlessly integrated with the natural surroundings. This project was an immersive endeavor, where I not only conceptualized the theme and design but also brought every detail to life, creating a unique and memorable experience for all attendees.

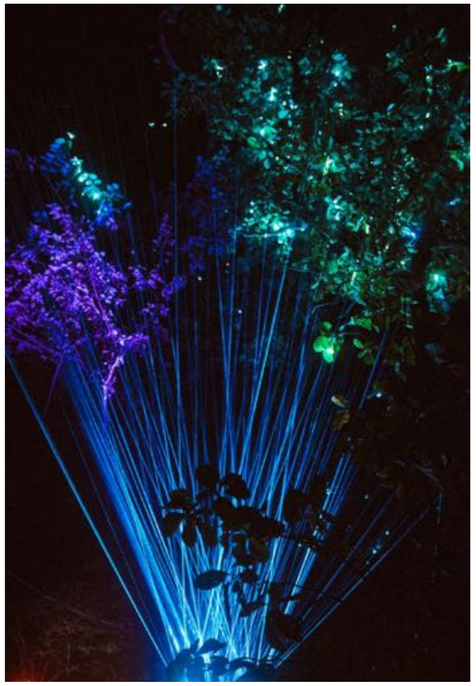




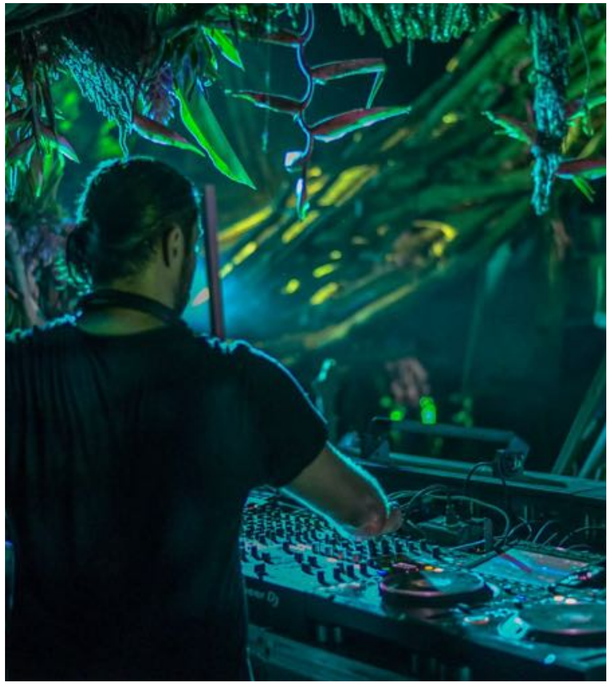


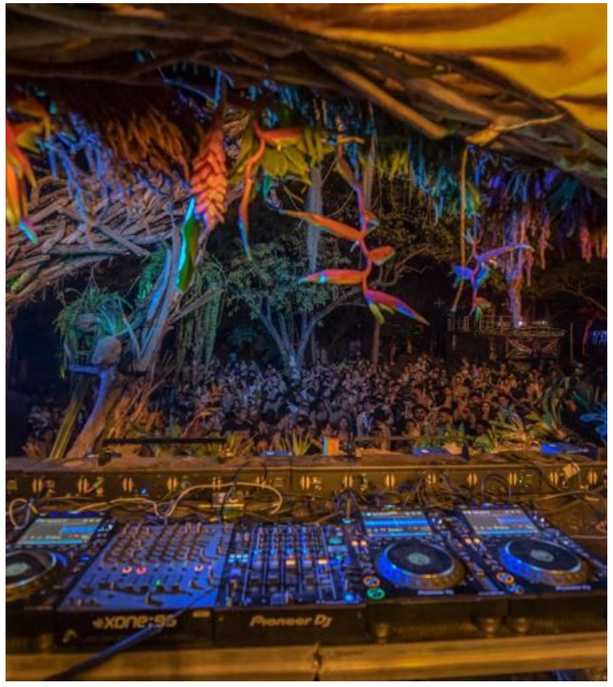








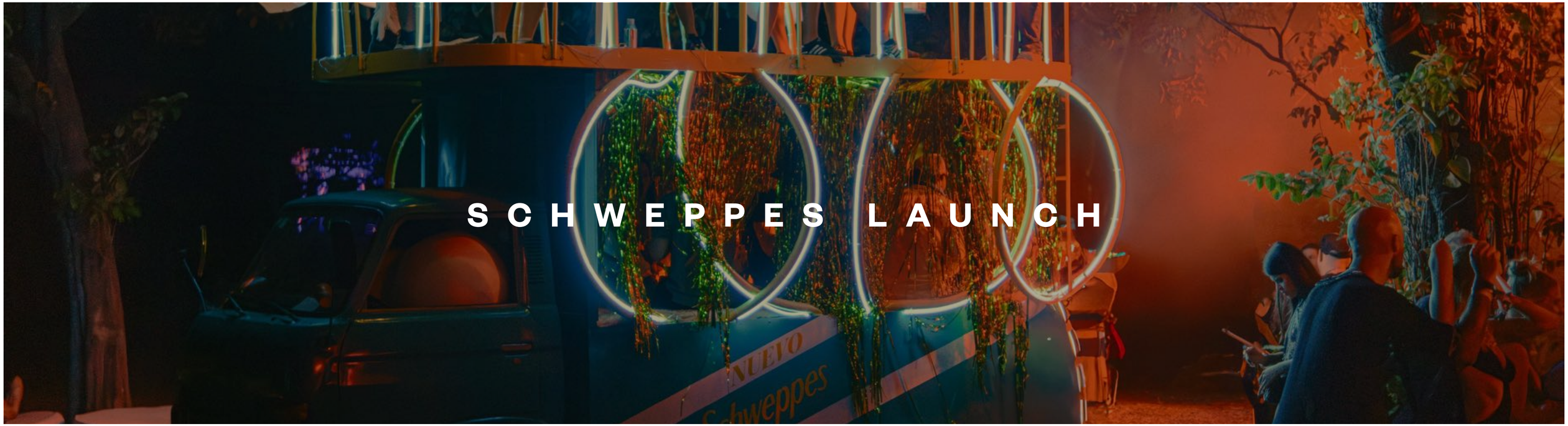

Pioneer DJ











SCHWEPPES LAUNCH



Schweppes launched its new teaser campaign for its new 'RTD' at Labryinto, creating a unique experience for festival-goers to get to know the product and get excited about its arrival in the country.

To achieve this, an Art Truck was designed, reflecting the brand's visual identity and taking people through the festival, offering a unique, unforgettable, and Instagram-worthy experience. The aim was to position the brand as a product that is present in people's most important nightlife experiences. A compelling and memorable experience was created, effectively communicating the brand's values and identity, and fostering a strong emotional connection with attendees.

At dawn, the bus traveled to position itself near the stage, making a lasting impact as they launched their brand in Costa Rica.

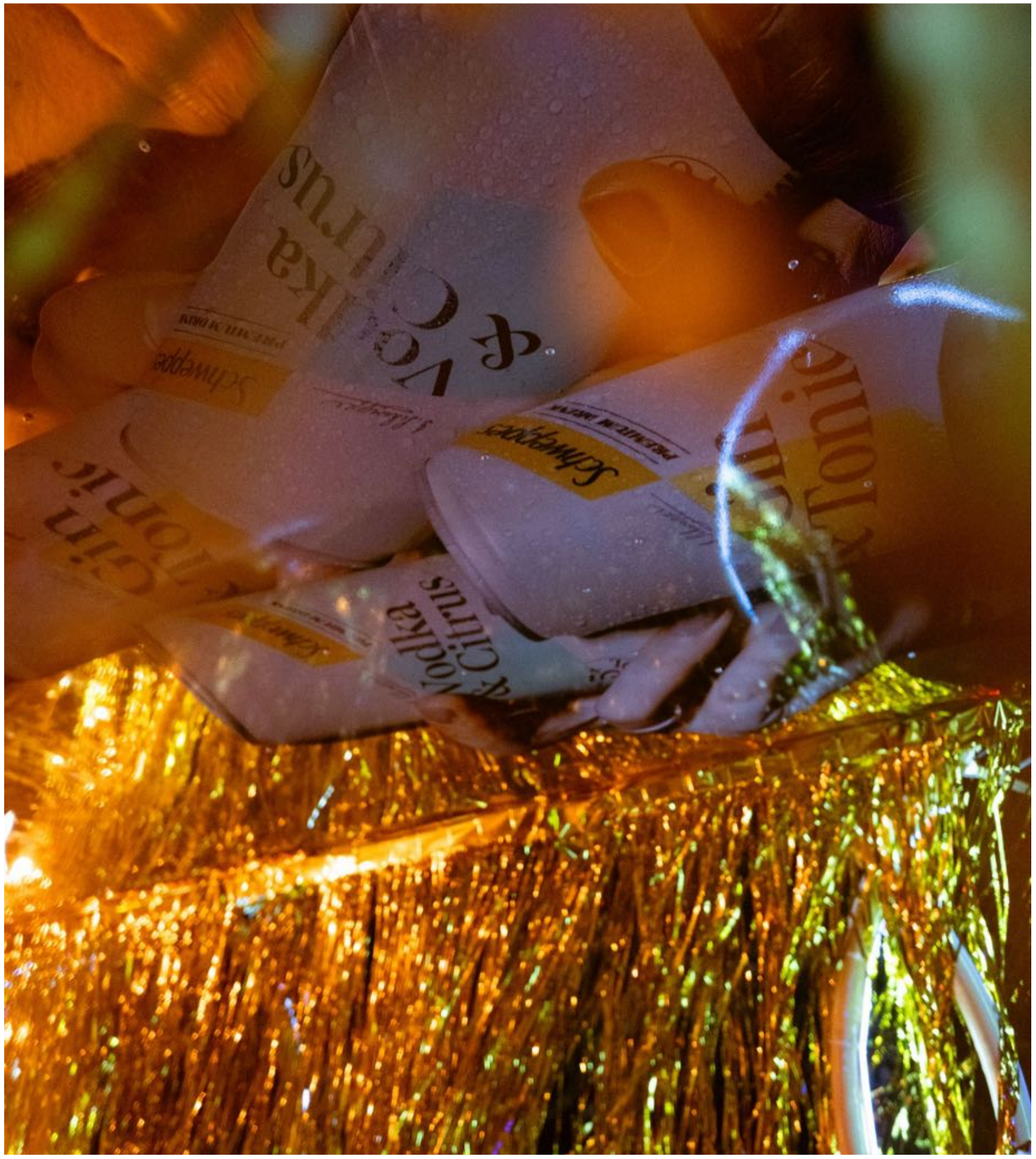

Schweppes


Schweppes
Vodka Citrus
Gin Tonic


Schweppes


Schweppes




Vodka
Schweppes





ESH Hotel
Nosara, Costa Rica

ESH Hotel is a quiet, elemental retreat shaped by the meaning of its name—*esh*, fire in Hebrew—and grounded in a deep connection to place. Set within Nosara's jungle, the project balances restraint and warmth through a palette of earth tones, softened greens, raw concrete, and richly grained wood. The architecture opens generously to the landscape, allowing light, air, and vegetation to move through the spaces with ease.

Interiors follow a minimalist language built on texture rather than excess. Handcrafted wooden furniture, woven lighting, stone elements, and subtle fire features create a calm, tactile atmosphere. Communal areas feel open and fluid, while rooms remain intimate and serene, framed by views of trees and sky. Throughout the hotel, materials are left honest and expressive—wood feels warm, plaster feels lived-in, and light shifts naturally throughout the day.

ESH Hotel reads as a place of grounding and clarity: contemporary in form, timeless in spirit, and deeply rooted in the natural rhythms of Costa Rica's jungle.



























EL MERCADITO



El Mercadito Supermarket is a modern and inviting blend of industrial chic and rustic charm. The space features exposed brick walls, which add a warm, textured backdrop and contrast beautifully with the sleek, polished concrete floors.
The use of open shelving and minimalist display units enhances the sense of space and organization, making it easy for customers to navigate and find products. Wooden elements, such as stools and shelving, introduce a natural, organic feel, creating a cozy and approachable atmosphere.

Bright, energy-efficient lighting, including stylish pendant lights, highlights the products and enhances visibility, while the strategic use of neon signage adds a contemporary, urban touch. The incorporation of playful and artistic elements, such as wall graphics and unique decor pieces, injects personality and a sense of fun into the space.

Overall, the design balances functionality with aesthetics, creating a supermarket environment that is both practical for shopping and pleasing to the eye, encouraging customers to linger and enjoy their shopping experience.


quiero verde






Buuuu


PIZZA
CARNE & POLLO
YOGURT





EL OCTAVO ROOFTOP



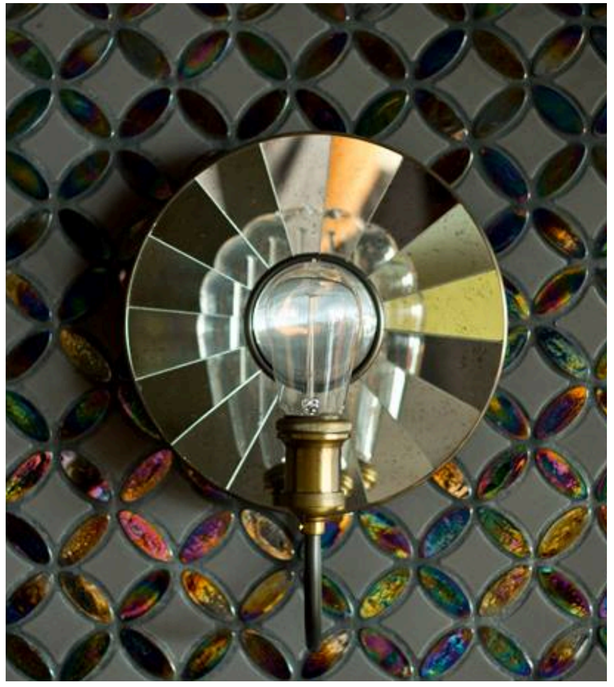
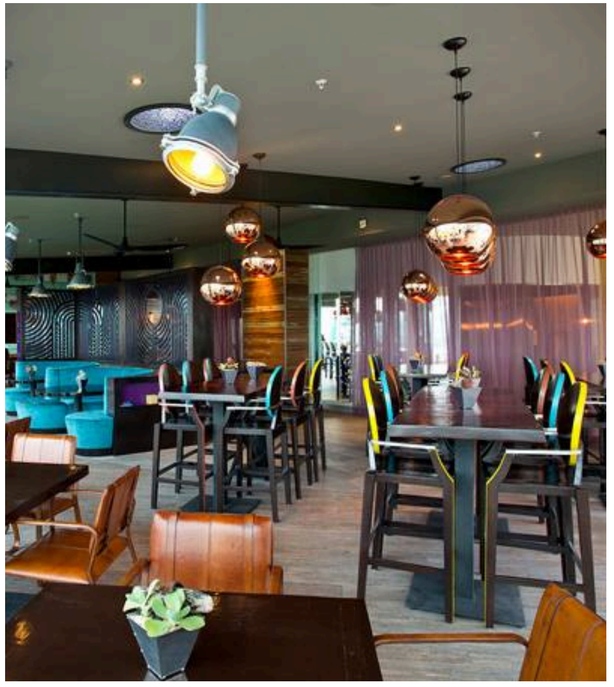
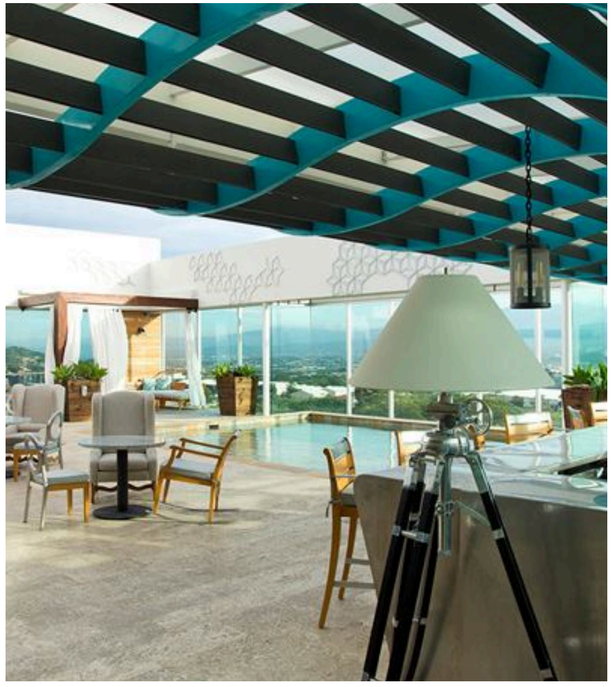
This project is a sophisticated blend of modern elegance and playful eclecticism. The space features a variety of materials and textures that create visual interest and a dynamic atmosphere. The use of intricate tile patterns and reflective surfaces adds a touch of luxury, while the bold color palette, dominated by blues and metallics, injects energy and vibrancy.

Custom woodwork and sculptural elements, such as the ceiling installations and partition designs, provide architectural intrigue and help define different areas within the space. The furniture selection includes a mix of contemporary and classic pieces, offering both comfort and style. Plush seating areas are paired with sleek, modern tables and unique lighting fixtures, which add warmth and ambiance.

Decorative elements, including art pieces and quirky accessories, bring a personalized touch to the design, creating a space that feels both curated and inviting. Overall, the design balances elegance and modernity with playful touches, making it an engaging and memorable environment for guests.







alta hotel

9°55'07N, 84°09'19"O

The interior design style of this boutique hotel in Escazú, Costa Rica, is a harmonious blend of vintage and contemporary elements, with a strong emphasis on storytelling and a traveler's aesthetic. The design features rich oak wood, providing a warm and inviting atmosphere. Select pieces of art from local emerging artists are prominently displayed, adding a unique and authentic touch to the spaces.

The furniture and decor showcase a juxtaposition of textures and styles, combining plush, comfortable seating with sleek, modern lines. The use of vibrant colors, such as the deep purples and rich browns, creates a striking visual contrast, while the incorporation of natural elements and floral arrangements brings a touch of nature indoors.

Each area is carefully curated to offer a distinct experience, from the cozy, intimate seating areas perfect for relaxation and conversation, to the more open, airy spaces that encourage social interaction. The design is both sophisticated and approachable, making it an inviting retreat for guests who appreciate thoughtful and well-executed interiors.





Stage design commissioned by the W Hotel, Costa Rica

Inspired by the vibrant beauty of Costa Rica's summer savannah and the trees that bloom during this season, the design aimed to capture the essence and energy of nature coming alive. The stage featured an array of dried flowers and plants, creating a textured and organic feel. Bamboo structures, adorned with colorful fabric leaves, added a dynamic element to the design, reflecting the natural world while enhancing the visual experience.

Every detail was meticulously curated to ensure the stage felt like a seamless extension of the natural environment. The goal was to create a space that not only looked beautiful but also resonated with the energy and vibrancy of Costa Rica’s landscape. The result was a stunning, nature-inspired stage that perfectly complemented the unique atmosphere of Playa Conchal, offering an unforgettable experience for all who attended.






W

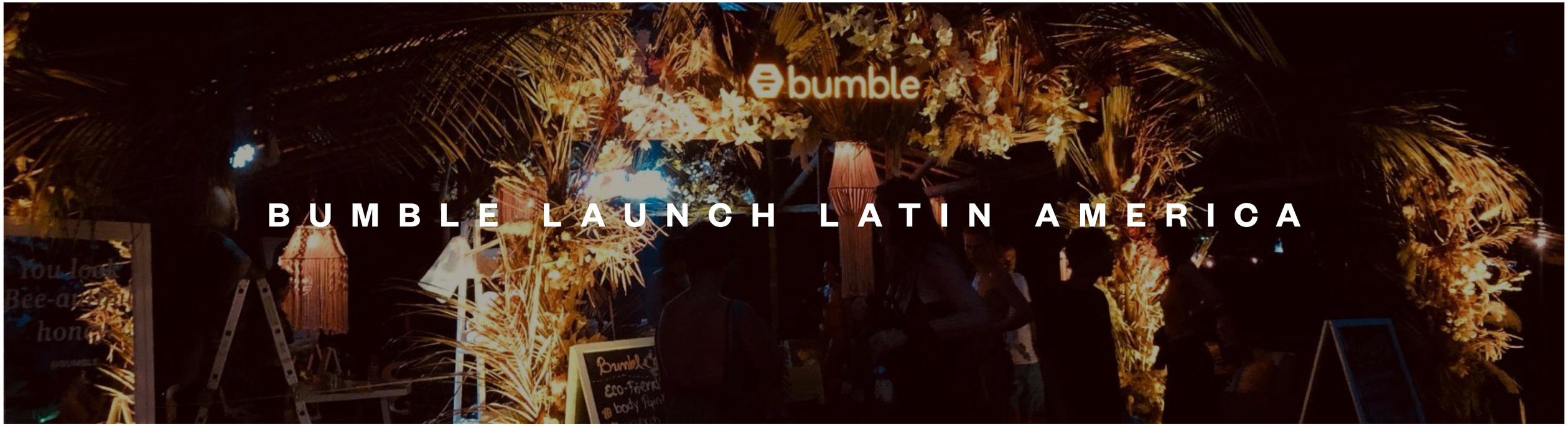












BUMBLE LAUNCH LATIN AMERICA



When Bumble initiated operations in Latin America for the fist time, I was I was responsible for the strategy and art direction for a series of launch events. Recognizing the importance of a brand launch as the first exposure and crucial for making a lasting impression and positioning the brand, every detail of the event was meticulously planned to elevate Bumble and stay true to its visual identity. This included creating branded merchandise, designing engaging photo opportunity spaces, and incorporating Bumble's signature yellow accents and flowers throughout the venue.

Additionally, curated dinners with top influencers in each city were organized to present the brand and build strong relationships with key players in the industry. The goal was to create a cohesive and immersive experience that resonated with the brand's identity and left a lasting impression on attendees.




MAKE THE FIRST MOVE

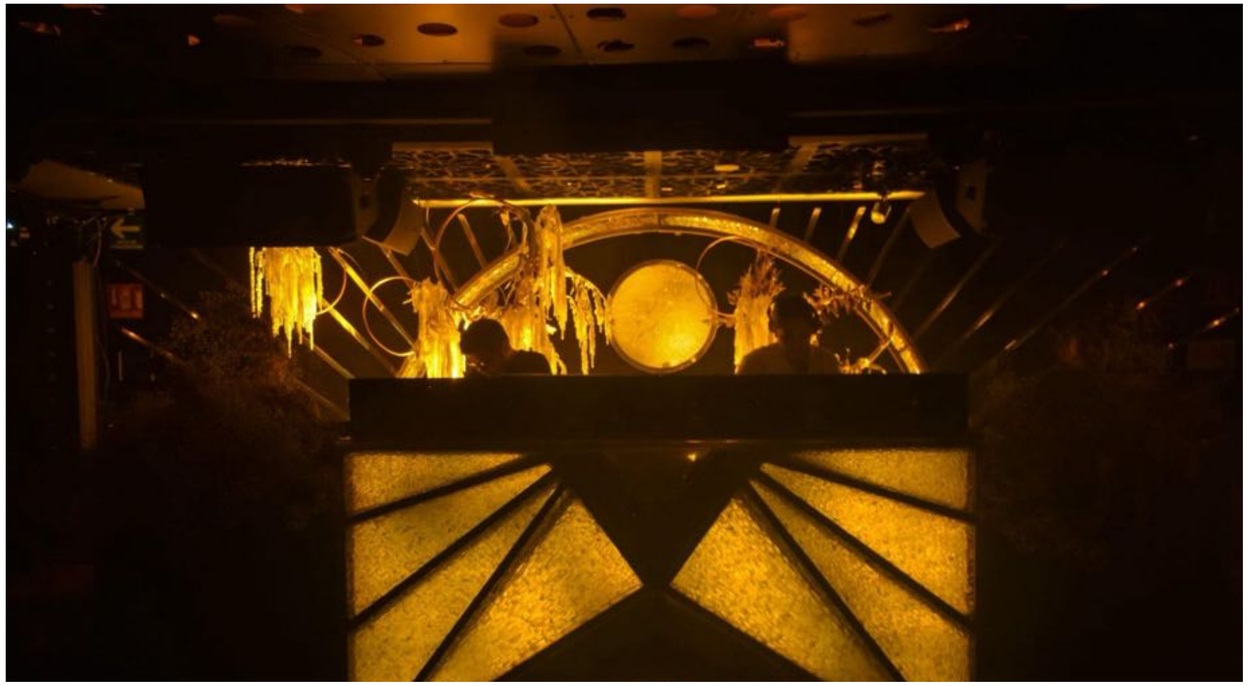

bumble


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MAKE THE FIRST MOVE






bumble


You look
Bee-autiful,
honey
@BUMBLE MEXICO


bumble






MAKE THE FIRST MOVE

THE POD

VALENTINA & KOYESS

2026





THE WORK

An inhabitable sculptural vessel conceived as a companion for travelers. Human in scale yet unfamiliar in form, **THE POD** sits between architecture and artifact —an object shaped for departure, pause, and possible return. Its presence suggests motion even at rest, as if it has arrived from elsewhere and remains ready to move on.

The work invites a shift in perspective: to see ourselves as explorers moving through time, space, and imagination. Entering **THE POD** feels like stepping into a moment of transition—between where we have been and where we might land next. The vessel holds the promise of travel without defining a destination.

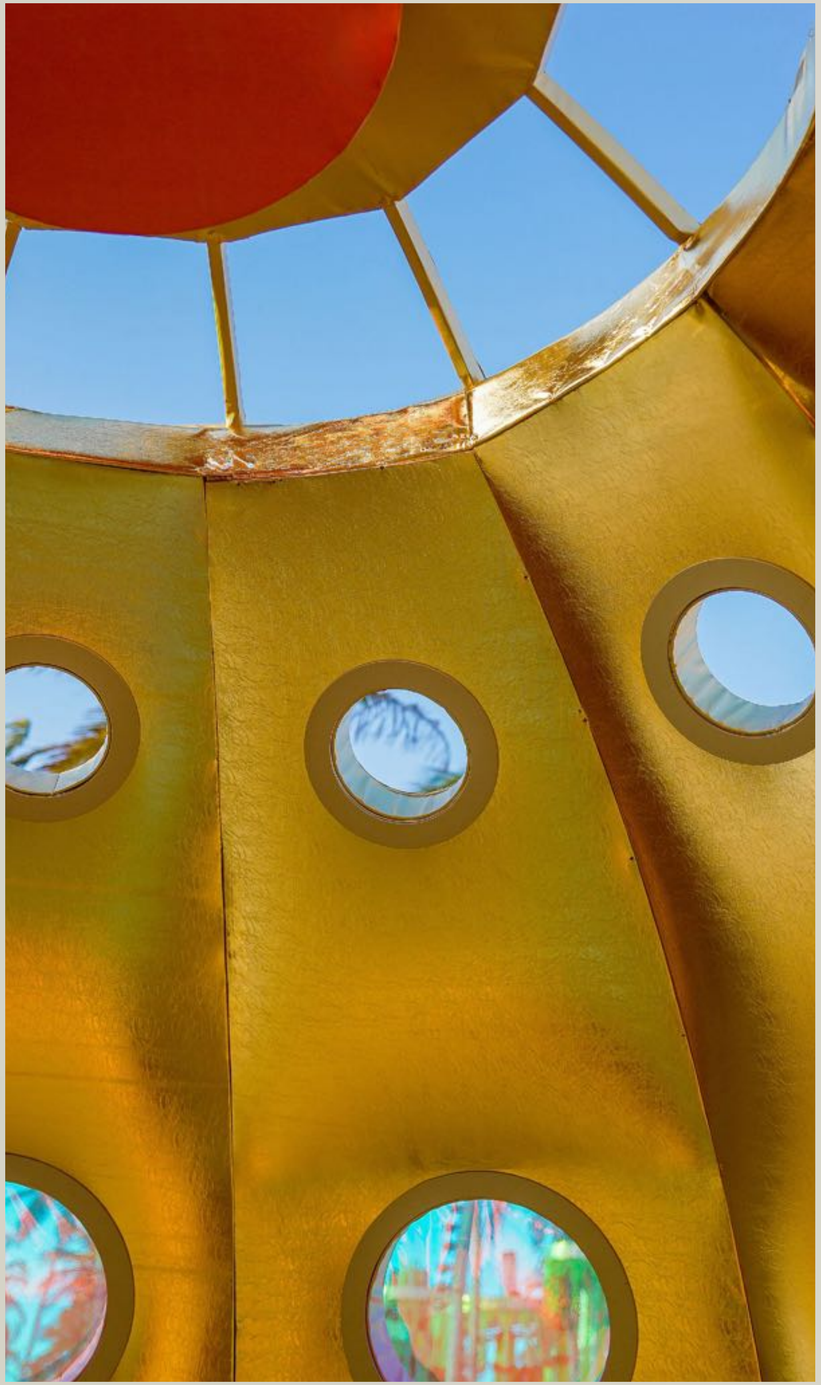
Layered textiles, reflective surfaces, and integrated light shape an interior that responds gently to its surroundings. Light drifts across surfaces, colors shift, and the atmosphere changes throughout the day, reinforcing the sense of ongoing journey. At night, the structure emits a quiet glow, echoing the language of navigation, signals, and distant arrivals.





Inside, the space is fully inhabitable. Built-in seating and a central focal point create room for play, conversation, observation, and rest. The experience remains open-ended. Visitors enter as travelers, linger as explorers, and leave carrying their own sense of where the journey continues.

THE POD functions as an autonomous vessel, guided by its own internal logic. It does not declare where it comes from or where it is going. It simply reminds us that movement —across landscapes, ideas, and inner worlds—remains an essential part of being human.





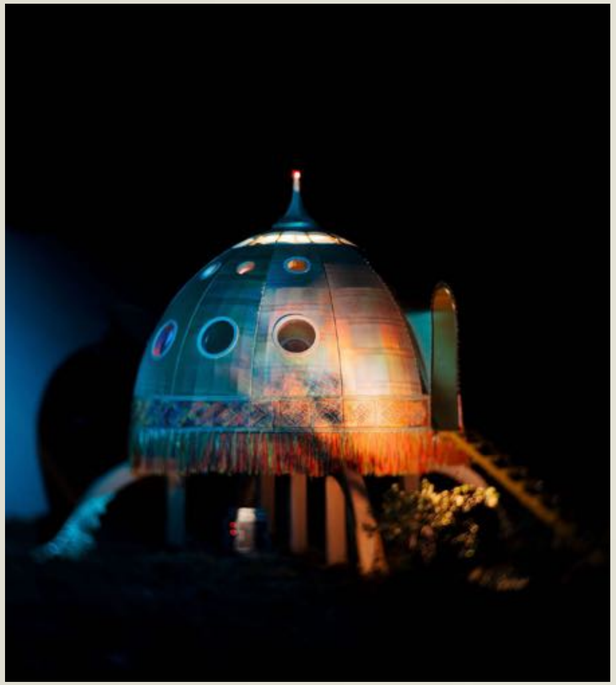






















CABALLITO LAMP

VALENTINA & KOYESS

2026





THE WORK

Originally conceived as a site-specific installation for Medaina Festival — Jordan 2025, Caballito was created as a series of sculptural horses formed from rope.

Acting as a threshold that welcomes and protects, the installation explored the relationship between light, material and movement. This project reinterprets the original concept into a permanent industrial design, preserving its sculptural identity while translating it into a durable metal structure suitable for long-term use and production.

Caballito reinterprets the original installation as a sculptural lighting piece, translating its expressive and handcrafted character into a permanent industrial design. Combining a refined metal structure with soft macramé fringes, the piece explores the relationship between light, material and movement.

The contrast between the rigid frame and the flowing fibres creates a fluid, organic form that brings warmth, depth and a strong visual presence to the space.











SERVICES



CREATIVE DIRECTION

Creative Direction involves overseeing the visual and conceptual elements of a project to ensure a cohesive and compelling outcome. It is about setting the vision, guiding the creative process, and harmonizing the various components to create a unified and impactful experience. Melissa's creative direction services can be applied across a wide range of projects, including events, hospitality settings, commercial spaces, and brand activations.

With a keen eye for detail and a passion for storytelling, we curate visually stunning and conceptually rich experiences that captivate audiences. Our work seamlessly integrates aesthetics and functionality, ensuring that every project not only looks incredible but also resonates deeply with its intended audience. Whether it's transforming a venue for an event, enhancing the ambiance of a hotel, creating immersive retail environments, or developing compelling brand narratives, we transform spaces and concepts into unforgettable experiences.

EVENT DESIGN

Our event design services are all about creating unforgettable experiences that engage and inspire. By meticulously planning every detail, we transform spaces into dynamic environments that reflect the essence of the event and its objectives. Our approach is holistic, considering everything from spatial layout and decor to lighting and sensory elements, ensuring a cohesive and immersive experience. Whether it's an intimate gathering or a large-scale festival, our designs are tailored to evoke emotions, encourage interaction, and create lasting memories for attendees.

STAGE DESIGN

Our stage design services are rooted in Melissa O's +20 years of experience as a DJ, giving her an unparalleled understanding of the dynamics that occur on stage. She knows precisely how a stage should feel for both the audience and performers, ensuring a seamless and engaging experience. Her expertise extends to light design, a crucial element in her creations, which she skillfully integrates to enhance the overall atmosphere. By considering every detail, from spatial layout to lighting, we craft stages that are visually striking and functional. Our designs not only serve as a backdrop for performances but also as a central element that elevates the experience for everyone involved, making each event truly special and unforgettable.

BRAND ACTIVATIONS

Brand activation services are designed to bring brands to life through innovative and engaging experiences. With Melissa's extensive experience at the forefront of Uber and Bumble, managing their marketing and brand strategies, we have an in-depth understanding of the needs and nuances of brands. This insider perspective allows her to create activations that resonate deeply with target audiences and foster lasting connections. Her approach combines creative storytelling with strategic thinking, ensuring that each activation aligns perfectly with the brand's identity and objectives. From concept to execution, the activations we design are immersive, memorable, and effective in driving brand awareness and engagement. Whether launching a new product or enhancing brand presence, her activations deliver impactful and unforgettable experiences.

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