

Julieta Talamante

A Woman of Progressive Design

by Leigh Hammond

Julieta Talamante has turned her passion of fine art, crafts and exclusive furnishings into a showcase available for all to enjoy. Owner and creator of Villa Valentina, Passage of Design, Julieta describes her showplace as “a combination of upscale interior design services and the best in furnishings and accessories.”

Her Tuscan inspired courtyard is a surreal experience in the heart of San José del Cabo. Inspired by her earlier Casa Maya in Cabo San Lucas, Julieta has created a true visionary experience.

Her Passage of Design is a journey through Mexico, Spain, the Mediterranean, Asia, Morocco and East India. Villa Valentina allows for an extraordinary afternoon exploring all of Julieta's treasures amid a tranquil courtyard garden filled with music, delicious cuisine and an exclusive array of tequilas. Julieta has integrated a truly progressive concept into the world of design. Twenty-five years ago Julieta began her journey as fashion designer, focused mainly on textiles.

“By exploring new techniques and searching for unique sources to meet my clients' needs and to help them create homes that would reflect their own personal style,” is the reason she gives for her rapid progress.

Casa Maya was introduced 11 years ago, allowing for the presentation of the finest Mexican art, crafts and furnishings. Due to the response and acceptance of Casa Maya, Julieta and her family built Villa Valentina, “A place that reflects our own sense of esthetics.” Now with her daughter Tanya, who is following her footsteps, they've created a new concept in decoration called Urban Hacienda which can be seen at PALA, their newest location at the art district on Marshall way in Scottsdale, Arizona.

Julieta is a born designer. From her early days of transforming yards of fabric into a fashionable garment or a stylish window treatment, she has always aspired to “change a space into a striking yet ‘livable’ environment.” She continually strives to incorporate better design, service and over all quality to her work.

She parallels her growth as a designer to the vast development and expansion of her native Baja California. True to her roots, Julieta

continues to implement the work of great Mexican artisans and designers into the lives and homes of her local and international clientele.

When she is not at Villa Valentina, Julieta enjoys spending time with her family and friends. Surrounded by a profession and family she deeply loves, she proudly admits, “I have been blessed all of my life!” Villa Valentina was a family project combining her passion for design and the support and input of her loving family. Built from the ground up, it exists today as a combination of efforts from husband Daniel, Tanya, Daniela and Daniel Andres.

With great passion for what she accomplishes, in turn she enjoys great satisfaction and enormous fulfillment in her life. Consistently aspiring to surpass her previous creation, Julieta is constantly in motion. She focuses on the needs and wants of her clientele. Utilizing the wonderful craftsmanship of her surrounding Baja California, combined with international artesian creations, she has accomplished what all designers strive for: a new visual experience and a satisfied client. A person who appreciates the rewards of challenge, Julieta lives by the words of her father.

“When you think you have already given everything you can, give more,” he would say. Julieta epitomizes this. She is a success as well as an inspiration to those around her. She has created a truly unique experience at Villa Valentina, one that allows her, and any guest who enters, to be whisked into another world. It is a world of possibilities and creativity, an opportunity to be transformed.

Embracing her culture and her love of design, Julieta has created the elegant Villa Valentina. A few moments spent in the courtyard amidst the soothing music, enticing aromas and lovely flora puts one at ease. Browsing through all of the beautiful furnishings and accessories opens up a realm of decorative possibilities. Villa Valentina is a true experience—a vision brought to life by Julieta Talamante and all who surround her.