

Nocheo Unidos
MEXICANOS

by Rodrigo Gaya Villar



"IT INSPIRES YOU.
IT MAKES YOU WHOLE.
IT TRANSPORTS YOU.
ITS THE ESSENCE OF THE
SELF"

- DON CHUY

Ask a Mexican about a vocho and you've given them space to share their passion for life, love, & adventure.

You'll be taken to a place where words come up short. Emotions, sounds, memories being to take over.

An object which transmutes all social classes and societal boundaries of which almost every language in the world has given it a nickname.

With spontaneous street portraits and a deep immersion in their contemporary cultural expressions, this visual anthropological study places the vocho at the center of shared universal sentiment.

This multimedia project preserves, exhibits and exports the "Mexican version" of this relic that vanishes into a world full of division, in an attempt to unite through shared human emotions / experiences, as seen through Mexican culture.

VOCHOS UNIDOS MEXICANOS



RODRIGO GAYA VILLAR



The American documentary photographer came across a fascinating object. Something that at the same time represents part of the cultural identity of Mexico, but also has a connection with various world cultures. Walking through the streets with his camera, each person he knew had a story with a Vocho, an object that allows one to open up to a conversation or a photograph.

That object that erases social classes, genders, ages and reveals the human condition towards adventure, art and love.

Through spontaneous portraits, Rodrigo uses the environment & details that represent Mexico in it's 'natural' state, to document the last phase of Vocho's expression, it's death.

Every day there is one less, but even in contemporary times around Teslas, they are found on the same streets as always, but with details of a time in transition. These details form the visual narrative of the photobook, presenting the design as a mechanically perfect object for the use demanded by its time, 'volks wagen'; the vochero spirit that inspires the use of the car that crosses cultural and social barriers; and the people who continue to live a connection closer to the adventure, each Vocho as a piece of art reflected in each of its owners.

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*I HAD YET TO REALIZE I WAS
PART OF SOMETHING BIGGER
THAN MYSELF ALL ALONG.*



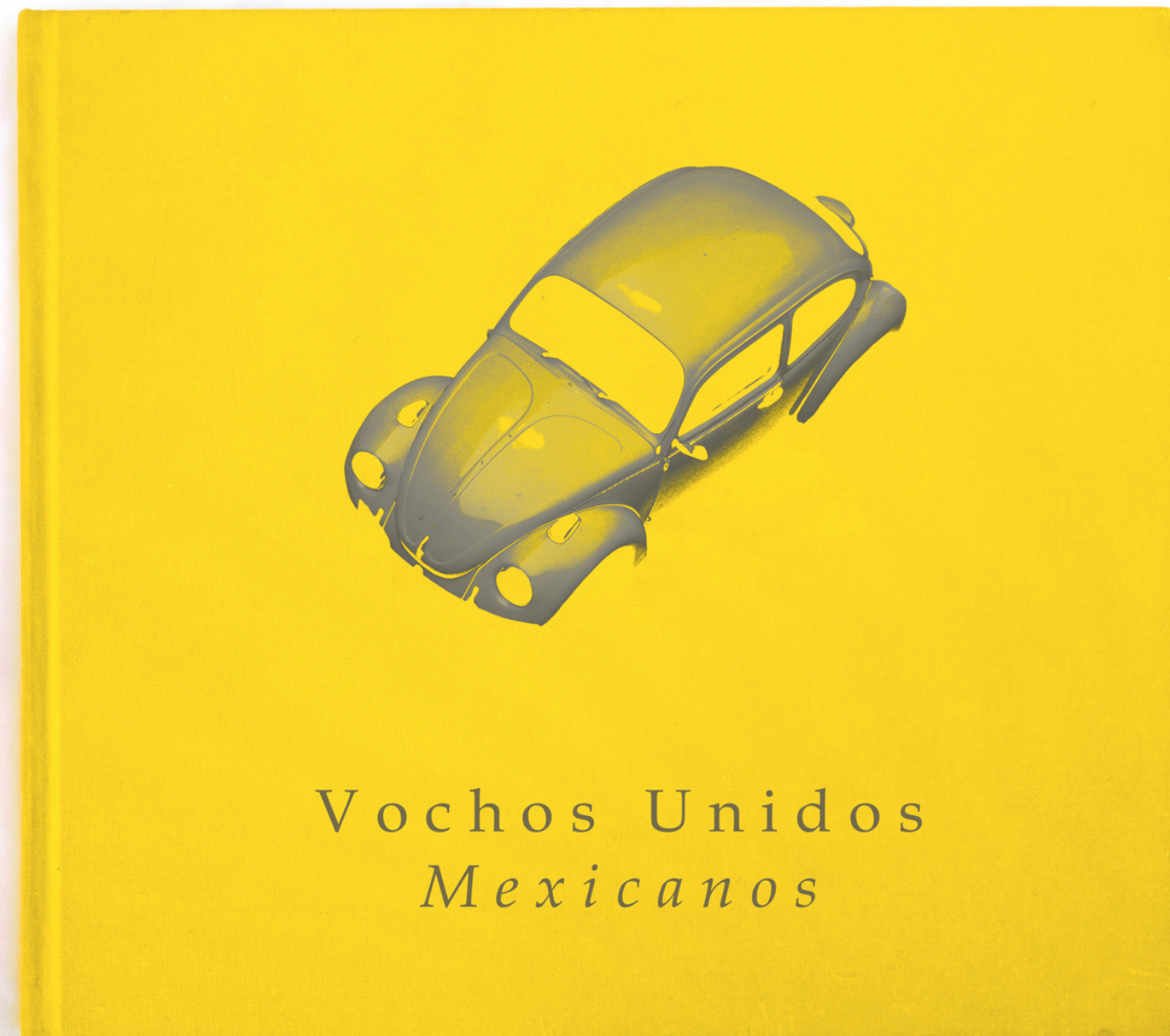


“

*EVERYONE HAS A STORY TO TELL
ABOUT A VOCHO. MINE IS BEST
EXPRESSED VISUALLY.*



FOTOLIBRO





“

*THROUGH MY LENS, A PASSION FOR
DOCUMENTARY PHOTOGRAPHY
REVEALS A LANGUAGE WHICH
TRANSCENDS ALL CULTURES, LOVE.*





kodok **bjalla**
 ڇox سڪولوف escarabajo **bocho** rana **tortuga** bhamba
 datya **bogar** Бyбa Жyк Фoльксвaгeн-жyк **broasca** broscuță **buburuza**
 con bɔ **kaplumbağa** tosağa **vosvos** rod tao **volk** tao kobe **folka** bagge **skalbagge**
 bubbla **mgongo wa chura** mwendo wa kobe **volks** beetle **ibba** hrošč **chrobák** volla **volksie**
 kewer **agroga** ڳاڙھ rag-gah ڳاڙھ **ghoorbaghei** volky **carocha** garbus **pendong** kotseng kuba
pagong ba-o **boks** foxi **boble** cucaracha **bhyagute car** kashima **kura** kodok **vabalas** vabole **kifuu** カブトムシ **maggiolino** **maggiolone** תישופי bimba **Σκαθάρι** Σκαραβαίος **Χελώνα** Κατσαριδάκι **金龜車** Бyбa
choupette Кoстeнyркa **Брѣмбaр** folcika buba **ibba** fakrouna **kupla** kuplavolkkari **aatun kosto** pörnikas ڇسفنخ
 pichirilo **cepillo** boblen **bobbelfolkevogng** asfaltboblen **billen** gravid rulleskøjte **hitlerslæden pulga** escarabajo **brouk** 甲壳虫 **poncho** escarabat **käfer** peta **bintus** Ijapa **mbe** kever **fusca** coccinele **sedán** pulguita **carcacha** bochito kodok **bjalla** ڇox سڪولوف escarabajo **bocho** rana **tortuga** bhamba datya **bogar** Бyбa Жyк Фoльксвaгeн-жyк **broasca** broscuță **buburuza** con bɔ **kaplumbağa** tosağa **vosvos** rod tao **volk** tao kobe **folka** bagge **skalbagge** bubbla **mgongo wa chura** mwendo wa kobe **volks** beetle **ibba** hrošč **chrobák** volla **volksie** kewer **agroga** ڳاڙھ rag-gah ڳاڙھ **ghoorbaghei** volky **carocha** garbus **pendong** kotseng kuba **pagong** ba-o **boks** foxi **boble** cucaracha **bhyagute car** kashima **kura** kodok **vabalas** vabole **kifuu** カブトムシ **maggiolino** **maggiolone** תישופי bimba **Σκαθάρι** Σκαραβαίος **Χελώνα** Κατσαριδάκι **金龜車** Бyбa **choupette** Кoстeнyркa **Брѣмбaр** folcika buba 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CONTACTO

Rodrigo Gaya Villar

vochosunidos@gmail.com

55 8080 1090

www.vochosunidos.mx

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