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VERÓNICA
MEDIUM

FEATURING ISSUE

SEMILLA MAGAZINE

ART & DESIGN

FROM THE
WORKSHOP TO
THE DESIGN OF
DREAMS

The Colombian designer who turned the humblest beginnings into a career defined by creativity, discipline, and faith. From an apprentice in the United States to a creator of luxury spaces in Costa Rica, his story inspires those who seek to transform passion into purpose.

DANIEL
BOTERO

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DANIEL BOTERO

There are paths that may seem uncertain, yet with time, they reveal a flawless design. Such is the story of Daniel Botero, a Colombian designer who turned the humblest beginnings into a career defined by creativity, discipline, and faith.

Daniel Botero was born and raised in Colombia. He arrived in the United States at the age of 20 with the intention of studying English and never returning to his home country. His plan was to stay, improve his language skills, and study something different, since the degree he had started in Colombia had nothing to do with what he does today.

“My idea was to come to the United States, learn English, and establish myself. I came with clear goals, but I had to work in different jobs to make it happen. I started from the bottom, doing a bit of everything.”

THE BEGINNING OF BUILDING A LIFE

"I went to many job interviews, but I didn't have papers or speak English. No one would hire me — until someone told me to try a hair salon that might need help. I went, and the owner asked if I had papers. I said no. She asked if I spoke English, and again, I said no. Still, she gave me a chance." That's how Daniel began his first job in the United States.

"I had to answer the phone without understanding what people were saying. I would write down everything I heard and then translate it later. Little by little, I started learning." Over time, Botero went from being an assistant to a manager, and eventually became the owner's right-hand person — someone he still considers family to this day.

"I worked there for five years. The owner became like family to me. I was there when her mother got sick, and I took care of the business while she was in the hospital. It was an experience that taught me empathy and commitment."





An Unexpected turn...



Over the years, Daniel obtained political asylum and later permanent residency. He began studying English formally, and within less than a semester, he reached the advanced level. “I’ve always loved studying. When I finished English, I decided to study interior design. I didn’t choose architecture because I was already 25 and wanted something more practical — something that would allow me to develop a visual language.”

During that time, he worked in several places: “I drove for Uber, worked part-time in a design office, and continued helping at the salon. It was an intense period, but it taught me a bit of everything.”

Later, he found a job as an assistant to a designer.

“It was a good experience, but the pay was low. Still, I gave it my all. Eventually, I reconnected with my former boss from the salon, with whom I had had some disagreements. Her mother had passed away, and I decided to help her manage the business again. That reconciliation was very meaningful — it allowed me to close that chapter with gratitude.”

One day, that same person called him to say she had bought a property in Costa Rica and wanted to build a hotel. “She told me, ‘You’re a designer — I want you to come and design the hotel.’ Without thinking twice, I quit everything and went.”

In Costa Rica, Daniel designed and built the entire Mother Earth Luxury Boutique Hotel & Restaurant. “I did the blueprints, chose the materials, supervised the construction, and handled the interior design. I even helped at the reception desk when we opened. It was a beautiful process. I lived by the ocean, had the car I’d always wanted, and was truly enjoying life.”

Before meeting Verónica Medium, Daniel had already experienced a spiritual connection with another person. “A friend introduced me to a woman who worked with angels. She gave me very specific messages. At the time, I didn’t understand them, but over time, they all came true.”

That woman had, unknowingly, traced his path up to that very moment. When the project was finished, Daniel looked around — he had everything he had once asked for — and said to God:

“Thank you. I have it all. What more could I ask for?” Just weeks after finishing the project, he received a call from Miami: a Discovery Channel production needed him for a design project. Shortly after, a casting company contacted him for a reality show.

“I couldn’t travel, so I recorded a video from the hotel showing what I had done. They loved it.”



He was invited to join the show as a contestant, and his performance eventually led him to be invited back as an art director.

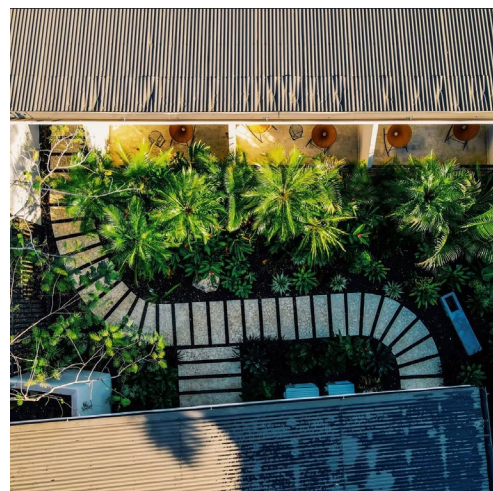
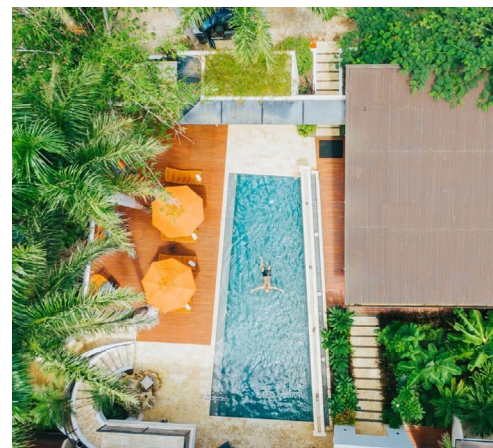
“It was a transformative experience. I went from creating physical spaces to creating visual worlds for the camera.”

The success of the show opened new doors, connecting him with other major projects — until he met a key figure: the creative director of the Ultra Music Festival. Together, they built a professional alliance that continues to this day. They have collaborated on large-scale art installations for Ultra Miami, Formula 1, and other international events.

“Being able to create large-scale pieces that people then experience and enjoy is one of the most rewarding feelings there is.”

Destino & Propósito

Sometimes, the greatest achievements begin with a simple gut feeling. **Botero** learned that following intuition opens doors reason cannot see. Through brave decisions and subtle signs, he discovered that faith and creativity are also tools of the trade.



Amid this time of expansion, an unexpected recommendation led him to meet Verónica Medium. “A friend told me about her. From the very first video call, I felt something special. I only gave her my name, and everything she said was accurate — it was as if she had known me my whole life.”

Among the many things Verónica shared, one message stayed engraved in his mind: “I see you producing furniture in series... but not in the United States — in Colombia.” Some time later, that vision became reality. Daniel founded a design company in his home country, where he has already produced more than 200 modular pieces and exported furniture for international projects.

“That seed she planted in me opened a new chapter. It confirmed that when you follow your intuition, the universe conspires.” During one of their sessions, Verónica also gave him a very specific warning: “There will be important political changes. Be careful with exports — check invoices and costs closely.” Just weeks later, a shipping container sent from Colombia to the U.S. was affected by new tariffs imposed by the American government.

“The cost went up by \$8,000, but thanks to her advice, I had added a clause in the invoice that exempted us from liability for tariffs. That detail saved us.” Daniel smiles with gratitude.

“It’s not about predicting the future — it’s about being aware of the right signs. Verónica has been an incredible guide.”

I deeply believe in destiny. I'm a very spiritual person. I think there's a higher being — whatever name you give it — who has a plan for all of us. It all depends on how we choose to live that plan: with optimism, seeing every experience as an opportunity. Even the difficult things are part of the journey; they teach you not to stay stuck, but to find guidance and the tools to move forward." His sessions with her have created shifts in the energy around him.

"What Verónica tells me always manifests — and fortunately, it's always been in positive ways. It's a very special connection. She's incredibly gifted, kind, and made me feel completely at ease and confident. She's become part of my life."

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"To young people, I would say: do everything out of passion. You can only be taught certain technical skills, but creativity is born from passion — it's what drives you to explore, to learn from others, to keep growing. Working out of passion rather than necessity has completely changed the way I live and work. The rest just flows."

"I want to build a great team — to be a better leader than the ones I had. I'm grateful to all my former bosses for what they taught me, but now I have the privilege of doing things differently, with harmony. I like surrounding myself with passionate people. Passion isn't everything, but it's a lot. The company keeps growing — we're already developing new lines and projects."

- Daniel Botero



Thanks for reading!

We thank you for joining us in this special issue of Semilla Magazine, where we share the inspiring story of Daniel Botero a designer who transformed challenges into purpose, and passion into a creative legacy.

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