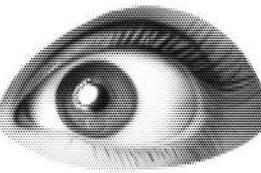
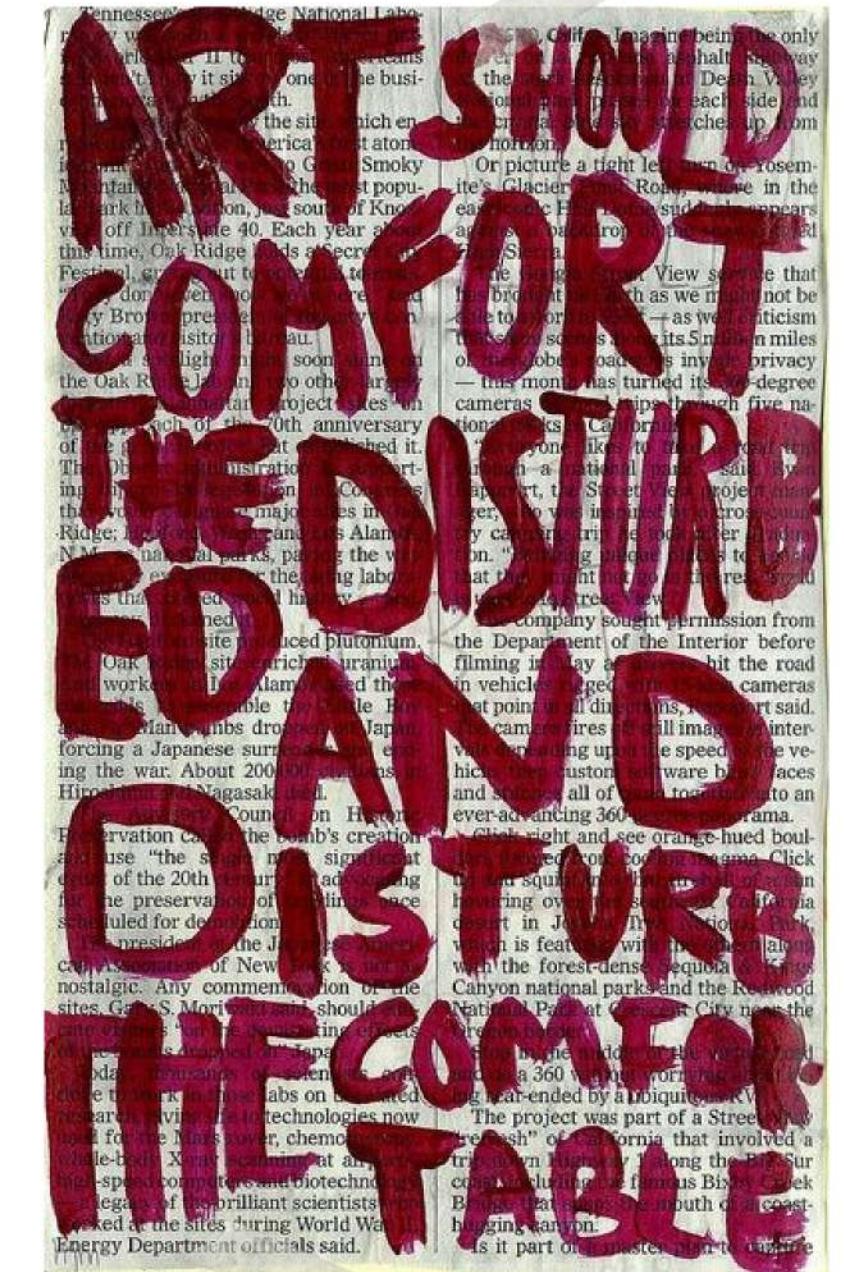
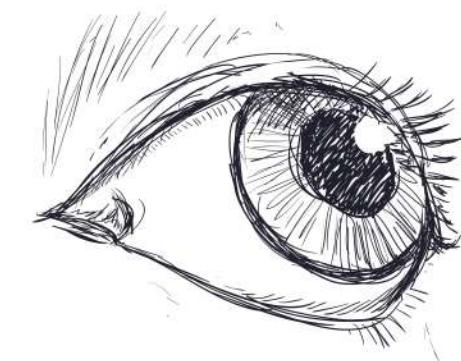


ART IN **HOSPITALITY** SPACES

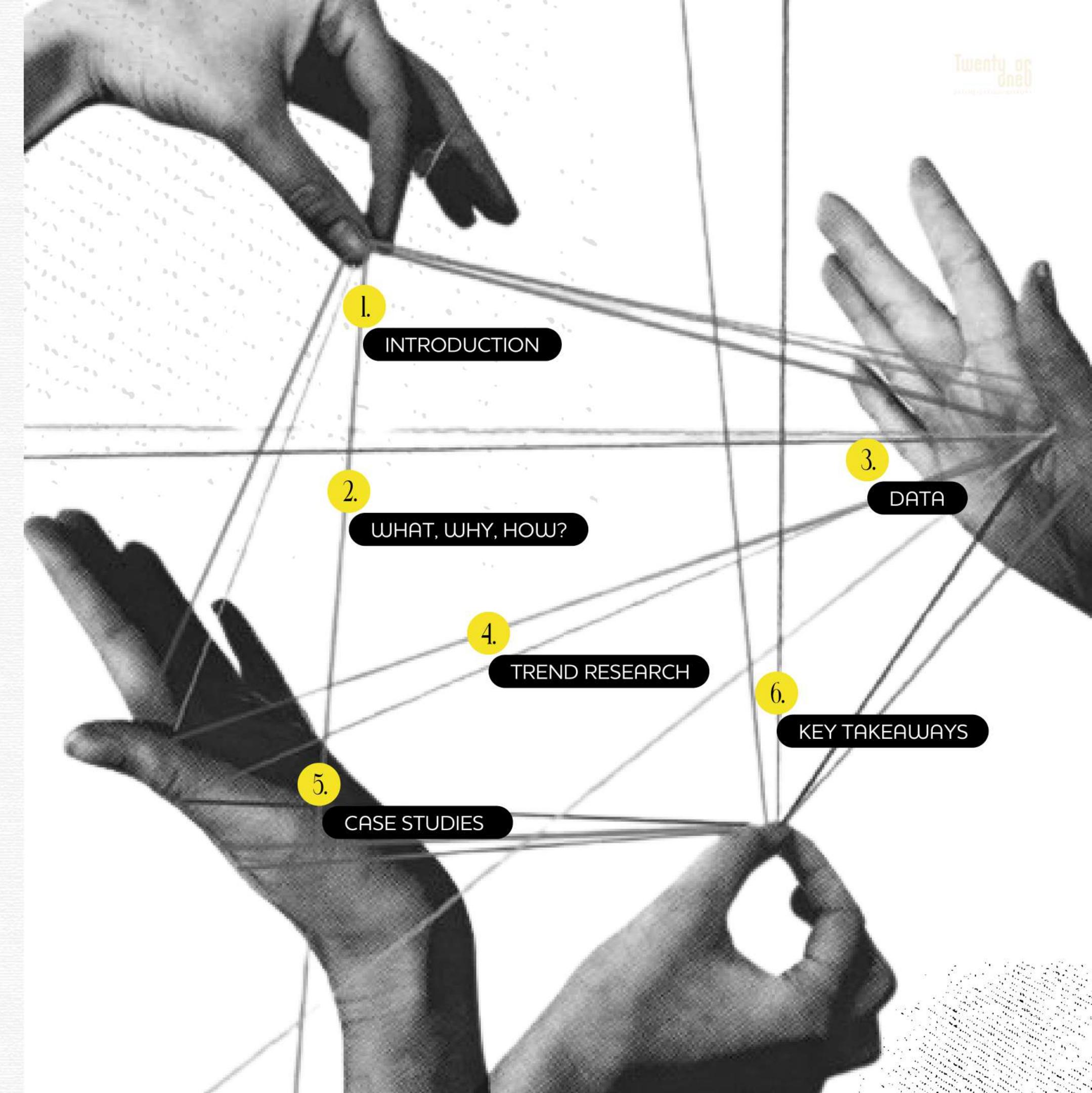
ELEVATING GUEST EXPERIENCE
WITH THE STRATEGIC USE OF ART.



TIIT, AU VIEUX PANIER HOTEL, MARSEILLE, FRANCE



INDEX



IN THE WORLD OF HOSPITALITY AND F&B, THE AMBIANCE OF A SPACE IS MORE THAN JUST DECOR... *...IT'S AN ART FORM IN ITSELF*

OUR AIM IS TWO-FOLD

- To explore the nuances of incorporating artwork into hospitality and F&B design, highlighting emerging trends and research.
- To showcase the tangible benefits and transformative power of art by showcasing real-world case studies that exemplify how art affects hospitality spaces.

With TwentyOne06's comprehensive report on the pivotal role of artwork in shaping hospitality and F&B spaces, we embark on a journey to explore the multifaceted impact of artwork on guest experiences, brand identity, and business success.

Through a combination of insightful analysis, real-world case studies, and industry expertise, we delve into the what, how, and why of utilizing artwork to elevate hospitality and F&B environments.



FIG - Skye Holland's Fragile Earth Circular Series I & II Make Fantastic Contemporary FRAMED Art For Hotels And Hospitality Spaces.

WHAT SHAPE DOES IT TAKE?

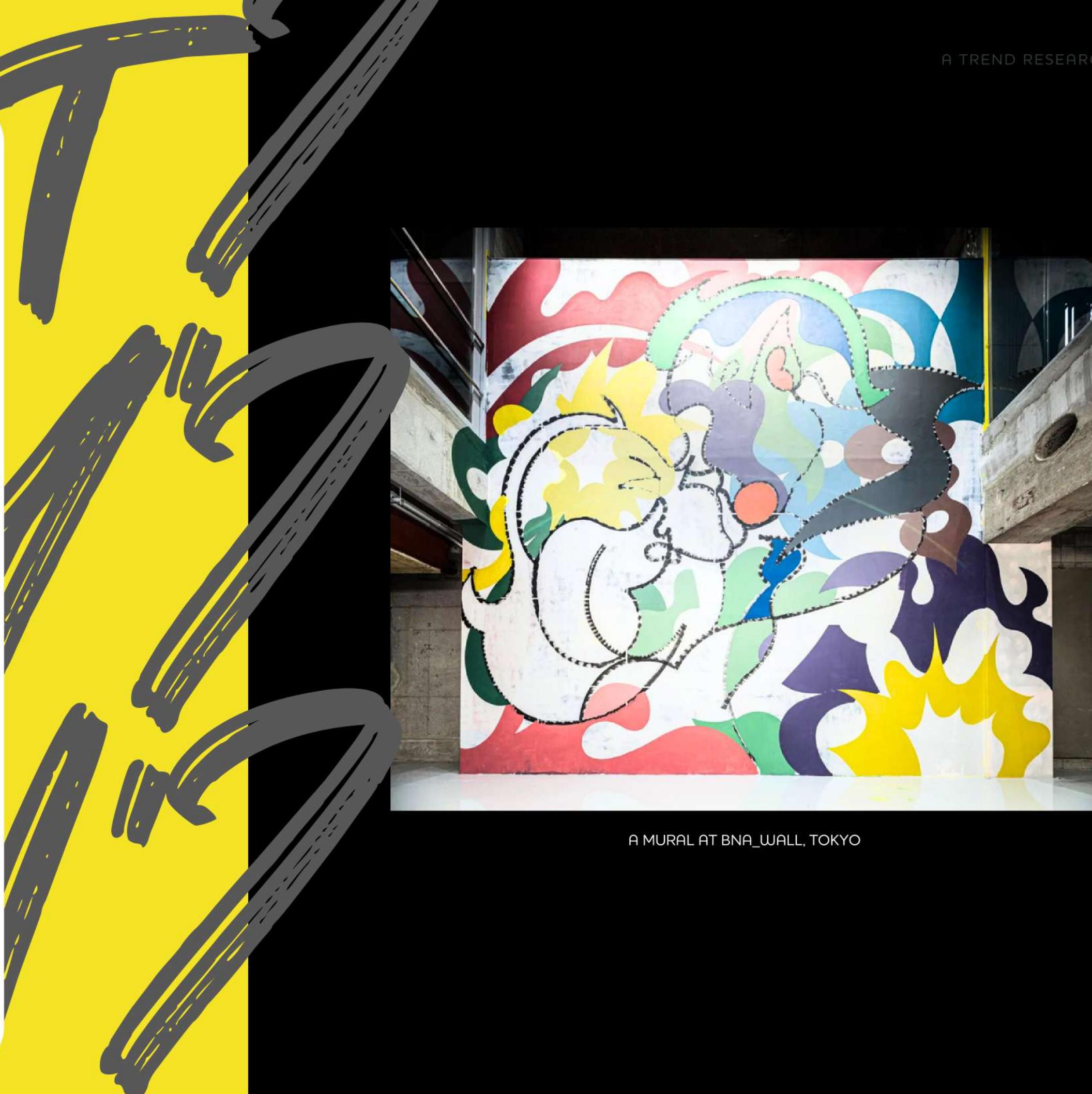
In hospitality spaces, artwork comes in various forms, including paintings, sculptures, murals, photography, and digital art. Paintings and sculptures can serve as focal points or accent pieces, while murals and digital art installations can cover entire walls, transforming the atmosphere of the space.

WHY IS IT BEING DONE?

Ambiance impacts guest satisfaction in hospitality by enhancing the ambiance and creates immersive spaces. Aesthetics lead to guest recommendations. Artwork reflects brand identity and values, sparks engagement and social interaction as well as influences guest perceptions positively. Visually stimulating environments increase dwell time and spending.

HOW DOES ONE DO THIS?

Artwork placement is crucial, strategically drawing attention and enhancing focal points. Scale should complement space proportions, with large pieces for expansive areas and smaller ones for intimacy. Themes should align with the establishment's ambiance, and proper lighting is essential for effective showcasing, accentuating textures and colors.

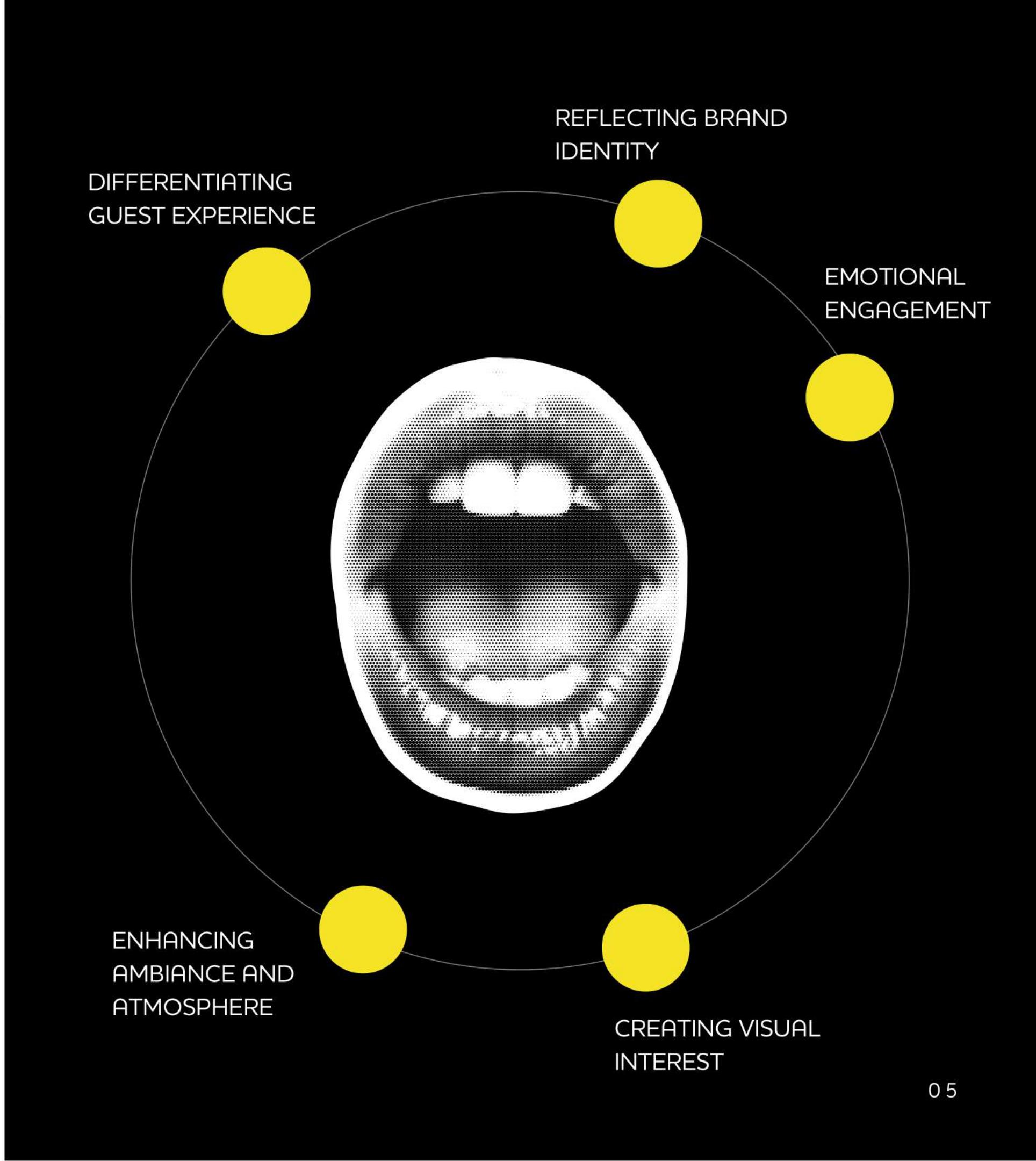


A MURAL AT BNA_WALL, TOKYO



WHY HOSPITALITY DESIGNERS MUST CONSIDER ART?

Artwork has the transformative power to elevate hospitality spaces in several ways, making it essential for designers to consider them in their designs.







TRENDS

MICRO | MACRO

MICRO TRENDS

The use of artwork in hospitality and F&B spaces is influenced by various micro and macro trends that shape design preferences, guest expectations, and industry standards.



THE LINE HOTEL,
WASHINGTON, D.C.



MEOW WOLF'S HOUSE OF
ETERNAL RETURN IN SANTA FE,
NEW MEXICO



THE BARDESSONO HOTEL &
SPA IN NAPA VALLEY,
CALIFORNIA



THE 21C MUSEUM HOTEL IN
LOUISVILLE, KENTUCKY

LOCAL FOCUS

There is a growing emphasis on showcasing locally sourced and crafted artwork that reflects the cultural heritage and identity of the region. This trend aligns with the increasing demand for authenticity and unique experiences among guests.

IMMERSIVE ART INSTALLATIONS

Hospitality and F&B establishments are incorporating interactive and immersive art installations that engage guests on a multisensory level. These installations may include digital art projections, interactive light displays, or experiential art exhibitions, enhancing the overall guest experience.

SUSTAINABLE ART

With growing awareness of environmental issues, there is a rising demand for sustainable and eco-friendly art materials and practices in hospitality and F&B design. This trend involves sourcing artwork made from recycled materials, supporting local eco-artists, and incorporating nature-inspired themes into artistic compositions.

PERSONALIZATION

Clients are increasingly seeking customized and personalized artwork solutions that reflect their brand identity and resonate with their target audience. This trend involves collaborating with artists and designers to create bespoke pieces or commissioning artwork that aligns with the specific aesthetic and thematic requirements of the space.



MACRO TRENDS

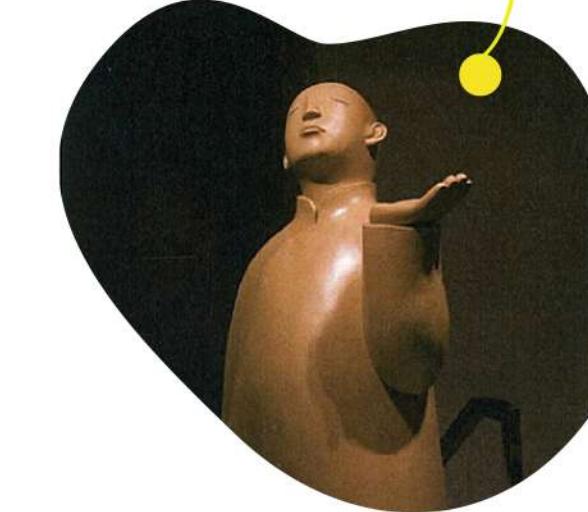
The use of artwork in hospitality and F&B spaces is influenced by various micro and macro trends that shape design preferences, guest expectations, and industry standards.

The use of artwork in hospitality and F&B spaces is influenced by various micro and macro trends that shape design preferences, guest expectations, and industry standards.

THE PARK HYATT SHANGHAI FEATURES A DIVERSE ART COLLECTION THAT REFLECTS THE CITY'S COSMOPOLITAN VIBE AND GLOBAL INFLUENCES.

FROM HISTORICAL PHOTOGRAPHS AND VINTAGE ILLUSTRATIONS, THE NOMAD HOTEL IN LOS ANGELES INCORPORATES NARRATIVE-DRIVEN ARTWORKS THAT TELL A STORY, ENHANCING ITS UNIQUE CHARACTER.

W HOTELS WORLDWIDE BRAND IS KNOWN FOR ITS BOLD AND AVANT-GARDE APPROACH TO ART



CULTURAL FUSION

As travel and globalization continue to shape the hospitality industry, there is a growing interest in artwork that celebrates cultural diversity and fosters cross-cultural exchange. Hospitality and F&B spaces may feature eclectic art collections that blend elements from different cultures, creating a sense of inclusivity and cosmopolitanism.

NARRATIVE-DRIVEN ARTWORKS

Guests are drawn to artwork that tells a story or conveys a narrative, sparking curiosity and engagement. Hospitality and F&B establishments may commission artists to create narrative-driven artworks that evoke emotions, provoke thought, or reflect the brand's history and values.

A BRAND DIFFERENTIATOR

Artwork is increasingly recognized as a strategic tool for brand differentiation and competitive advantage in the hospitality industry. Hotels, restaurants, and bars may leverage unique and distinctive art collections to distinguish themselves from competitors, attract discerning guests, and foster brand loyalty.

DATA & FACTS

Sotheby's Institute of Art Digital Commons @ SIA

2016

Arts in the Hotel Industry: Bridging Creative and Financial Goals for a Twenty-First Century Experience

Yookyong Kong
yookyongkong102@gmail.com

“The fine line separating art and design has become increasingly blurry.”

Yookyong's study highlights that hotels are not just places to stay but also serve as venues for business, public gatherings, and artistic displays.

By embracing technological advancements and creative space planning, hotels offer engaging experiences for guests. Nowadays, customers look for hotels with distinct cultural and artistic elements to enrich their travel experiences. Guest Experience denotes how guests perceive a business based on interactions. In hospitality, the guest experience makes up of both accommodation and service, creating a social interaction. Modern hotels are expected to offer more than just comfortable beds and cleanliness.

GUEST EXPERIENCE

Guest experience is about providing a holistic human experience that brings joy, comfort, and relaxation. Artwork plays a crucial role in enhancing the hotel experience. Innovative hotel concepts encourage guests to spend time in revenue-generating areas like lounges and bars, ultimately maximizing revenue.

Lobbies are designed to cater to various interests such as arts, fashion, and culinary, highlighting design as a key aspect of the hotel experience alongside art and art collections. Travelers are increasingly drawn to experiential offerings that align with their values.

“AS THE TREND SHIFTS TOWARDS EXPERIENCE-ORIENTED LODGING, HOTELS FOCUS ON CREATING UNIQUE ENVIRONMENTS THAT INTEGRATE ART AND ARCHITECTURE TO ATTRACT MORE GUESTS.”

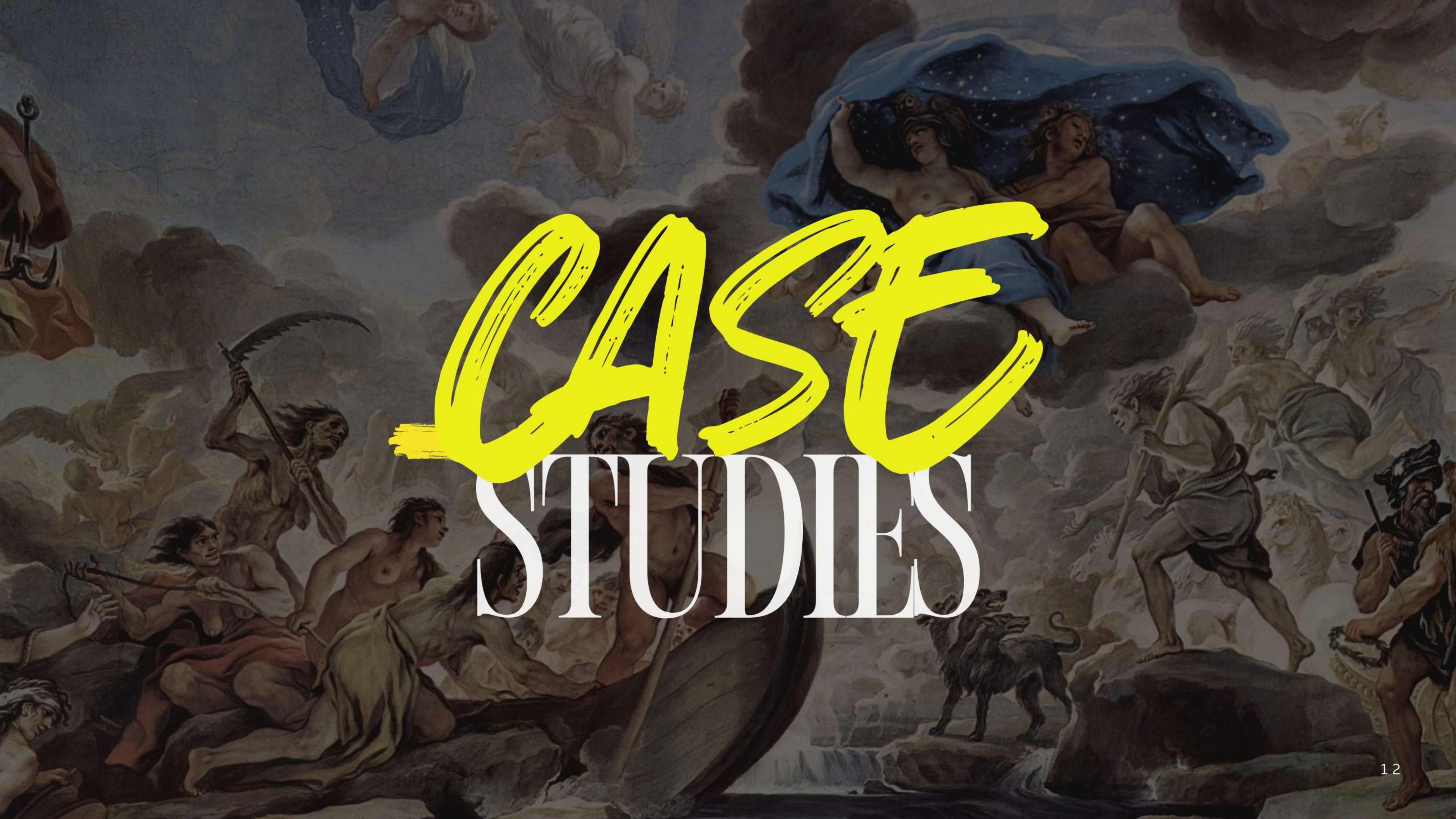


“Art has become an essential element for hotel interiors and marketing.”

HOTEL-AS-GALLERY PHENOMENON

Art hotels combine traditional amenities with a focus on art experiences, attracting culturally inclined guests. They showcase art collections in designated areas like the lobby, offering a unique artistic stay for well-traveled individuals interested in history and culture.





CASE STUDIES

FOR THEATRICS AND INTRIGUE



DUBAI, UNITED ARAB EMIRATES

ARTPAINTING LAB

“Theatrics are an important component now, because people are expecting more visual entertainment if they choose to venture out



Sam Saliba, founder of Art Painting Lab, Dubai

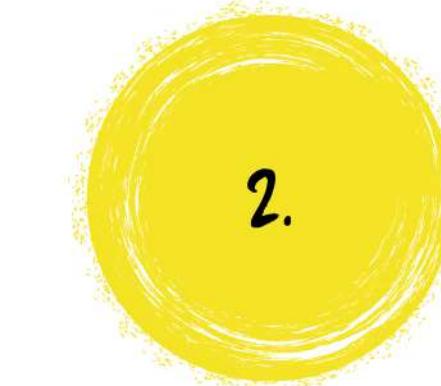
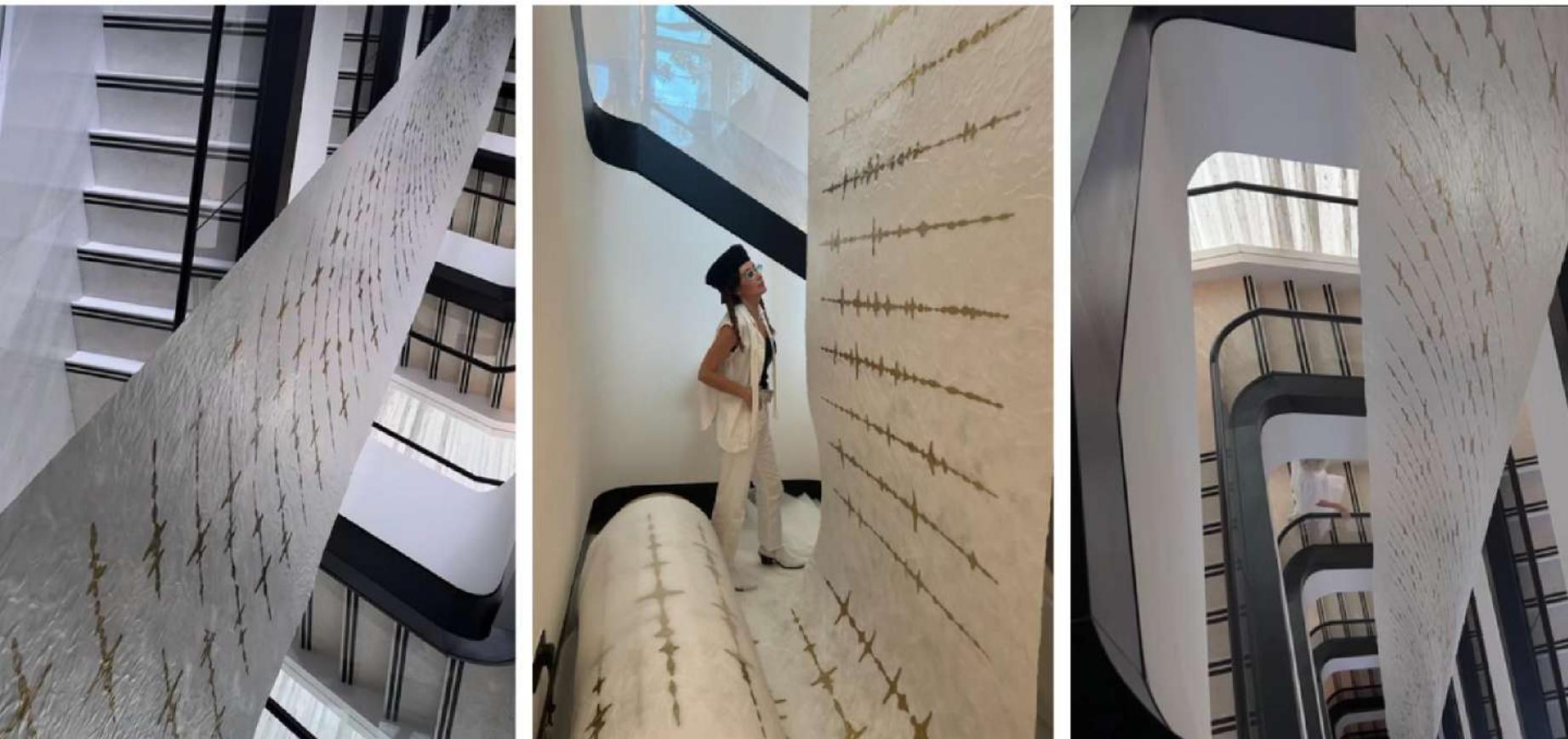
Sam believes that the use of art in hospitality design spaces is integral to creating memorable and iconic guest experiences. She observes a trend towards thematic explorations, where design elements, including artworks, murals, and sculptures, are not only visually appealing but also align with the overall guest experience. Sam emphasizes the importance of creating Instagrammable spaces that are genuinely worthy and resonate with the desires of today's young population, particularly in the Middle East where hotels serve as social venues. She notes a growing interest in eco-design, with hotels incorporating nature elements and sustainability principles into their designs to create open, airy spaces with

plenty of natural light.

Regarding the impact of the hospitality boom in the Middle East on design, Sam acknowledges the excitement and investment that come with rapid growth but also highlights the challenges of rushed timelines and compromised alignment among stakeholders. She emphasizes the importance of thorough creative consideration, investment, and collaboration among suppliers to achieve successful design outcomes. Sam notes the emergence of boutique design firms catering to clients seeking personalized, one-on-one creative services in response to the demand for unique and differentiated hotel experiences.

“It breathes a special energy into the space.”

Donna Tzelepis - Creative Director of Studio Feel, Dubai

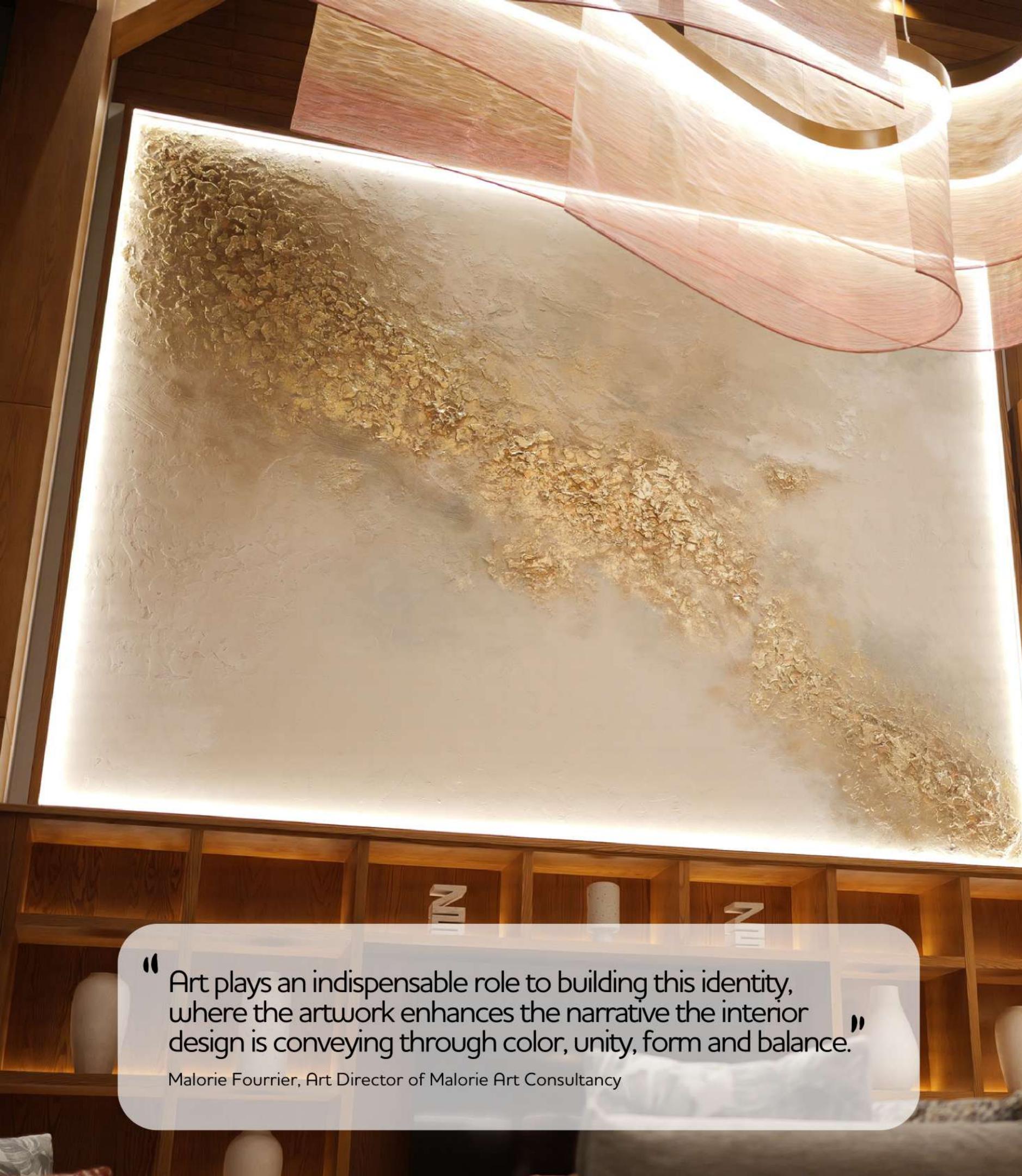


KINTSUGI SPA, ABU DHABI

STUDIO FEEL

British artist Lauren Baker, appointed by Studio Feel, unveiled her monumental 25-meter sculpture titled "Letter From The Universe" at Kintsugi, Abu Dhabi, as part of the spa's female-only art collection curated by Studio Feel. The sculpture, a sound-frequency letter from the universe, aims to activate the energies of the seven chakras and inspire inner peace and harmony. Baker meticulously crafted the sculpture over a year, incorporating resin, gold, and sound waves representing her voice.

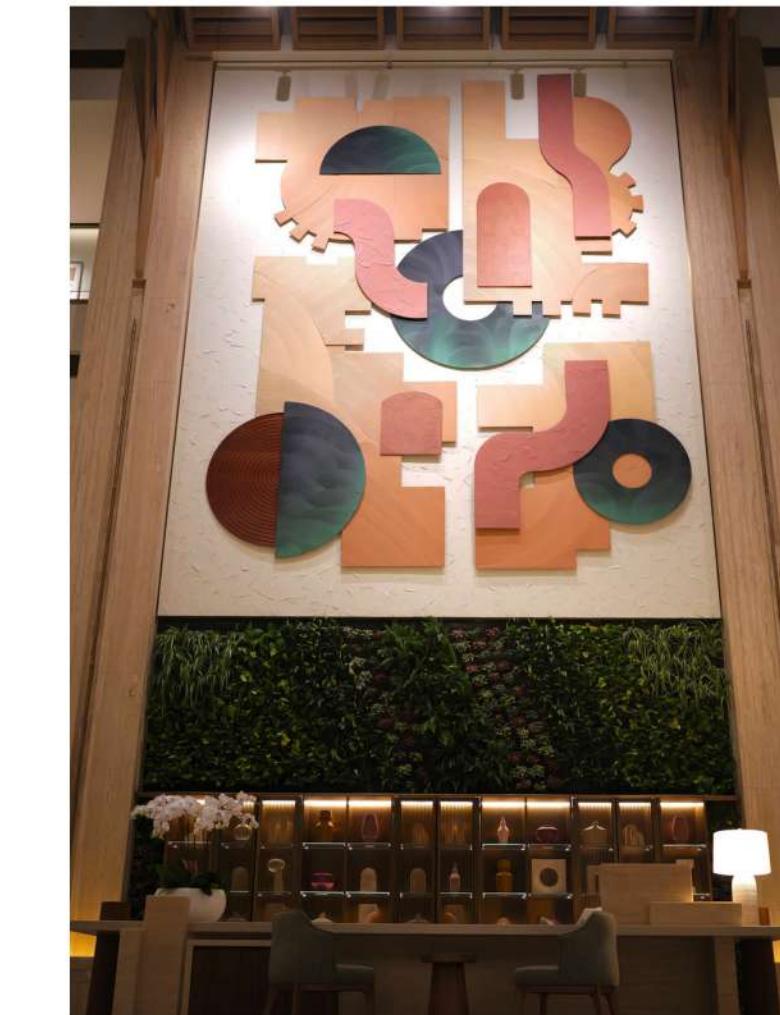
The installation process, involving traversing seven staircases and suspending the piece from the ceiling, was described as intense yet rewarding by Baker. The sculpture enhances the spa's guest experience by promoting mindfulness, balance, and gratitude. Kintsugi Spa's curation strategy aimed to feature artworks that align with its ethos, contributing to a unique and transformative environment.



“Art plays an indispensable role to building this identity, where the artwork enhances the narrative the interior design is conveying through color, unity, form and balance.”

Malorie Fourrier, Art Director of Malorie Art Consultancy

SOFITEL, PALM JUMIERAH



MALORIE ART CONSULTANCY

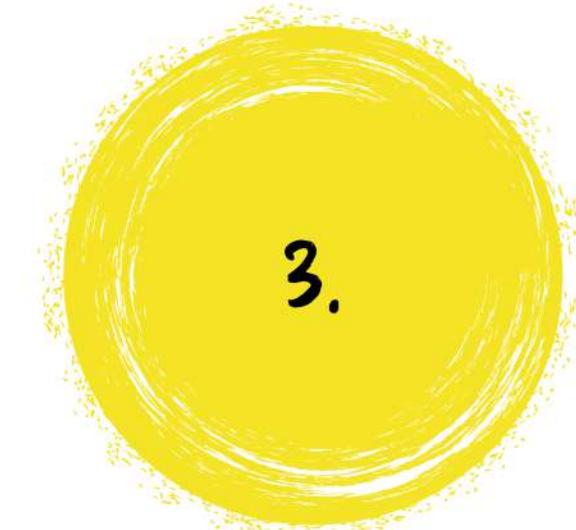
By Malorie Art Consultancy specializes in curating tailored art packages for hospitality, residential, malls, and public spaces globally, with a focus on creating unique, memorable experiences through storytelling. With a decade of industry experience, including roles at Hirsch Bedner Associates and Emaar, the consultancy emphasizes the integral role of art in interior design, where it enhances space identity and narrative.

In hospitality, art goes beyond aesthetics; it creates real memories and experiences for guests. The consultancy believes that early integration of art into development ensures a cohesive experience. Customized artworks, carefully selected and placed, aim to trigger conversation, memories, and personal experiences for guests.

In the UAE, the flourishing art scene is attributed to government support, international art establishments, and growing consumer interest. By Malorie Art Consultancy acknowledges the region's appreciation for art, with consumers buying for investment or to elevate their homes. Art is seen as both aesthetical and financial, with corporations investing in projects like theirs.

The consultancy's projects prioritize art as a tool for storytelling, strengthening brand identity, and enhancing customer experiences. Collaborating with artists ensures cohesive collections tailored to each project, irrespective of hotel rating. The trend of 'art hotels' sees a move away from generic art to locally sourced and unique pieces, including digital art and interactive installations, offering guests personalized experiences and immersive narratives.

Looking ahead, the future of art in hotels involves continued evolution towards unique, locally sourced pieces, and integration of digital art and interactive installations to engage guests in immersive experiences and enhance appreciation of art narratives.



FOR SUSTAINABILITY AND AWARENESS



I HOTEL BROOKLYN BRIDGE

JARROD BECK

“Capture the essence of the hotel's connection to the community, surroundings, and history.”



Jared, a Brooklyn-based artist, played a pivotal role in elevating the guest experience at 1 Hotel Brooklyn Bridge through his thought-provoking installation titled "All OVERREACHOTHER." Commissioned to capture the essence of the hotel's connection to the community, surroundings, and history, Jared's artwork serves as a visual embodiment of these principles.

Through his installation, Jared challenges viewers to reconsider their relationship with nature by repurposing rubber strips salvaged from a demolished retail store roof. By integrating these materials into his artwork, Jared prompts guests to reflect on the fragility of man-made structures in the face of natural forces, as evidenced by the tornado's destruction in Utica. However, rather than instilling a sense of hopelessness, Jared's creation celebrates resilience and transformation,

as he transforms the remnants of destruction into a thing of beauty.

By placing the installation prominently behind the reception area, Jared ensures that guests are immediately immersed in the hotel's ethos of sustainability and environmental consciousness. His artwork not only adds visual interest but also sparks conversations and encourages deeper contemplation about humanity's interconnectedness with the natural world.

In collaborating with Jared and other local artists, 1 Hotel Brooklyn Bridge successfully integrates art into its design philosophy, enriching the guest experience with meaningful, thought-provoking installations that resonate with the hotel's commitment to community, sustainability, and creativity.

A TREND RESEARCH



SEXY FISH

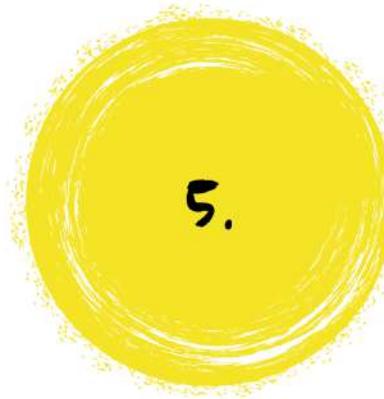
LONDON, UK.



Sexy Fish made quite the entrance into town – with a 15,000-liter fish tank and a 13-ft metal wire crocodile as part of its aquatic-themed art collection.

The art at Sexy Fish, including works by Damien Hirst and Frank Gehry, ranks among London's most costly restaurant collections.

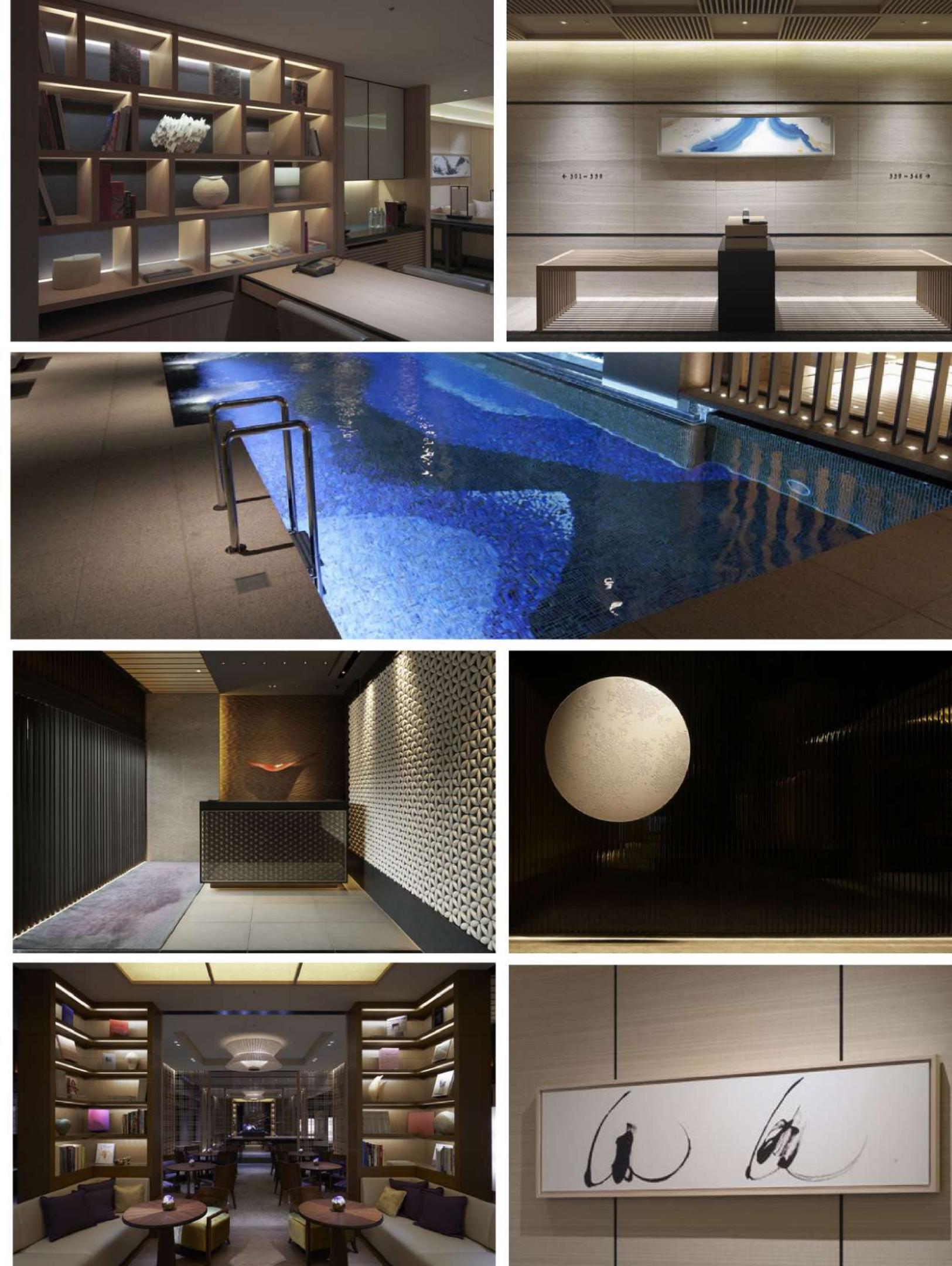
Even the nine-course tasting menu comes with a hefty price tag, but considering the restaurant's £15 million cost, it's not unexpected.



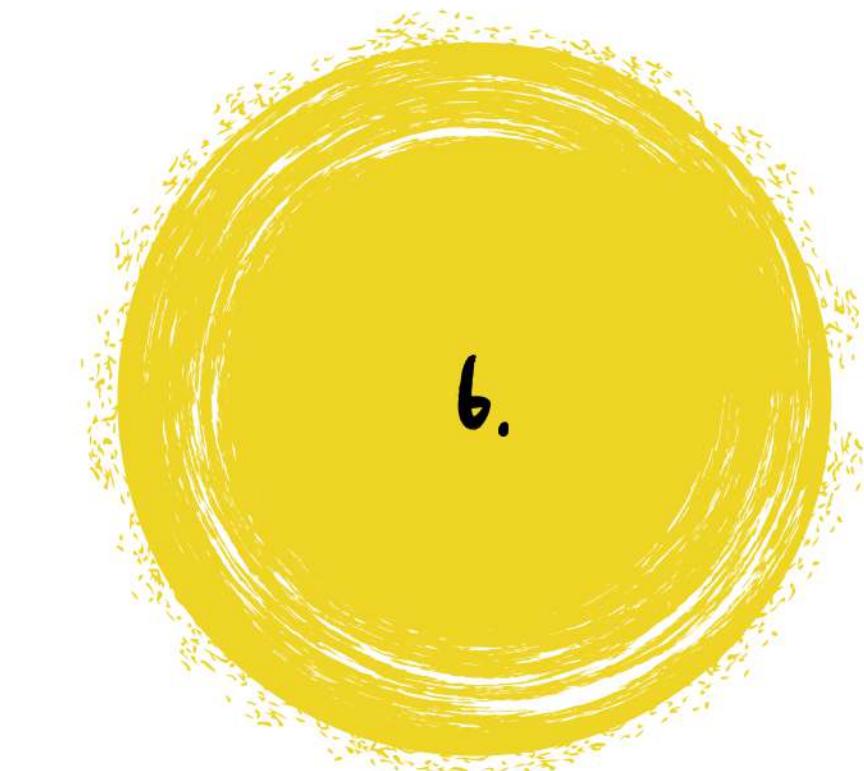
FOR SERENITY AND HERITAGE

KYOTO, JAPAN

THE RITZ CARLTON



A TREND RESEARCH REPORT



The Ritz-Carlton in Kyoto showcases a curated collection of traditional Japanese artwork, including woodblock prints, ceramics, and calligraphy scrolls.

The hotel's interior design pays homage to Kyoto's rich cultural heritage, with artwork strategically placed throughout the property to evoke a sense of tranquility and harmony. Guests can immerse themselves in the beauty and elegance of Japanese art while experiencing the legendary hospitality of The Ritz-Carlton.

By integrating traditional artwork into its modern design, the hotel creates a seamless blend of past and present, enhancing the ambiance and guest experience.

KEY TAKEAWAYS

- Ambiance in hospitality and F&B spaces transcends mere decor—it's an art form in itself, crucial for enhancing guest experiences.
- Artwork in these spaces varies from paintings, sculptures, and murals to digital installations, each playing a vital role in transforming the atmosphere.
- Ambiance significantly impacts guest satisfaction, influencing recommendations and guest perceptions positively, ultimately leading to increased dwell time and spending.
- Strategic placement, appropriate scale, thematic alignment, and proper lighting are essential considerations for effectively showcasing artwork.
- Designers must prioritize art integration for its role in differentiating guest experiences, reflecting brand identity, fostering emotional engagement, and enhancing ambiance.
- Micro trends in artwork include a focus on local art, immersive installations, sustainability, and personalization.
- Macro trends encompass cultural fusion, narrative-driven artworks, and leveraging art as a brand differentiator.
- In response to the trend towards experience-oriented lodging, hotels are increasingly integrating art and architecture to create unique environments that attract and engage guests.

"ARTWORK ADDS DEPTH, CHARACTER, AND PERSONALITY TO HOSPITALITY SPACES, CREATING A SENSE OF WARMTH, WELCOME, AND WONDER. IT INVITES GUESTS TO EXPLORE, DISCOVER, AND CONNECT WITH THE ESSENCE OF A PLACE, ENRICHING THEIR **OVERALL EXPERIENCE!**"



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