



LUXURY HAS A NAME



## THE ULTIMATE RESOURCE IN HOSPITALITY DESIGN



Lentsch Luxe offers a turnkey fine art program uniquely anchored by Edward Lentsch's original paintings, rugs, and wall coverings. We position hotels at the pinnacle of luxury through one trusted partner who delivers cohesive, site-specific artistry that elevates brand story, guest experience, and asset value.

Our proposition combines curated original artworks, bespoke textile and wallcovering design, seamless logistics, on-site installation, and ongoing asset management—creating a frictionless path from concept to breathtaking, lasting impact.

## VALUE PROPOSITIONS FOR HOTEL DEVELOPERS

- Turnkey simplicity: End-to-end service from concept through procurement, fabrication, installation, and lifecycle management. One partner, one budget, one timeline.
- Customization at scale: Site-specific artwork programs and textile finishes tailored to architectural moments, lighting schemes, and brand guidelines—without sacrificing exclusivity.
- Asset provenance and stewardship: Verified provenance for every piece; robust documentation, insurance-ready inventories, and ongoing care plans to preserve value.
- Design velocity: Rapid design-to-install workflows with flexible production timelines, ensuring projects stay on schedule and within budget.
- Luxury experience at every touchpoint: Original artworks and carefully designed wall coverings create Instagram-worthy moments, elevating guest delight, brand storytelling, and press coverage.



## WHY LENTSCH LUXE—AND WHY NOW

- Distinctive voice: Edward Lentsch's paintings fuse contemporary sophistication with timeless mood, delivering gallery-caliber luxury that resonates with discerning guests.
- Cohesive sensory branding: Original paintings, custom rugs, and wall coverings create a unified aesthetic language across lobbies, suites, dining, and experiential spaces, reinforcing the hotel's narrative and elevating guest perception of value.
- Proven impact on premium properties: Hotels that deploy original art experience higher guest satisfaction, longer dwell times, stronger social engagement, and improved reputation metrics—translating to increased ADR and loyalty.

## HOW THIS TRANSLATES INTO ROI

- Elevated ADR and occupancy: Distinctive art-driven ambiance differentiates the property in competitive markets.
- Brand amplification: A coherent, image-rich, art-forward narrative supports loyalty programs and premium marketing assets.
- Reduced risk and complexity: A single point of accountability for art, textiles, and wall surfaces minimizes vendor fragmentation and schedule risk.
- Asset value and legacy: Original Edward Lentsch works and bespoke textiles become lasting, cash-flow positive components of the hotel's capital story.



- Exclusive access to Edward Lentsch's original works and exclusive textile/wallcovering collaborations.
- Experience with luxury hotel brands and high-end hospitality environments.
- Reputable logistics and conservation partner network ensuring safe transport and long-term preservation.

# DINSTINCTIVE TURN-KEY FINE ART STYLING FOR UPSCALE HOTELS



Let's explore your property's personality, target audience, and brand narrative to craft a cohesive Edward Lentsch-led art program. We can deliver a turnkey roadmap within two weeks, including a curatorial brief, three concept directions, and a high-level budget, so you can assess the transformative potential in your next development.

