

FOR HOTELS

Pop-Up Galleries • Exhibitions • Immersive Art Experiences • Artist Residencies • Seasonal Art Programs • Talks & Panels • Workshops • Art Integration x Brand Strategy

Bring your spaces to life with curated contemporary art - create buzz.

We partner with hotels to create memorable guest experiences—transforming spaces, lobbies, corridors, suites, rooftops, gardens and meeting rooms into living galleries through exhibitions, artist residencies, seasonal art rental, and bespoke programs like artist talks and panel discussions.

OUR COLLABORATION FORMATS

1. POP-UP GALLERY (2–4 weeks)

A focused, high-impact exhibition in a lobby, lounge, or vacant retail bay.

- **Includes:** Curatorial concept, 8–25 artworks, signage/labels, temporary walls or plinths, opening reception.
- **Ideal For:** New F&B launch, seasonal campaigns, festivals, special events weeks.

2. ROTATING EXHIBITIONS (6–12 weeks per cycle)

Quarterly or biannual shows across public spaces and premium suites.

- **Includes:** Thematic curation, exhibition design, artwork rotations, guided tours
- **Ideal For:** Long-term brand positioning and repeatable PR moments

3. ARTIST RESIDENCY (2–8 weeks)

An invited artist lives/works on site or nearby, creating site-responsive work

- **Includes:** Studio space (on or off property), accommodation support, open studio days, final showcase, commission for the hotel
- **Ideal For:** Deep community engagement and unique storytelling

4. SEASONAL ART RENTAL (3–6 months)

Curated selection installed for a season (exhibition space, lobby, corridors, suites, meeting rooms)

- **Includes:** Catalogue of available works, delivery/installation, insurance guidance, periodic condition checks
- **Ideal For:** Cost-predictable refresh with low operational load

5. SPECIAL PROGRAMS (1–2 hours each)

- **Artist Talks, Panels & Salons:**

Topics aligned with brand values (sustainability, local culture, design, culinary crossovers).

Moderated by curators, critics, or notable creatives. Option to integrate live music/performance, tasting menus, or mixology pairings.

- **Collectors' Previews & Breakfasts/Lunch**
- **Art Workshops for Families or Corporate Groups**

5. BRAND: ART INTEGRATION

- Brand Concept & Narrative Development
 - Artwork Sourcing & Commissioning
 - Experiential Integration & Activation
 - Artist Collaboration Infrastructure
 - Collection / Project Management
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PACKAGES & PRICES (Sample)

We can structure as flat fees, revenue-share, or hybrid.

- **Starter Pop-Up (4 weeks):**
Curation & 7–15 artworks, basic signage, opening reception
From € 700 + install/insurance
- **Signature Quarterly Exhibition:**
Curation & 10–25 artworks, full signage package, press kit, influencer preview, staff art briefing
From € 1 000 per cycle
- **Artist Residency (~4 weeks):**
Residency management, studio access, artist stipend, public program (1 talk), final showcase
From € 500 + room nights (in-kind)
- **Seasonal Art Rental (3–6 months):**
25–60 works across public areas; maintenance visits included
€ 5 000 – 15 000 / season, tiered by quantity & insurance value
- **Events & Experience:**
Artist Talk / Panel / Salon (up to 80 guests):
From € 900
 - **Art Workshops** (with F&B collaboration)
From € 1 000
 - **Brand Strategy: Art Integration**
From € 5 000

Revenue share for all: edition sales, artwork sales (commission split), ticketed events.

WHAT WE PROVIDE

Curation & Art Direction: Concept, artist selection, checklists, wall plans.

Production & Install: Transport, white-glove handling, installation, lighting guidance, labels.

Program Management: Residency logistics, event run-of-show, moderation, hospitality liaison.

Marketing Toolkit: Press release, media list, social content calendar, photo/video capture.

Sales & Stewardship: Sales desk, price lists, invoicing, certificates of authenticity.

Risk Management: Condition reports, loan agreements, best-practice handling protocols.

WHAT WE ASK FROM THE HOTEL

Spaces: Confirmed floor plan, access windows, loading details, preferred hours for install.

Hospitality Support: Basic F&B for openings (optional), power/wifi, staff point of contact.

Brand Assets: Logo/brand guidelines for co-branded materials.

Visibility: Placement on hotel website/app, in-room channel/card, digital signage, concierge brief.

Insurance: Property or third-party fine-art rider (we can advise) or coverage via our policy.

SPACES & TECHNICAL REQUIREMENTS

Separate space: Feature walls; adjustable track lighting preferred

Lobby: Feature wall or island plinths; adjustable track lighting preferred.

Corridors: Linear hang with consistent centreline (145–155 cm); discreet labels.

Suites: 1–3 key works; secure hanging hardware; humidity within art-safe range.

Meeting Rooms: Works chosen to align with brand tone; non-reflective glazing to reduce glare.

Outdoor: Sculptural works rated for exterior; anchoring/ballast plan; wind load review.

RESPONSIBILITIES MATRIX

Area	We Provide	Hotel Provides
Curation & Artists	✓	
Space Access & House Rules		✓
Insurance	✓	✓
Transport & Install	✓	Loading/parking support
Marketing Assets	✓	Cross-promotion, digital signage
Events & F&B	Program, moderation	Optional F&B, staffing
Sales Handling	✓	POS support if on site
Reporting	KPI dashboard	Data access

MARKETING & PR PLAN (snapshot)

Pre-launch: Save-the-date, media preview pitches, partner cross-posts.

On-site: Co-branded wall text, QR labels to digital guide, in-room tent cards, elevator screens.

Digital: 8–12 social assets (still + short-form video), 3-email sequence, landing page with RSVP.

Post: Press recap, professional photography library for hotel reuse, metrics dashboard.

OPTIONAL ADD-ONS

- Limited-edition hotel-branded prints / postcards
 - In-room art channel (short films/interviews)
 - Curated mini-library or zine rack
 - Art concierge for VIP guests
 - CSR tie-in: charity auction or workshop
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CONTRACTS & POLICIES

- Artwork Loan Agreement (hotel - gallery/artist)
 - Insurance Agreement
 - Image Usage & IP (co-marketing rights)
 - Event Safety & Accessibility Checklist
 - Sustainability Policy (materials, shipping, re-use)
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EXAMPLE

Quarterly Exhibition, Outline Timeline

T-8 weeks Curation confirmed, shortlist to hotel

T-6 weeks Final checklist, loan agreements, floor plan & lighting plan

T-3 weeks Press outreach, social calendar, print signage to production

T-5 days Delivery, condition reports, installation

T-0 Opening event (media/VIP hour + public reception)

T+2 weeks Mid-run event (artist talk/panel)

T+10 weeks Deinstall, condition reports, wrap report & press clippings

WHY PARTNER WITH US

Elevated Guest Experience: Artful spaces increase guest engagement, dwell time in public areas, boost social shares, and enhance perceived value.

Brand Differentiation: A curated cultural program positions your hotel as a local tastemaker and destination - differentiates the property

Revenue Opportunities: Ticketed events, private previews, package add-ons, F&B uplift, and retail editions/merch.

Community & PR: Partnerships with local artists and institutions drive press, listings, and community goodwill - generates high-visibility PR.

Turnkey Delivery: We handle curation, installation, programming, and marketing assets.

NEXT STEPS

1. **Discovery Call**, 30 minutes
 2. **Site Walk-Through & Goals Alignment**, 60 minutes
 2. **Proposal/Package Customization** with floor plans and budget tiers
 3. **Agreement & Production Timeline**
 4. **Launch**
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CONTACT US

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