

FOR MEDICAL PRACTICES & CLINICS

Curated art solutions that create calming environments, foster trust, and enhance the patient experience.

OUR SERVICES

1. Art Concept Development

- Align art concepts with the practice's values of care, comfort, and professionalism.
- Develop thematic narratives that promote calmness, healing, and reassurance.

2. Artwork Sourcing & Curation

- Source from art fairs, galleries, independent artists, and private collections.
- Commission works tailored to scale and patient flow — e.g., soothing murals in waiting rooms, uplifting photography in treatment areas, or calming light installations.
- Curate collections that reduce stress and foster a welcoming atmosphere.

4. Project Management

- Logistics, shipping, and installation with minimal disruption to clinic operations.
- Placement to complement lighting, patient circulation, and staff workflow.
- Recommend framing, mounting, and finishes that are hygienic, durable, and aligned with healthcare design standards.
- Manage budgets and timelines for all art-related elements.
- Rotating exhibitions and events.

IDEAL PROJECTS

- Private medical practices & group practices
 - Plastic surgeons offices
 - Psychotherapy and life coach practices
 - Wellness & Medical Spas
 - Longevity centers
 - Beauticians
 - Pediatric & Family medicine clinics
 - Retreats
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PACKAGES AND PRICES

BASIC: 1% of collection value per month

Concept, local sourcing, project management

STANDARD: 1.5% of collection value per month

Concept, local sourcing, curation, project management

PREMIUM: 2.2% of collection value per month

Concept, local & international sourcing, brand-aligned curation, complex project management, events: rotation previews, artist talks or workshops

ADD-Ons:

Framing: €100 - 600 each

Insurance: **0.3-0.6%** of collection value per year

TIER OF COLLECTION

Type	Average value per artwork	Description
Low-cost / Prints / Limited Editions	€300 - 800 each	Simple formats, small sizes, low handling cost, minimal weight, easy hanging
Mid-range / Originals / Emerging artists	€1 000 - 3 000 each	Larger sizes, emerging artists
Premium / High-end (Established Artists, Large Scale)	€5 000 - €50 000+ each	Large, high-profile works, established artists, higher prestige value

**End prices are customizable and subject to individual project, its complexity, commissioned works are quoted separately based on artist, size, material and fabrication costs.*

WHAT WE OFFER

Curated art solutions for rent or purchase that:

- Reduce patient stress and anxiety
- Improve waiting room and treatment area environments
- Reflect professionalism and care philosophy
- Differentiate practices in a competitive healthcare market

Why it matters: Art positively impacts wellbeing, strengthens trust and brand, makes medical spaces more welcoming and human-centered.

OUR PROCESS

1. First meeting on-site or call – Understand patient demographics, practice values, and budget.
 2. Contract and Terms Agreement
 3. Research & Proposal – Present curated selections with visuals & narratives.
 4. Approval & Procurement – Secure artworks and oversee fabrication of commissions.
 5. Installation – Coordinate placement for maximum comfort and visual harmony.
 6. Maintenance – Change of display, events
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WHY PARTNER WITH US

- **Expertise** in integrating art into functional spaces.
 - **Access** to diverse emerging and established artists worldwide.
 - **From concept to installation**, every detail managed.
 - **Tailored Approach** – for each practice's patient community and brand.
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CONTACT US

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