

THE INFLUENCE OF ART IN HOTEL ARCHITECTURE

When people interact with their surroundings, they deeply feel the impact of the atmosphere and design of spaces. This effect can directly influence people's emotional states, behaviors, and perceptions. The layout, lighting, colors, and textures of a space can determine people's moods and comfort levels. In this context, hotel architecture aims to transform a space into not just a place for accommodation but into a venue that offers an experience and memory through carefully considered details that blend functionality with aesthetics.

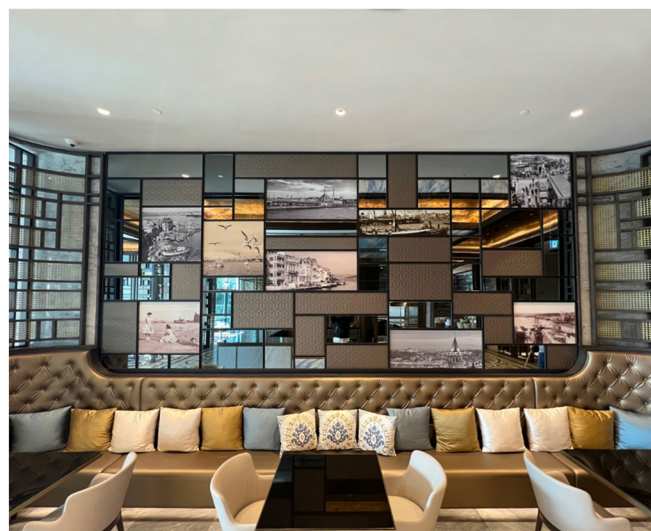
CREATING ATMOSPHERE

Every hotel has its own unique style and atmosphere, which is further emphasized by the support of art pieces. Large-scale sculptures, paintings, installations, or other art-

atmosphere and make guests' experiences more meaningful. Especially the artworks located in hotel lobbies and common areas allow guests to immediately perceive the hotel's character and style.

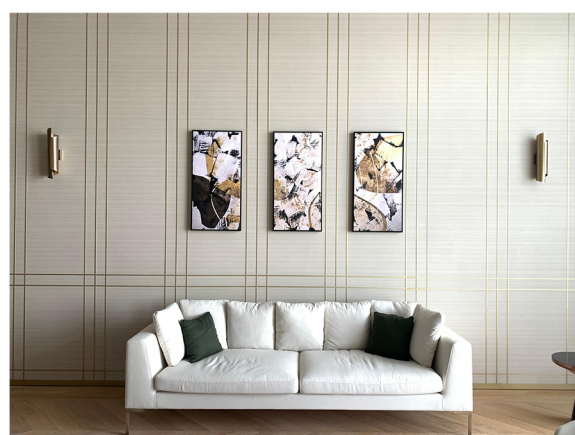


JW Marriott Hotel Istanbul Marmara Sea,
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CONTRIBUTION TO USER EXPERIENCE



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Artworks not only create a visual impact but also affect guests' emotional states. Art can evoke emotional responses in people and deepen the feelings they experience during their time in the hotel. For ex-

soothing natural landscapes or sculptures creating a relaxing ambiance can reduce guests' stress and help them find peace. This reinforces the perception that the hotel offers guests not only accommodation but also an escape and relaxation space. Thoughtfully selected artworks allow guests to emotionally connect and ensure that the hotel provides an unforgettable experience.

EXPRESSION OF ARCHITECTURAL CHARACTER

The chosen artworks, by reflecting brand values, emphasize the hotel's identity. For instance, modern and contemporary artworks are preferred in luxury hotels, while boutique hotels may opt for local artworks or handmade pieces. This strengthens the hotel's brand identity and clearly shows guests what kind of experience the hotel aims to provide.

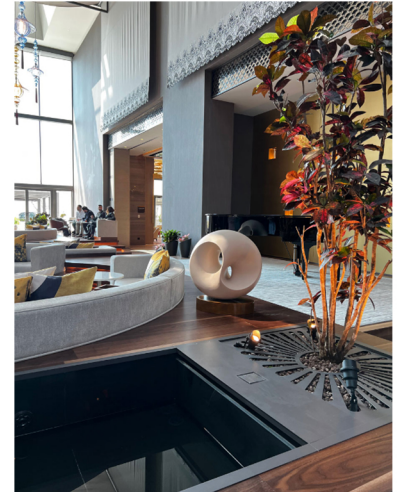
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Production of Red Sculpture, Artwork Design & Production by ALAN PROJECT



JW Marriott Hotel Istanbul Marmara Sea Outdoor, Artwork Design & Production by ALAN PROJECT



Intercontinental Hotel Tashkent Trilliant, Artwork Design & Production by ALAN PROJECT



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HIGHLIGHTING HOTEL UNIQUENESS



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The artworks chosen by the hotel reflect its brand values, emphasizing its uniqueness. As guests explore the artworks in the interior and common areas of the hotel, they get to know its uniqueness and character more closely. This strengthens their connection to the hotel and increases their desire to revisit in the future.



JW Marriott Hotel Istanbul Marmara Sea Outdoor, Artwork Design & Production by ALAN PROJECT

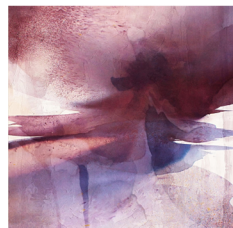
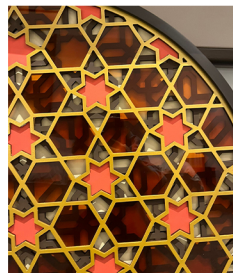


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DIVERSITY IN HOTEL ART



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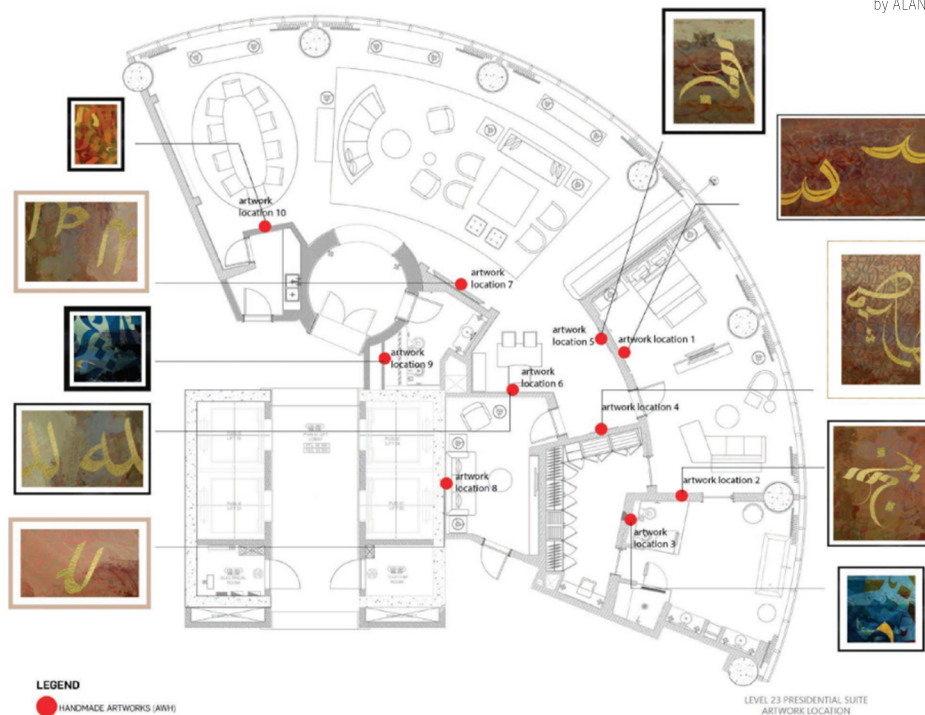


Diversity in hotel art is expressed through the use of different art forms, enriching the hotel's atmosphere. Ranging from large-scale sculptures to small paintings, installations to digital artworks, a wide variety

ences and caters to every taste. This diversity highlights the hotel's uniqueness, allowing guests to have visually impressive accommodation experiences.

REFLECTIONS OF LOCAL CULTURE

Hotel architecture is designed not only to offer guests an accommodation experience but also to reflect the cultural richness and uniqueness of its surroundings. Artworks that reflect the local culture or works by local artists add deep meaning and identity to the hotel's architecture and interior decoration. Encouraging guests to explore the location more deeply, this strengthens the hotel's communication with local communities and enables guests to experience the region more closely.



Hilton Riyadh Obeikan Tower,
Artwork Design by ALAN PROJECT

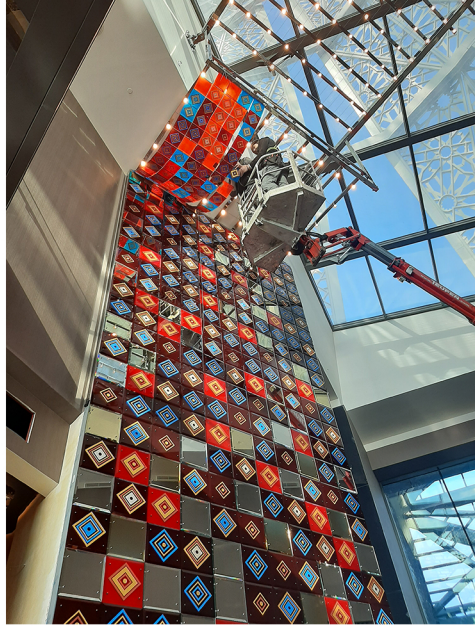


Hilton Riyadh Obeikan Tower,
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FORMATION OF MEMORY



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JW Marriott Hotel Istanbul Marmara Sea,

Artworks create experiences that leave a lasting impression on guests' memories, evoke past memories, create emotional connections, and ensure the occurrence of unforgettable moments. By reflecting the hotel's past, culture, or regional features, artworks leave permanent traces in visitors' memories and make them identify with the hotel. Therefore, art in hotel architecture leaves a positive impression on guests' memories, reinforcing the hotel's identity and memories.

In conclusion, art practices in hotel architecture enrich the atmosphere of the space while also strengthening user experience, brand identity relationship, and communication with local culture. Thoughtfully selected art pieces emphasize the hotel's character, ensuring guests have an unforgettable experience and helping the hotel connect with local communities. Therefore, the role of art in hotel architecture carries not only an aesthetic but also an emotional and cultural dimension.

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