Who is an Art Consultant?
What is Art Consulting?

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Who is an Art Consultant?

Efe Korkut Kurt, Artwork: ALAN Project

Art consultancy is a subject that is not fully understood in society and the professional world. However, it emerges as a well-developed field in industrialized countries. The purpose of this blog post is to introduce the concept of art consultancy, which has not yet become widespread in Turkey, and to provide a more comprehensive understanding of ALAN Project's activities in this area.

Art consultancy is a service area that provides expertise in artistic projects and collection management. Art consultants guide individuals, institutions, or organizations on matters such as selecting, purchasing, displaying, and preserving artworks. They develop various strategies by considering aesthetic, financial, and logistical factors. In this process, they ensure that artworks are evaluated and managed in the best possible way.

ALAN Project art consultants are experts involved in the entire process where art, design, and architectural services are conducted together. However, to express it more concretely, comprehensive art consultancy services work in the following areas:

01. Artwork Sourcing and Procurement Services
02. Inventory and Art Asset Management
03. Aligning with Brand Identity and Developing Art Strategy
04. Artistic Design Services
05. Trust-Based Process Management
06. Art Installation Services
07. Research and Development
08. Art Production Supervision and Management
09. Maintenance of Art Installations

Like any consultant in any industry, the breadth and value of services are often directly proportional to the consultant's educational background, years of experience, creativity, taste, and cultural knowledge.

Below, each of these services is explored in more depth within the scope of art consultancy. However, it is important to remember that this is merely a snapshot of a diverse and complex network of products and services.

Artwork installation process

Artwork installation process

01 Artwork Sourcing and Procurement Services

Art consultants work with a wide range of local, national, and even international artists to discover hidden gems and striking pieces that have the power to transform the energy of any space. Issues related to art sourcing are addressed in the context of the client's needs and/or expectations.

MP Hotels - Waterworld Belek. Artworks: ALAN Project

On the other end of the spectrum, it is not uncommon for corporate-level companies to seek art pieces that challenge viewers to think in complex and abstract ways, leading to more creative thinking and innovation. The goal here is always to match the artwork with its environment, thereby enriching the end-user experience within its unique context.

In addition to collaborating with national and international artists, ALAN Project also provides direct recommendations to clients from its own roster of artists. This approach offers significant advantages to clients in terms of both quality and cost. The diversity in artist selection ensures high-quality and cost-optimized solutions.

Acrylic on canvas artwork created by ALAN Project for Arıcıoğlu Group

For organizations with extensive art collections, simply tracking inventory and assets presents a unique challenge. When considering a large facility with over 1,000 artworks across numerous spaces and locations, logistical issues become evident.

Taksim 360 sales office artwork proposal

Art consultants can provide inventory and asset management solutions not only for tracking the location of artworks but also for cataloging their value over time. When companies decide to move or expand, this information becomes invaluable for efficiency and suitability.

Artwork installation process at JW Marriott executive rooms

Art consultants understand the value of visual storytelling and can help organizations of all sizes convey complex brand narratives through the power of art.

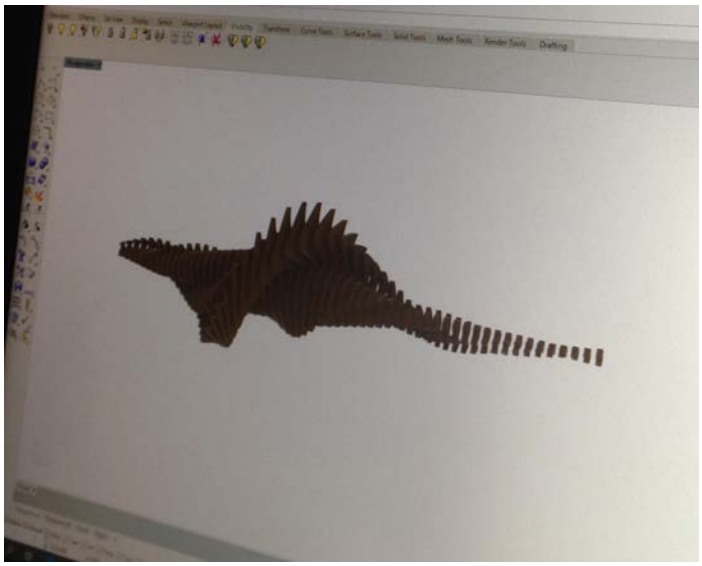
Organizations, whether using the power of art through walls that showcase their history, custom graphics, commissioned artworks, sculptures, or thought-provoking abstract art, find that the decisions made by art consultants connect to and enhance the unique story of their clients, creating added value.

Efe Korkut Kurt. Outdoor wooden sculptures for the lounge area, ALAN Project

Just as every person's home reflects their style and taste, our workspaces should also reflect our values and beliefs. Advancing with carefully selected artworks demonstrates a level of brand alignment that enhances brand recognition, and boosts customer and employee engagement and satisfaction.

Artwork production process

Artwork production process



Digital design process

Artwork installation process

Parametric wall sculpture designed and produced for Başar Technologies. Artwork: ALAN Project

Artistic design refers to the solution of art production needs as a design issue within the context of corporate expectations or architectural projects.

This is a subject that requires the highest level of expertise. Here, a solid foundation is established for art production that meets client expectations.

Design and art knowledge, supported by digital visualization technologies, are applied in a results-oriented process that involves other stakeholders of the organization, project management, and the client in the process.

1:5 mockup production at the ALAN Project studio

Efe Korkut Kurt. Artwork production at ALAN Project

Artistic design involves the execution of the artist's, designer's, and applicator's work within the architectural, spatial, and identity context.

For ALAN Project, having a knowledgeable team and an effective team leader is crucial in this process. An expert team creates significant qualitative differences by successfully meeting the aesthetic and functional requirements of projects.

This ensures that ALAN Project delivers high-quality results in artistic and spatial projects and provides the best service to its clients.

R&D process at the ALAN Project studio

Artwork production process

Design improvement efforts are a crucial part of the services we offer at ALAN Project. We continuously develop innovative approaches to ensure that our projects are realized in the best possible way both aesthetically and functionally.

In this process, we enhance the efficiency of existing projects and provide creative solutions for new projects, thereby elevating customer satisfaction to the highest level.

Four Points by Sheraton Pendik Hotel artwork installation

"The Rise," a metal abstract sculpture designed and produced for the Embassy of Libya. Artwork: ALAN Project

Most art consultancy activities are built on reputation and relationships due to the significant financial and investment aspects of the recommendations to be made.

People prefer to work with those they trust, and this is at the heart of art consultancy. This trust is built through conventional means that encourage mutual appreciation and confidence, such as high-quality service, cost savings, fair pricing, consistency, courtesy, honesty, and accuracy.

If an art consultant's heart and mind are in the right place, their deepest desire will be to create a high-quality customer experience. Like in other disciplines, art consultants reap what they sow!

Efe Korkut Kurt, 1st Year Studio Course, Faculty of Architecture, Yıldız Technical University

Artworks, whether custom-made for a specific place or varying in type, size, impact, and technique, reveal their true value when properly installed in the space.

This is a specialized task, whether approached as an exhibition or a spatial organization. Expertise in curatorial infrastructure and architectural knowledge, in particular, makes a significant difference in such projects.

ALAN Project artwork installation

Here, the artwork's dialogue with the wall and surrounding objects, its relationship with viewers and users, the distance from which it is approached, and the overall atmosphere it creates are all integral parts of the work.

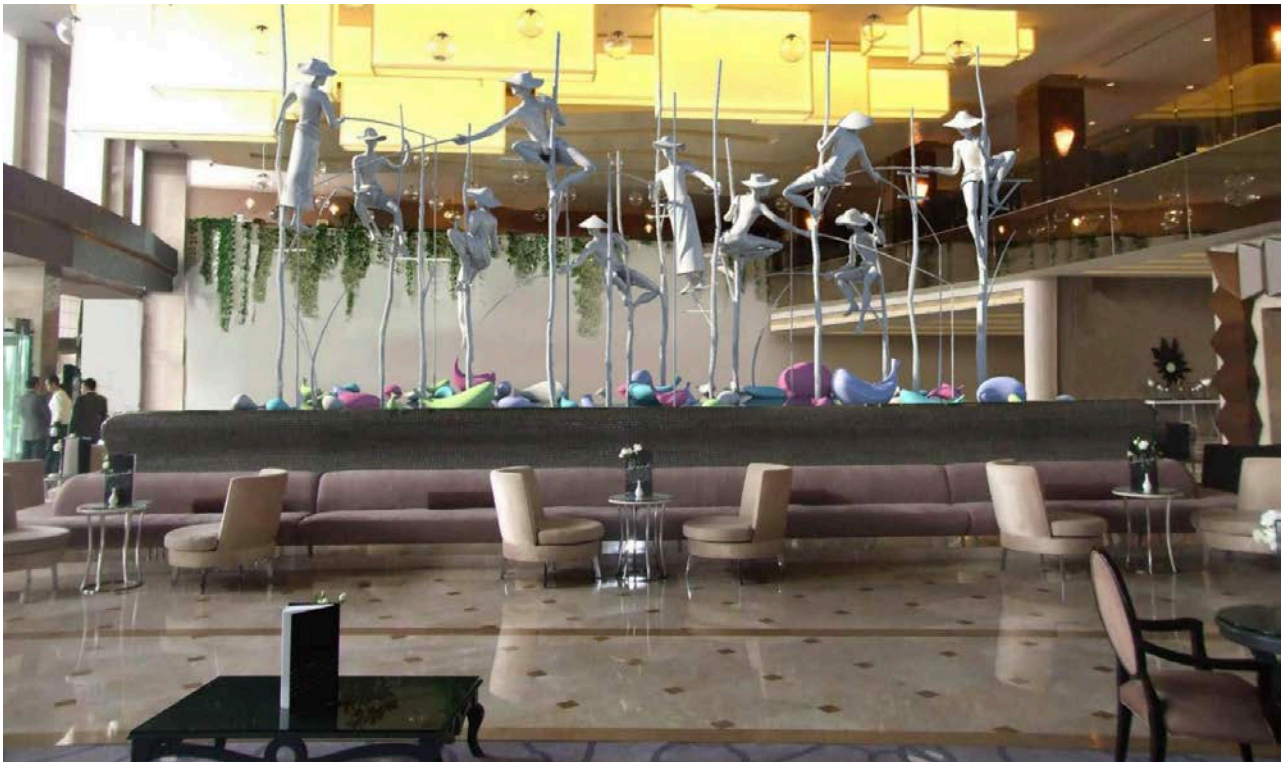
In public or commercial uses, security and a sustainable installation are also important.

ALAN Project artwork installation

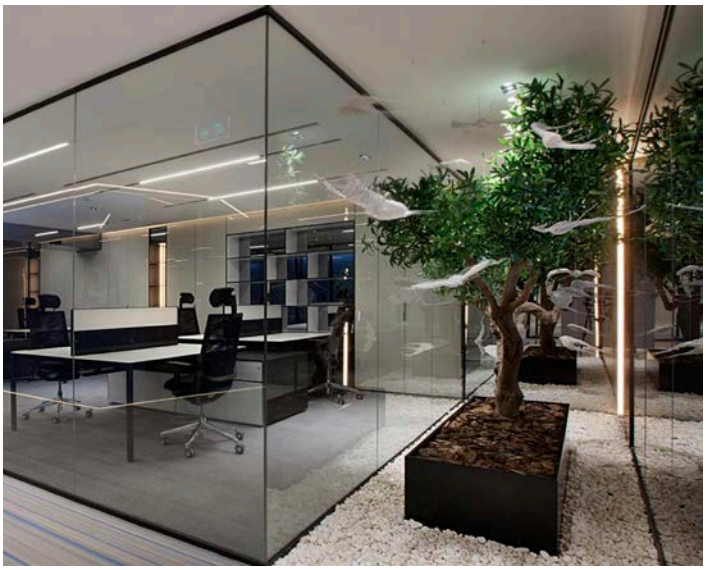
ALAN Project artwork production and installation

Artwork: ALAN Project

Like any activity, staying ahead of the classic wave is crucial for art consultants. The best breakthroughs often occur at the R&D level, where traditional wisdom is set aside and innovation is born.



Custom-designed sculpture created for Maxx Royale. Artwork: ALAN Project



Custom-designed 'Kuşlar' sculpture created for Başar Teknoloji. Artwork: ALAN Project

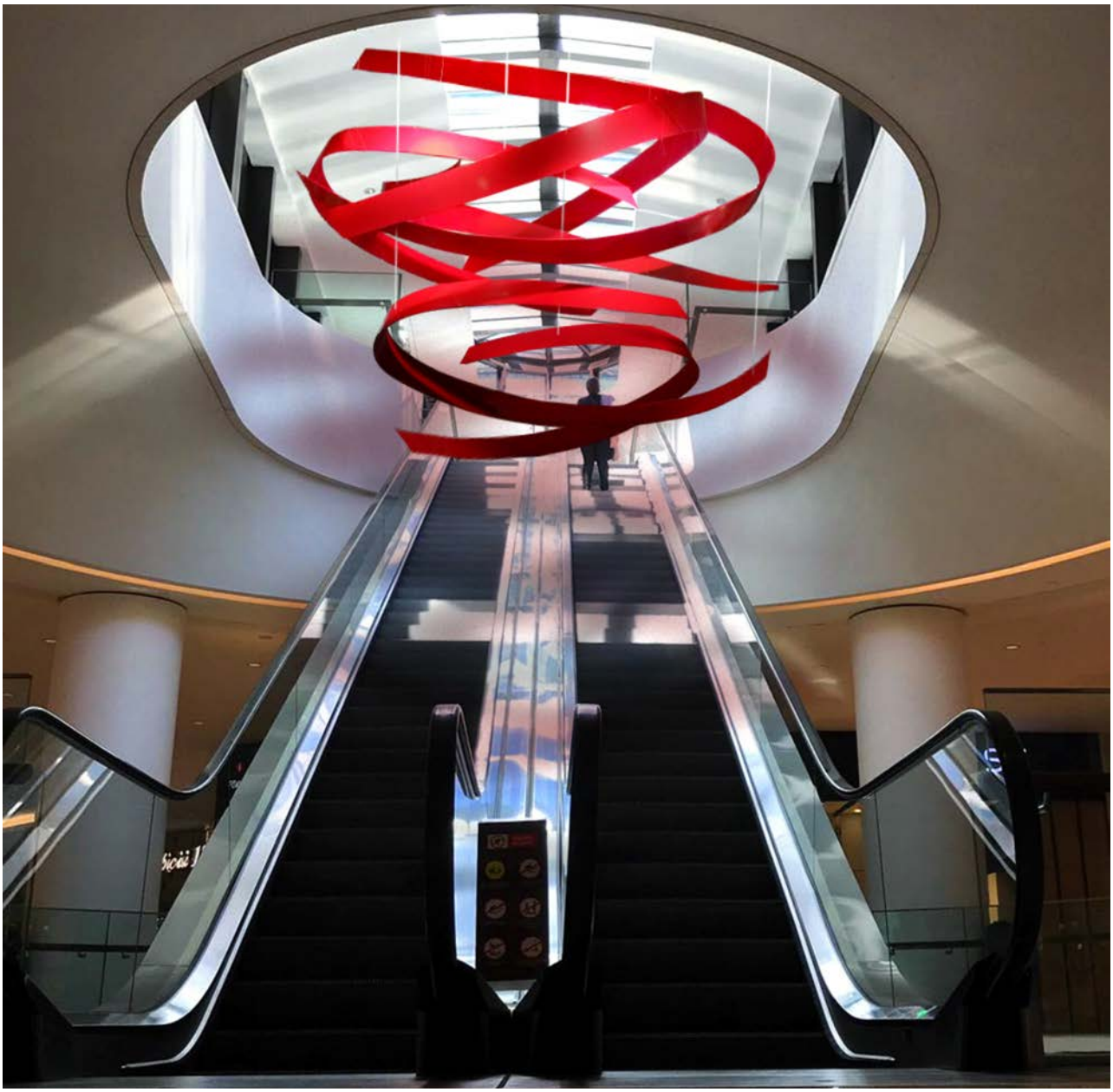
07 Research and Development

Research and Development (R&D) can provide significant inputs into artistic production and its spatial outcomes. Beyond that, exploring different materials, techniques, and forms will enhance the impact of the artwork or installation on its users. In this regard, R&D is a crucial element for both aesthetic and technical reasons, and future art consultants will make a difference in this area.

At ALAN Project, we take pride in our innovative spirit. Regardless of the projects we undertake, we support our artistic endeavors with research and development in our own art studios. We continuously strive to create new and exciting products that can help organizations stand out.

A meeting at the ALAN Project office

Assembling the right artist and team for the appropriate style and technique, along with disciplined workshop management, the correct type and quality of materials, and technical expertise that will make a qualitative difference, will significantly influence the outcome.



Sculpture installation design created for Emaar Square Mall. Artwork: ALAN Project

Depending on the number and scope of the artworks, coordination within the project context is essential. This includes organizational tasks such as properly packaging, transporting, preserving, insuring, and installing the artworks at the site.

Art consultants not only oversee the creation and installation of artworks but also play a crucial role in their maintenance. This aspect of their service is essential to ensure that the artworks continue to enhance their environment and retain their value over time.

Ceramic art installation for the JW Marriott ballroom prefunction. Artwork: ALAN Project

At ALAN Project, maintenance is a key component of our comprehensive service offering. We meticulously manage the upkeep of each piece, addressing any issues promptly and ensuring that the artworks remain in optimal condition. This commitment to maintenance reflects our dedication to delivering long-term value and satisfaction to our clients.

Our Team and Work Environment

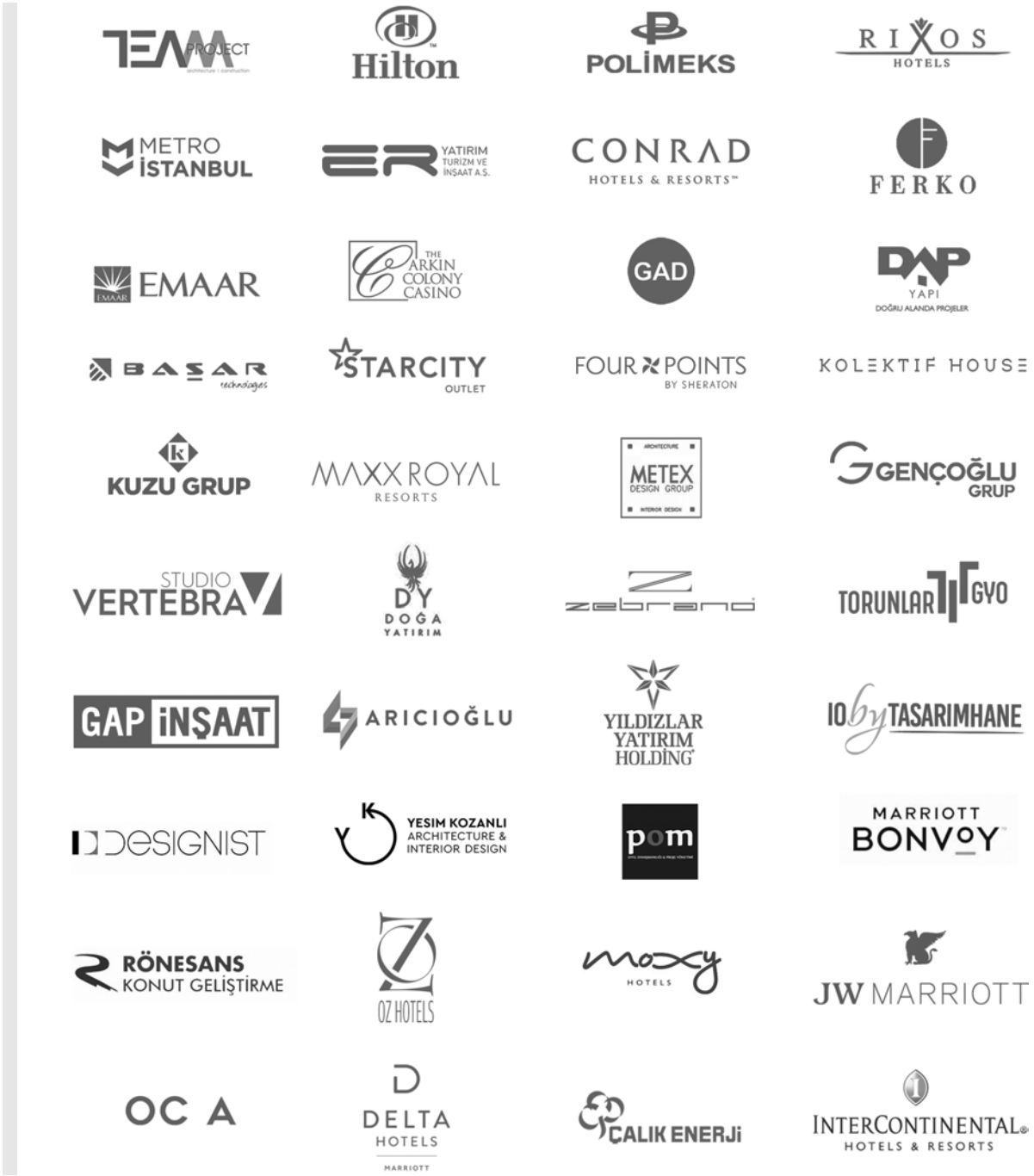
Meeting for the Italian Design Days Public Sculpture Competition

A meeting at the ALAN project office

Efe Korkut Kurt. Odakule Public Sculpture Competition award ceremony

ALAN Project studio

Our References



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