

Palazzo Donizetti İstanbul

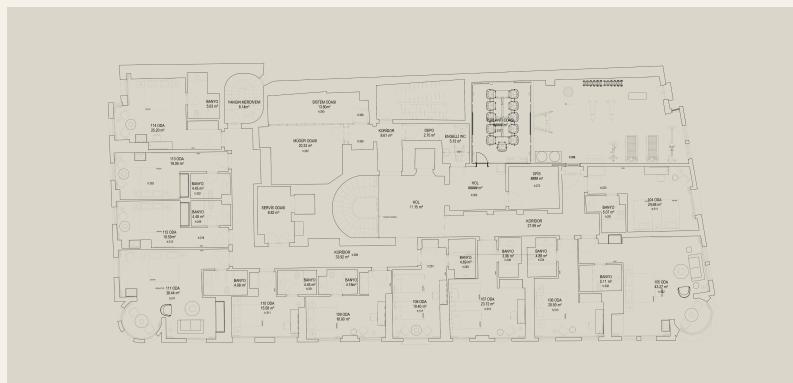
Tapestry Collection by Hilton

ART CONSULTANCY
ARTWORK DESIGN
ART PRODUCTION
Completed Project | June 2026



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ARCHITECTURAL PLAN

03

PROJECT INFORMATION

Palazzo Donizetti İstanbul

Tapestry Collection by Hilton

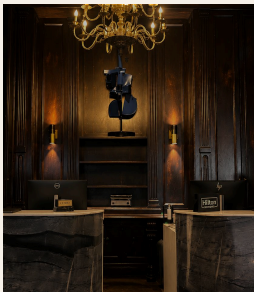
Inspired by the life of Palazzo Donizetti and the cultural atmosphere of 19th-century İstanbul, this art program was specifically designed for each area of the hotel. All the artworks, located in public spaces, guest rooms, and corridors, were created, produced, and implemented by our team.

CLIENT	Hilton
ART CONSULTANT	ALAN Project
PROJECT COMPLETION DATE	June 2026
LOCATION	İstanbul, Türkiye
DIFFERENT ARTWORK COMPOSITION	23
TOTAL ARTWORK LOCATION	160

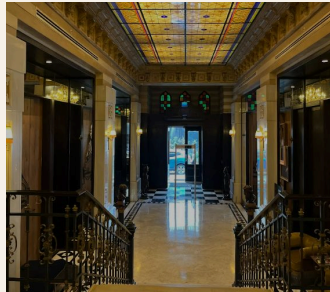
04

PROJECT OVERVIEW

PUBLIC SPACES



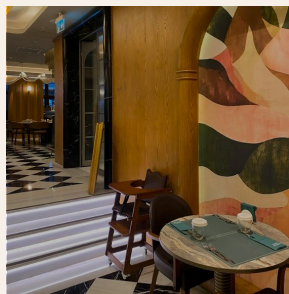
RECEPTION (1 composition)



LOBBY (2 composition)



RESTROOMS (1 composition)

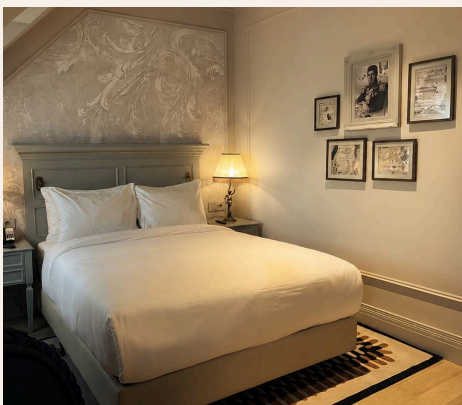


RESTAURANT (2 composition)



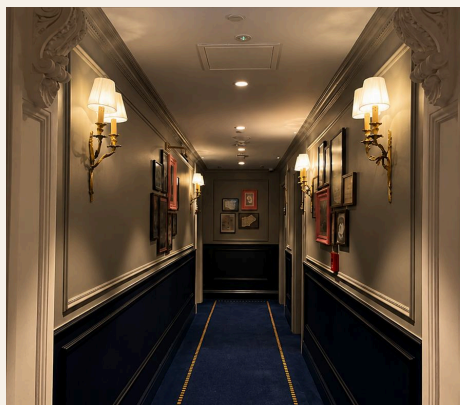
MEETING ROOMS
(1 composition)

ROOMS



(5 composition)

CORRIDORS



(12 composition)

05

DESIGN LANGUAGE

PALAZZO DONIZETTI / ALAN PROJECT

A dialogue established between a composer, his music, and the cultural fabric of 19th-century Istanbul.



GIUSEPPE DONIZETTI

Life and Legacy

The composer who bridged the first Italian opera; a life dedicated as a composer, to the cradle and the streets of Istanbul, to thought and culture.



MUSIC

Symphonic and Opera Arts

Operas, marches, waltzes, and sacred works. Melodies committed to notation and still a bridge amongst us.

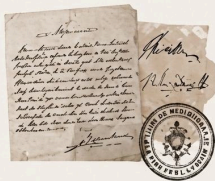
19th CENTURY ISTANBUL

Cultural Landscape

The cosmopolitan structure of the West, the traces of Musiki-i Hümayun, theaters, pluralistic and multi-layered city memories.

HISTORICAL MEMORY & CULTURAL LAYERS

Traces of a life and an era.



WRITTEN TRACES OF MEMORY

+



THEATERS & PRINTED DOCUMENTS

+



MUZIKA-I HÜMAYUN & URBAN LIFE

+



INSTRUMENTS & OBJECTS

+



ARCHITECTURE & URBAN TEXTURE

ARTISTIC INTERPRETATION

Transforming historical fragments into contemporary visual narratives.



LAYERING

memories layer by layer



FRAGMENTATION

traces of time



RHYTHM

the flow of music



HARMONY

colors and materials



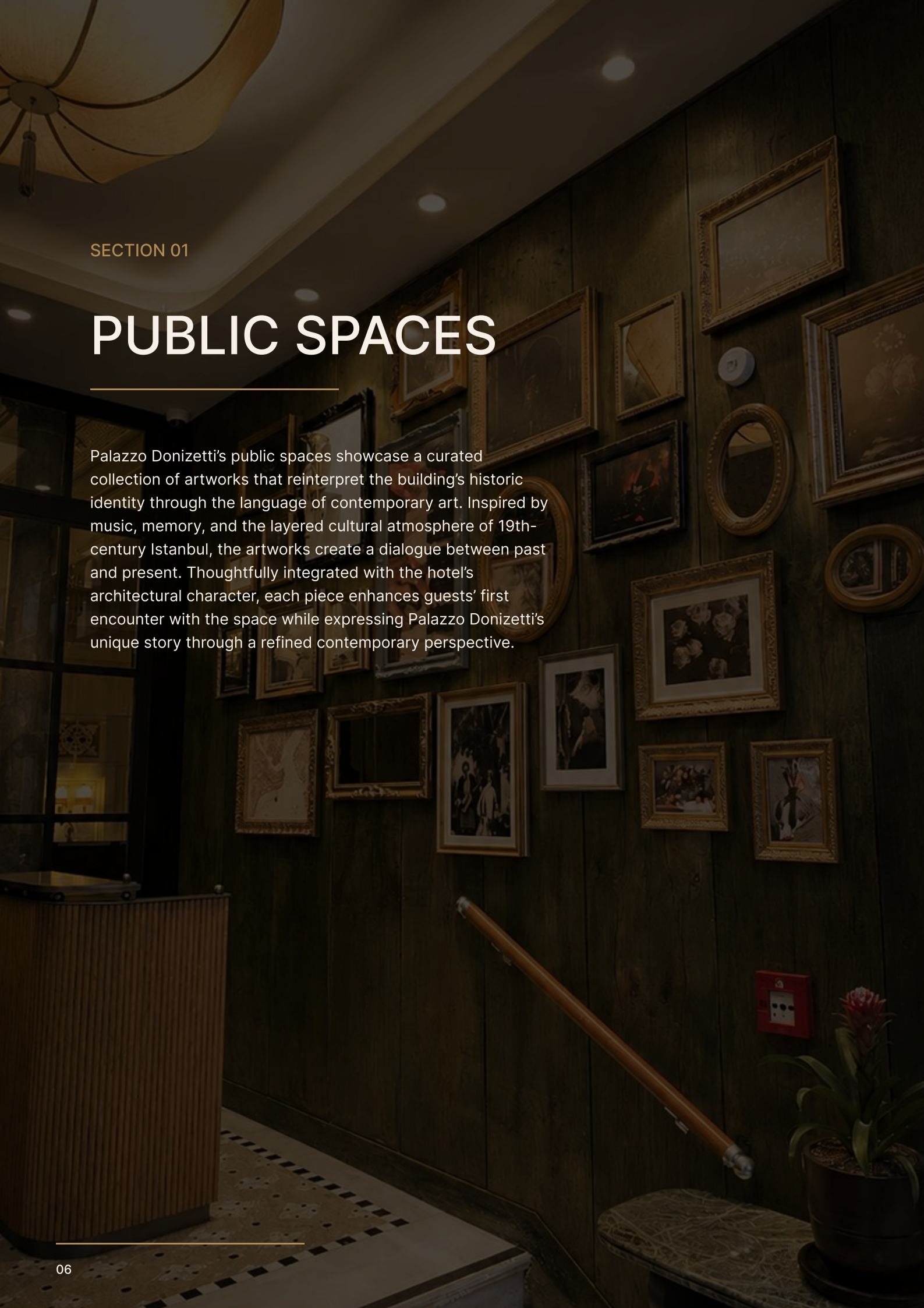
DIALOGUE

between past and present



COMPOSITION

the story of a whole



SECTION 01

PUBLIC SPACES

Palazzo Donizetti's public spaces showcase a curated collection of artworks that reinterpret the building's historic identity through the language of contemporary art. Inspired by music, memory, and the layered cultural atmosphere of 19th-century Istanbul, the artworks create a dialogue between past and present. Thoughtfully integrated with the hotel's architectural character, each piece enhances guests' first encounter with the space while expressing Palazzo Donizetti's unique story through a refined contemporary perspective.

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ARTWORK FOR RECEPTION

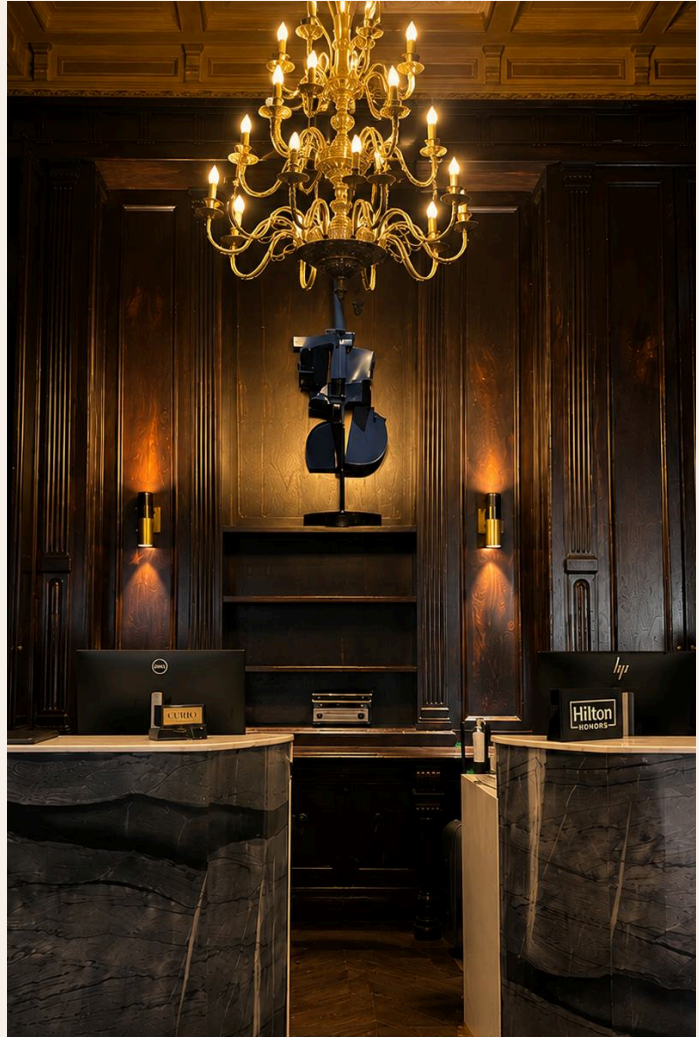
RECOMPOSITION / Contemporary Sculpture

This sculpture was conceived as a spatial focal point that brings together Donizetti's life and legacy, the universal language of music, and the cultural memory of 19th-century Istanbul in a single form.

References to Donizetti's compositions and manuscripts evoke the memory of music, while the sculpture's form creates a sound metaphor stretching from the past to the present. Thus, the work not only greets the visitor at the hotel entrance but also makes the historical identity of Palazzo Donizetti visible through a contemporary interpretation.

SCULPTURE MATERIAL INFORMATION

- Metal Cutting / Bending / Assembly
- Automotive Paint



RECEPTION ARTWORK / WALL INSTALLATION



DETAIL OF THE SCULPTURE

STEP 1
Creating the partsSTEP 2
Assembling the partsSTEP 3
Painting the sculpture

08 ARTWORK FOR THE LOBBY



HANDS IN OVERTURE / WALL INSTALLATION

HANDS IN OVERTURE / Wall Sculpture

This artwork, which greets visitors in the lobby area, contributes to the hotel's historical identity.

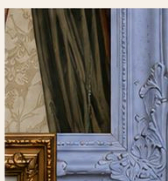
By bringing together images from different periods and narratives within a layered frame composition, it makes the fragmented structure of memory visible. The overlapping frames, along with the physically incorporated baton and violin bow, bring the rhythm and continuity of music into the space, uniting fragmented scenes into a single narrative.



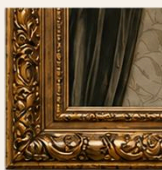
ARTWORK MOUNTING



The conductor's hand gesture. The beginning of the music and the guiding force.



The atmosphere behind the scenes and on stage. It represents the art of opera.



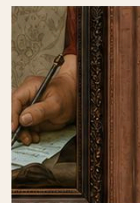
19th-century elegance and historical identity. The aesthetic framework of the era.



Decorative detail; traces of the past. An embellished layer of memory.



Sheet music and writing. The written memory of music.



The process of creating a work of art. Donizetti's moment of composition.



The opera curtain and stage. The heart of dramatic storytelling.

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ARTWORK FOR THE LOBBY

FOLDED MELODY / Wall Sculpture

A Note in the Memory of the Place

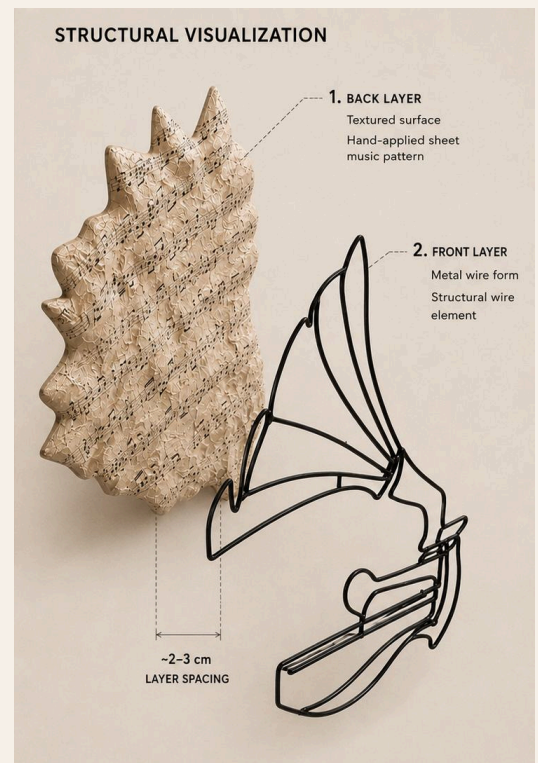
Donizetti's musical legacy and Istanbul's historical layers are transformed into a contemporary interpretation through a layered compositional language.

The merging of musical note textures with surface relief and the metal form extending beyond the composition to create a second layer gives the work both physical depth and spatial continuity.

Positioned taking into account architectural axes and viewing angles, the work integrates with its surroundings, establishing a strong relationship between art and space.



FOLDED MELODY / WALL INSTALLATION



ARTWORK CREATION DETAILS

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ARTWORKS FOR RESTROOMS



INSTRUMENTAL WORKS / WALL INSTALLATION

COLOR RESONANCE / Wall Sculpture

Inspired by Donizetti's musical legacy, this series creates a contemporary link between the past and the present.

Stylized instrument forms, individually positioned in the toilet stalls, offer the user an unexpected art experience, allowing them to feel the traces of music in a private space.

Hand-textured paint surfaces and the depth created by metal layers transform each stall into a small exhibition space that complements the hotel's overall concept.

IN PURSUIT OF MUSIC;



Four instruments where rhythm, harmony, and melody meet abstract forms.

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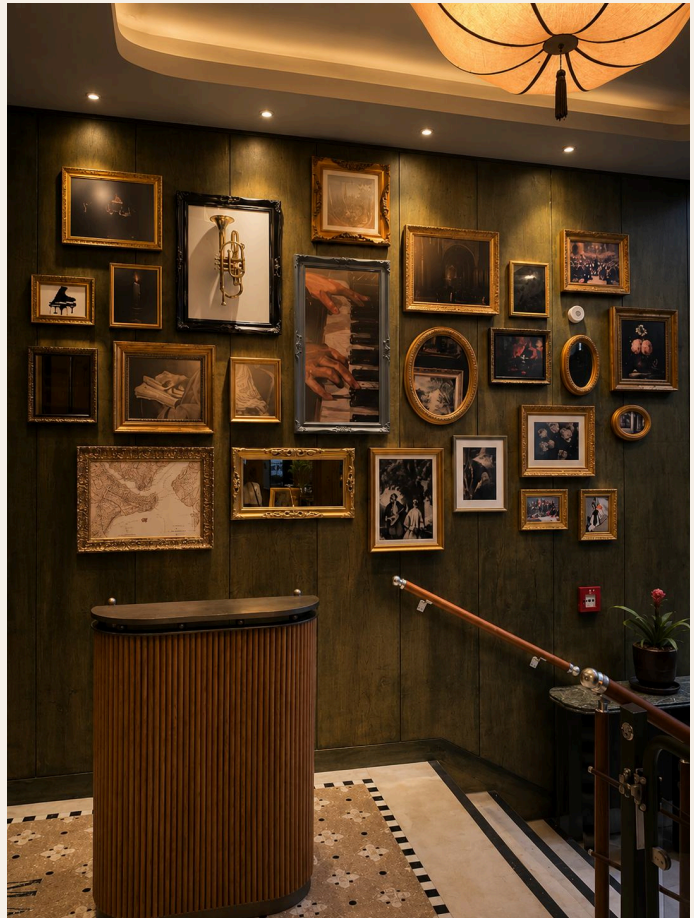
ARTWORKS FOR THE RESTAURANT

ECHOES OF THE GALLERY / Wall Installation

The composition brings together Donizetti's musical legacy through visual layers from different periods. Centrally positioned instrument and piano images form the focal point of the narrative, while opera, concert, and historical references surrounding them complete the story. Frames mounted at varying depths and original frame forms create a rhythmic and three-dimensional structure on the wall surface, forming a dynamic composition that integrates with the space.



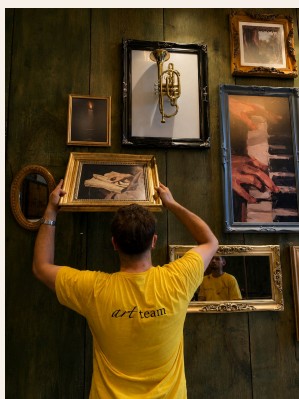
COMPOSITION DIAGRAM



ECHOES OF THE GALLERY / WALL COMPOSITION



READING THE COMPOSITION



COMPOSITION MOUNTING

12 ARTWORKS FOR MEETING ROOMS

Meeting Room Artworks

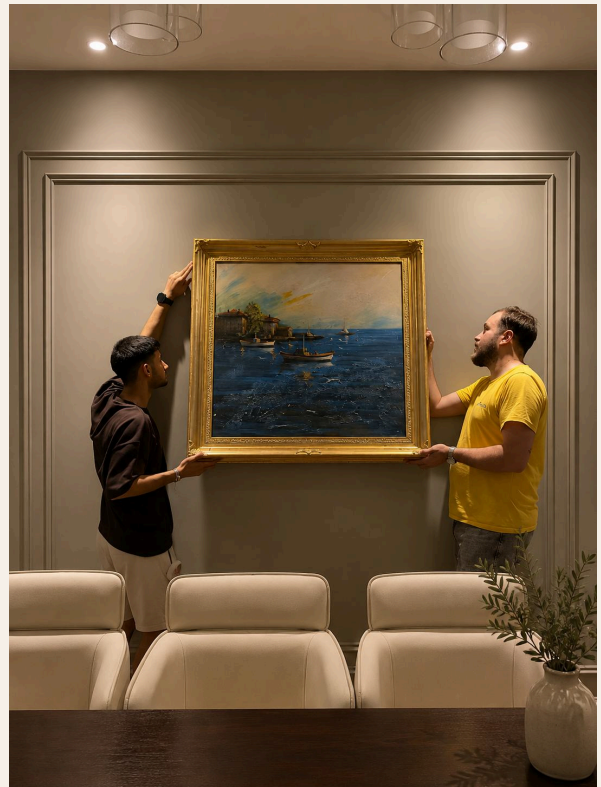
These two works, positioned in the meeting rooms, continue the overall art approach developed for Palazzo Donizetti Istanbul in a simpler and more focused language, completing the holistic narrative of the project.

Drawing on the overall concept that focuses on Donizetti's musical legacy, 19th-century Istanbul, and cultural memory, the works, with their compositions evoking classic Istanbul landscapes and the atmosphere of the period, give the meeting spaces a calm yet characterful identity.

The historical reference of the gold frames and the soft color palette create a natural harmony with the hotel's architectural language; the works are not merely aesthetic elements, but are positioned as part of a holistic art construct that accompanies the processes of thinking, creating, and communicating, bringing the idea of cultural continuity of the project into the meeting rooms.



ARTWORKS WALL INSTALLATIONS



ARTWORK INSTALLATION

SECTION 02

ROOMS

The room artwork series centers around Donizetti's portrait as a common focal point in each composition. The portrait is supported by historical documents, musical scores, and period visuals, creating a layered narrative. Four different series with similar compositional structures are used to ensure a balanced distribution among the rooms; thus, while preserving the hotel's holistic visual identity, each guest experiences a part of the same historical narrative.



14 ARTWORK SERIES FOR ROOMS

ROOM ARTWORK SERIES 1-2

The room artworks consist of four different compositions, with a portrait of Donizetti as a common element in all series. Thus, each room maintains its own identity while integrating with the hotel's historical and musical narrative.

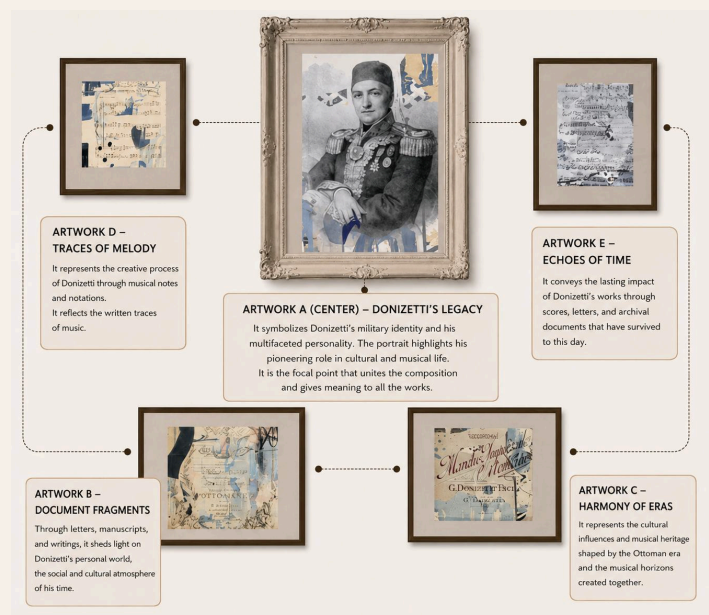
The artworks are positioned on focal walls in accordance with the architectural layout and viewing angles of the rooms; the balance of color, scale, and composition is designed to be harmonious with the space, bringing the holistic concept of Palazzo Donizetti to the guest rooms.



ROOM ARTWORK / WALL INSTALLATION



ROOM ARTWORK / WALL INSTALLATION



COMPOSITION DIAGRAM

15

ARTWORK SERIES FOR ROOMS

ROOM ARTWORK SERIES 3-4

These room compositions interpret the themes of Donizetti's music and 19th-century Istanbul in a contemporary language, bringing the hotel's holistic art concept to the guest rooms.

The works are placed on focal walls, taking into account the architectural layout, viewing angles, and lighting conditions of the rooms; the frame proportions and compositional balance are designed to integrate with the space. In particular, the three-dimensional surface and wide mat used in the piano composition create shadow effects that change with the light, increasing the spatial depth of the work.



ROOM ARTWORK / WALL INSTALLATION



ROOM ARTWORK / WALL INSTALLATION



ROOM ARTWORK / WALL INSTALLATION

SECTION 03

CORRIDORS

The corridor artwork compositions create a holistic visual narrative by deconstructing and reassembling historical documents, musical scores, portraits, and architectural traces. Layers of Donizetti's life and 19th-century Istanbul are conveyed throughout the corridors of Palazzo Donizetti through these compositions that continue throughout the hotel.

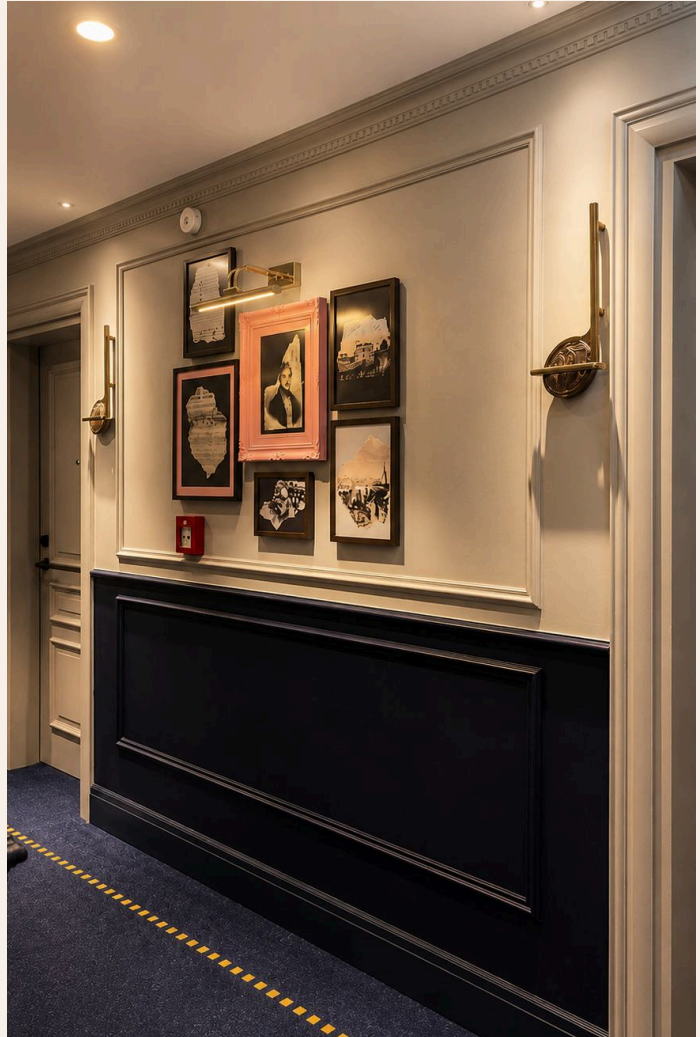
17

ARTWORK SERIES FOR CORRIDORS

CORRIDOR ARTWORK SERIES 9-10

This composition brings together different historical documents, portraits, and architectural traces in individually legible pieces, transforming Donizetti's legacy and the cultural memory of 19th-century Istanbul into a holistic narrative.

The recurring arrangements along the corridor allow the visitor to experience this narrative step by step as they progress through the space, establishing continuity with the entire project concept. The artworks, produced with wooden frames, prints, and a layered framing arrangement, are placed considering the corridor axis, viewing angles, and wall proportions. Their rhythmic arrangements create an art experience that both guides visitors and strengthens spatial identity.



CORRIDOR ARTWORK / WALL INSTALLATION

1. SOURCE & CONTENT

Fragments of historical visual and written documents



2. STRATEGY & COMPOSITION

The parts transform into a composition with a new unity within the frame.



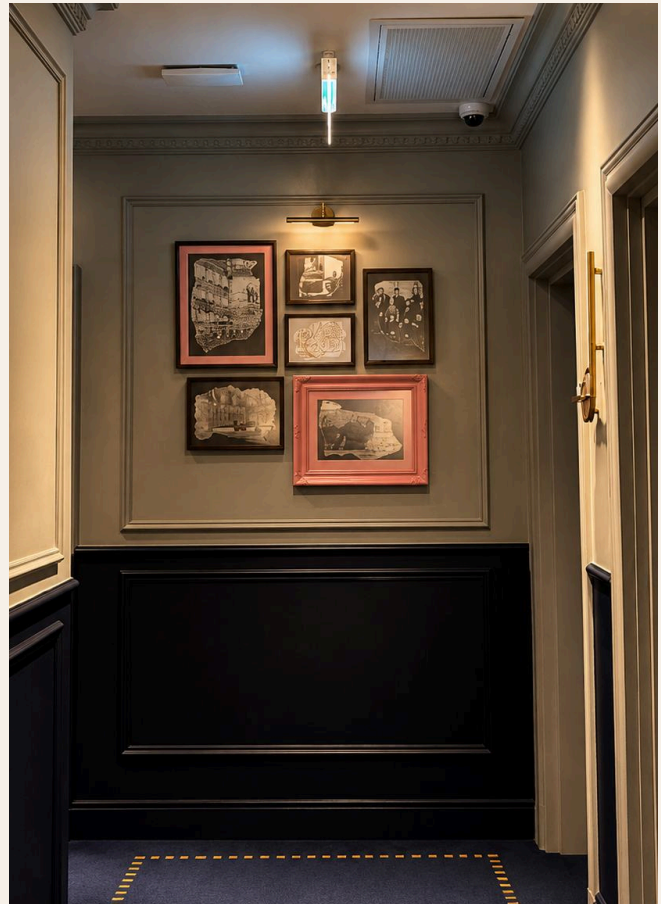
18

ARTWORK SERIES FOR CORRIDORS

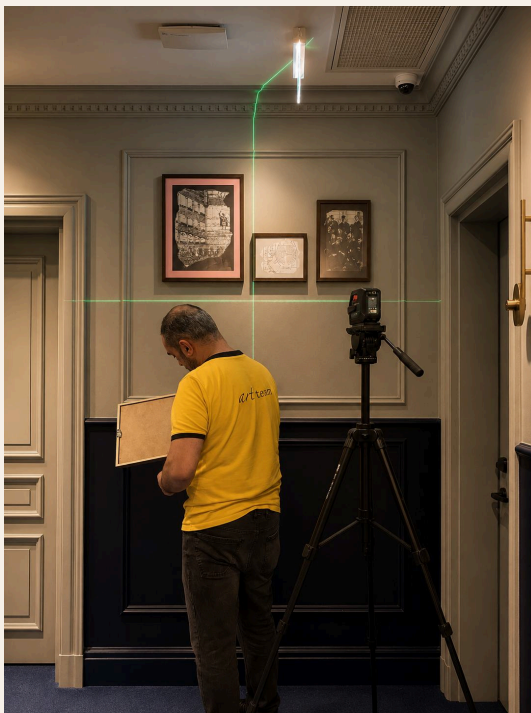
CORRIDOR ARTWORK SERIES 2-5

The composition brings together portraits, sheet music, historical documents, architectural details, and opera hall images representing Donizetti's life and musical legacy in a single narrative. Independent pieces are reassembled within different frames to form a cohesive composition representing the historical, architectural, and musical layers of Palazzo Donizetti.

The works, placed sequentially along the corridor, allow the narrative to unfold step by step as the visitor moves, while layered digital printing and different framing types technically emphasize this fragmented structure.



CORRIDOR ARTWORK / WALL INSTALLATION



CORRIDOR ARTWORK MOUNTING

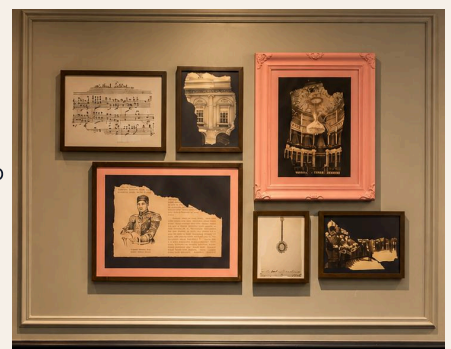
1. SOURCE & CONTENT

Fragments of historical visual and written documents



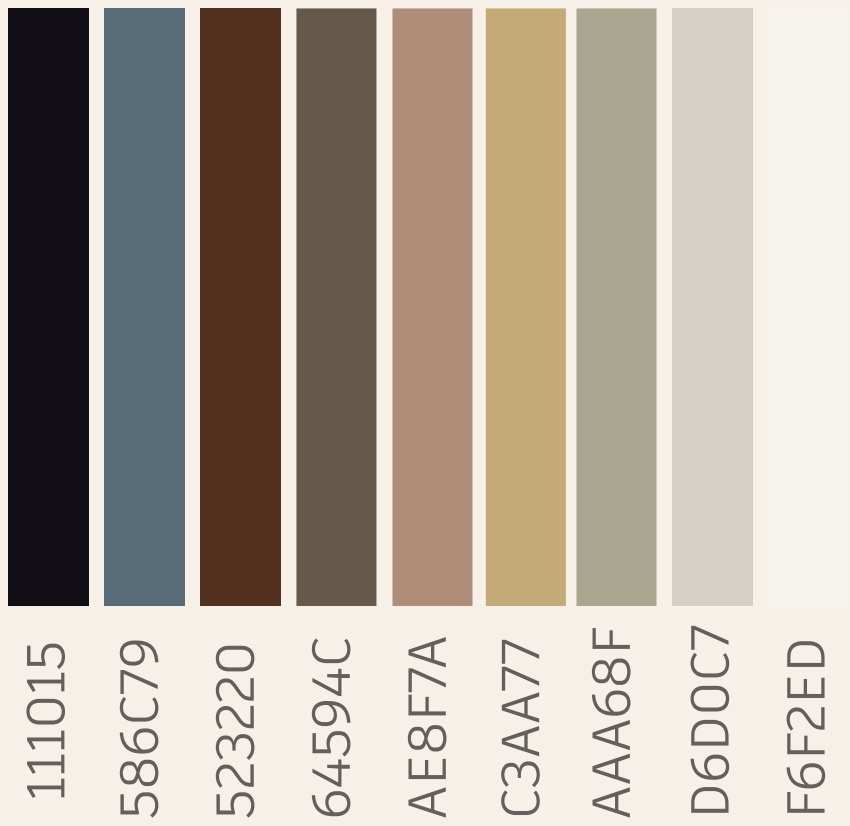
2. STRATEGY & COMPOSITION

The parts transform into a composition with a new unity within the frame.



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COLOR PALETTE



FINAL STATISTICS

23

Different Compositions

160

Artwork Location

458

Pieces Produced

7

Public Area Compositions

5

Room Compositions

12

Corridor Compositions



ALAN PROJECT

Art Consultancy & Solutions

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