

CORPORATE ART PROGRAMME · PROPOSAL

A lobby & corridor art programme

Prepared for: a boutique hotel in Lisbon

About this sample. This document shows how an Art & Beyond proposal is structured — what we ask, what we deliver and how we agree what success looks like. The client and brief are illustrative. It contains no real client results and no prices: your own proposal is written around your space, your people and your budget.

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01

What we heard

In our first conversation, the hotel team described a lobby that is comfortable and well designed — but anonymous. Guests check in, take a photo of the view and move on. Staff describe the space as “nice, but not ours”.

The brief, in the team’s own words:

— Make the lobby feel like this hotel, not any hotel in Lisbon.
— Give guests something to talk about between reception and their room.
— Involve the staff, so the space reflects the people who work in it every day.
— Keep it calm: no loud statements, nothing that competes with hospitality.

Spaces in scope: reception and lobby, the corridor to the lifts, the breakfast room.

02

What success looks like

Before any artwork is chosen, we agree with you how we will know the programme worked. We measure only what can honestly be observed, and report it back to you.

We want…	How we will check
Staff to feel the space is theirs	A short staff question before and after installation, in their own words
Guests to notice and talk about the art	Front-desk notes and guest reviews that mention the art, over an agreed period
The hotel’s story told consistently	Wall texts drawn from staff and guest answers, ready to reuse in your communication

03

Our approach

The same five steps shape every project. The conversation comes first; the curation follows from it.

01 Brief & site visit

We walk the spaces with your team, listen to how they are used, and confirm goals, constraints and budget.

YOU RECEIVE · A one-page brief you sign off before work begins.

02 Sparks

We pose one or two open questions — for example, “What makes a stay feel like yours?” — and invite staff and, if you wish, guests to answer. A moderator hosts the conversation.

YOU RECEIVE · A summary of the themes that emerged, in participants’ own words.

03 Curation

From those themes we build a shortlist of works and explain why each belongs in its place.

YOU RECEIVE · A curatorial presentation with images, placement and reasoning.

04 Installation & wall texts

Selected works are placed in your spaces, each with a short text drawn from what people actually said.

YOU RECEIVE · Installed works and final wall texts, approved by you.

05 Salon evening & story

A small salon evening opens the programme for staff and invited guests, then we report back against the success measures above.

YOU RECEIVE · A closing report, plus texts and images for your own communication.

04

What you receive

— A signed-off brief and agreed success measures
— A moderated Spark conversation with your staff (and guests, if you choose)
— A curatorial selection with placement plan and reasoning
— Installed works with wall texts in your people's own words
— An opening salon evening for staff and invited guests
— A closing report, plus texts and images you can reuse

05

Timing & investment

Timing and investment depend on the size of the spaces, the number and type of works, and how many people take part in the conversation. Your tailored proposal sets both out clearly, as a fixed scope, before anything begins. We never present artworks as financial investments.

06

Next steps

1. Tell us about your space, goals, timing and budget at art-beyond.com/start-project.
2. We arrange an introductory conversation and, where useful, a visit to your space.
3. You receive your own tailored proposal, written around your brief.

Curated Spaces. Distinctive Voices.

Belmin Dumlu Savaskan — Communication strategist & writer, founder
belmin@art-beyond.com · art-beyond.com