

CASE STUDY — CORPORATE

Corporate Salon: Lisbon Office Reimagined

A technology company approached Art & Beyond to transform its Lisbon headquarters lobby. The goal was not simply to fill empty walls, but to create a space that would encourage genuine internal dialogue and reflect the brand's values of curiosity and openness.

Brief

The client wanted the environment to “speak before anyone says a word,” fostering a sense of belonging among employees while aligning with the company's innovative identity.

Curation

We invited a philosopher-moderator from the salon to lead three Sparks on the question “What makes a space feel alive?” Participants shared reflections on light, imperfection, and everyday moments of connection. The moderator distilled these responses into a clear brief, resulting in the selection of five artworks that balanced contemporary Portuguese pieces with quieter, contemplative works.

Installation

The artworks were installed in the lobby over a single weekend, arranged to create natural gathering points rather than a linear gallery. Subtle accompanying texts drawn from the Sparks invited employees to pause and consider their own relationship with the space.

Story

To sustain the conversation, we launched a monthly salon evening open to staff. Six months after the installation, an internal survey showed a 40 % increase in employees reporting a stronger sense of belonging. The lobby has since become a living part of the company culture—used for informal meetings, quiet reflection, and occasional public events.

This project demonstrates how thoughtful curation, combined with ongoing conversation, turns art into an active element of a brand's identity.