

“Looking at a building without art is like looking at a building without a roof.”

Rhys Duggan,  
President and CEO, *Revesco Properties*



# DEVELOPERS TRANSFORM SPACES INTO DESTINATIONS.

# **ART TRANSFORMS DESTINATIONS INTO EXPERIENCES.**

Each year, NINE dot ARTS surveys professionals in the hospitality, real estate, architecture, healthcare, and government sectors to explore their perspectives on art's ability to create meaningful experiences in the built environment. How does art influence their beliefs and behaviors, and what impact does it have on their employees, customers, clientele, and cities?

This year's report was conducted from May to July of 2021, during the height of the COVID-19 pandemic. It reflects the responses of nearly 200 business professionals from across the country, revealing several interesting trends and dichotomies.

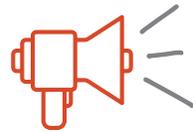


Project: Kenect Nashville | Artists: Nathan Brown, Kong Wee Pang, Jay Crum

## KEY TAKEAWAYS:



90% of respondents see art as a way to create unique, memorable experiences that improve the quality of life for those who use that space. **Yet only 69% report that they think about art prior to breaking ground.**

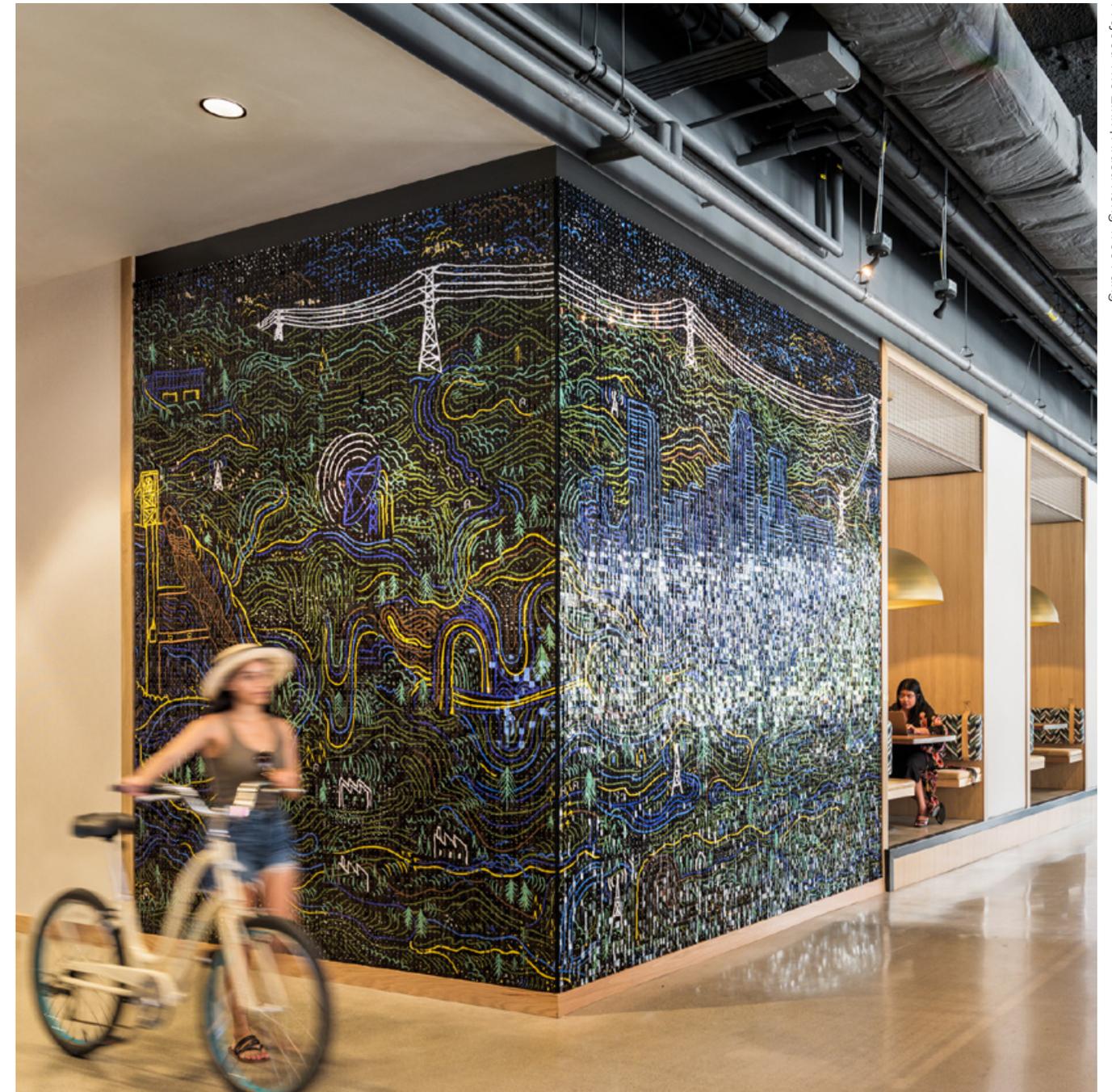


Nearly 70% of respondents say the goal of their art projects is to generate word-of-mouth, PR, and general interest in their space. **Yet only a minority report educating their employees on the art collection they've selected.**



88% of respondents believe diversity, equity, and inclusion (DEI) are important to making their business successful. **Yet only a minority report seeking female, LGBTQIA+, or artists of color for their project's art collection.**

**Today's developers are embracing art with refreshing enthusiasm, noting its exceptional ability - and need - to be more than a decorative afterthought.** While they recognize art's transformative power, intrinsic worth, and audience appeal, most have done little to bolster those strengths through careful planning and promotion. Moreover, despite the majority of respondents caring about DEI, few have engaged diverse artists in their projects' collections.





Placemaking is significant because the customer demands it. They want to go somewhere interesting, and they're interested in experiences.

Walter Isenberg,  
CEO, Sage Hospitality Group

Project: The Maven Hotel | Artist: Andrew Ramiro Tirado

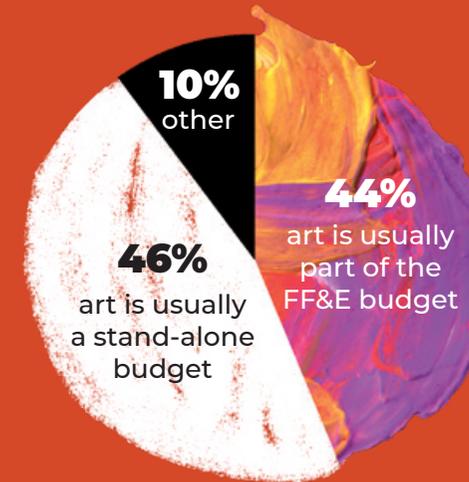
# ART + ROI

Based on survey responses, there's no debate that art creates tremendous value for today's commercial landscape. While responses vary around how much to invest and when, the majority of business leaders agree that investing in art makes their projects more successful.

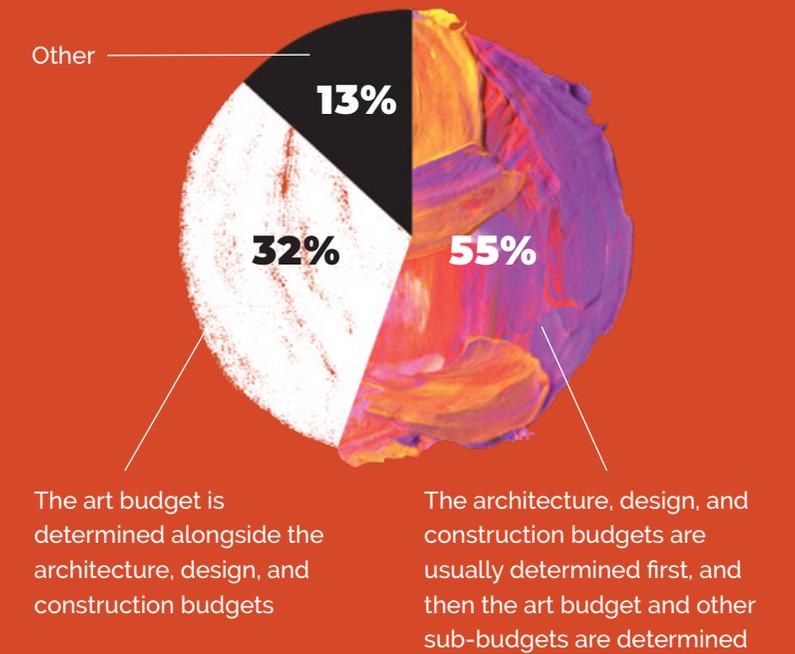
- 96%** Believe art improves the experience and quality of life for people who use the space
- 94%** Say their project would be less successful without art
- 91%** Agree it's valuable when a project or space becomes known for a piece of artwork or an art collection
- 56%** Believe they invest the right amount in their art collections
- 52%** Say that art pays for itself, and then some
- 43%** Believe they should invest more in art for their projects, and that the added benefits would be worthwhile
- 1%** Believe they should invest less



## ART & THE BUDGET:



## WHEN THE ART BUDGET IS DETERMINED:



## HOW THE ART BUDGET IS USUALLY CALCULATED:





Art and social impact and community engagement are huge. This is where our clients can tell a story that is supportive of different cultures and make a message of it.

Sarah McGarry,  
Principal, Stantec

Project: The Maven Hotel | Artist: Karen Fisher

## ART + DEI

Diversity, equity, and inclusion (DEI) are being discussed in C-suites across the country, in every job sector. As companies make more deliberate efforts in these areas, they may begin investing in art that reflects their existing, new, or increased commitments. As of now, respondents are more focused on the art than the person and/or people creating it.

**88% of respondents believe it is good business to celebrate diversity, equity, and inclusion as part of their projects, and nearly 70% strongly agree that art's goal is to build social and cultural capital.**

*Yet, in their most recent projects, only:*

- 50%** used a female artist
- 35%** used an artist that identifies as Black or Hispanic
- 15%** used an artist that identifies as LGBTQIA+

I don't believe there has been a strong push for this on past projects. I'm excited and hopeful for future projects to consider DEI in decision-making.

*Survey respondent*

A woman with long brown hair, wearing a bright orange sleeveless dress, stands in a gallery. She is looking at a wall covered in numerous small, white-framed photographs and artworks. The frames are arranged in a grid-like pattern, with some larger frames interspersed. The lighting is soft and focused on the art.

**Art brings layers of benefit. There are benefits to our customers. There's benefits to our business. There's benefits to the artists. It's pretty incredible.**

Walter Isenberg,  
CEO, Sage Hospitality Group

# ART + ENGAGEMENT

Despite the majority of respondents noting the positive impact of the art collection on their overall project, few are investing in marketing their collections to increase engagement among their own stakeholders and the general public.

## NINE dot ARTS NOTE



**Only 60% of respondents report that they promote their art collection through marketing, public relations, and community engagement.** Promoting your art through PR and social media is a great way to increase awareness, generate visits, and elevate the perceptions of your project.



**Only 23% of respondents use employee-focused content to engage and teach their staff about the collection.** If a visitor asks about your art and your employees don't have answers, it suggests that the collection isn't important to your people. And if it's not important to your employees, why should it be important to your visitors? Informed employees lead to engaged customers who can better understand and appreciate your space.



**Teaching your staff about the art collection can be easy and inexpensive.** Share with them the artist's vision statement and background, as well as any storytelling elements that may intrigue your visitors. Is their work featured elsewhere in your space or surrounding area? Brochures, identification labels, and other marketing materials can reward your visitors' curiosity and increase their awareness, engagement, and perceived value of your project's artwork.



## Which of the following have you used to help people engage with your art collection?

A brief description on a printed label next to the artwork	<b>54%</b>
Online marketing materials and social media content to share the story of the artwork and the property	<b>35%</b>
Press releases	<b>26%</b>
Employee-focused content to engage and teach them about the collection	<b>23%</b>
Videos of the property's signature artworks or behind-the-scenes footage of artists creating in their studios	<b>22%</b>
Self-guided tours in printed marketing materials to help people navigate the space and learn about the artwork	<b>20%</b>
QR codes so people can learn about the art without touching or getting close	<b>20%</b>
An unveiling ceremony	<b>19%</b>
Pop-up artist events and programs	<b>18%</b>
None of the above	<b>16 %</b>

# ART + BRANDING

There was a time when much of commercial art was chosen for its simple, decorative appeal. Based on our survey responses, it's safe to say that time has passed. Today, people see art as a means for creating distinct experiences that reflect their local community and/or their brand values.



Project: Rocky Mountain Hospital for Children | Artist: Studio Lilica

89%

strongly agree it is important to partner with art consultants and curators who create authentic, impactful art experiences that tell a story and create a sense of place

73%

agree art helps bring the brand to life

79%

say buying and installing a permanent art collection is a way to align with and build the space's brand

76%

believe an original art collection in the lobby is one of the most buzz-worthy elements of any project



Project: Doubletree by Hilton Hotel Austin | Artist: Christa Palazzolo

Art and culture allow us to honor a brand, a place, a story.

Chad McWhinney,  
CEO and Co-Founder, *McWhinney*

# ART + COLLABORATION

According to feedback from today's commercial decision makers, creating meaningful, successful art experiences should be a team effort that begins early in the project's life cycle.

**90%** say projects are most effective when all stakeholders, decision makers, and experts work together

**88%** agree or strongly agree that thinking about art in the early brand and vision stages improves the outcome of the project



Project: The Mainzer | Artists: Patricia Pratt, Eddie O. Rodriguez, Erik Gonzalez



## When do you typically begin thinking about each of the following for a project?

	Architecture	Design	Community Engagement	Art Consulting and Curation
At a very early stage, when the vision and raw ideas are being explored	90%	80%	43%	18%
<b>During or just after the budgeting, as detailed planning is happening, but prior to breaking ground</b>	<b>7%</b>	<b>18%</b>	<b>23%</b>	<b>51%</b>
When construction starts and the physical space begins to take shape	2%	2%	16%	17%
Toward the end of the project, as final touches are made to the space	1%	0%	18%	14%

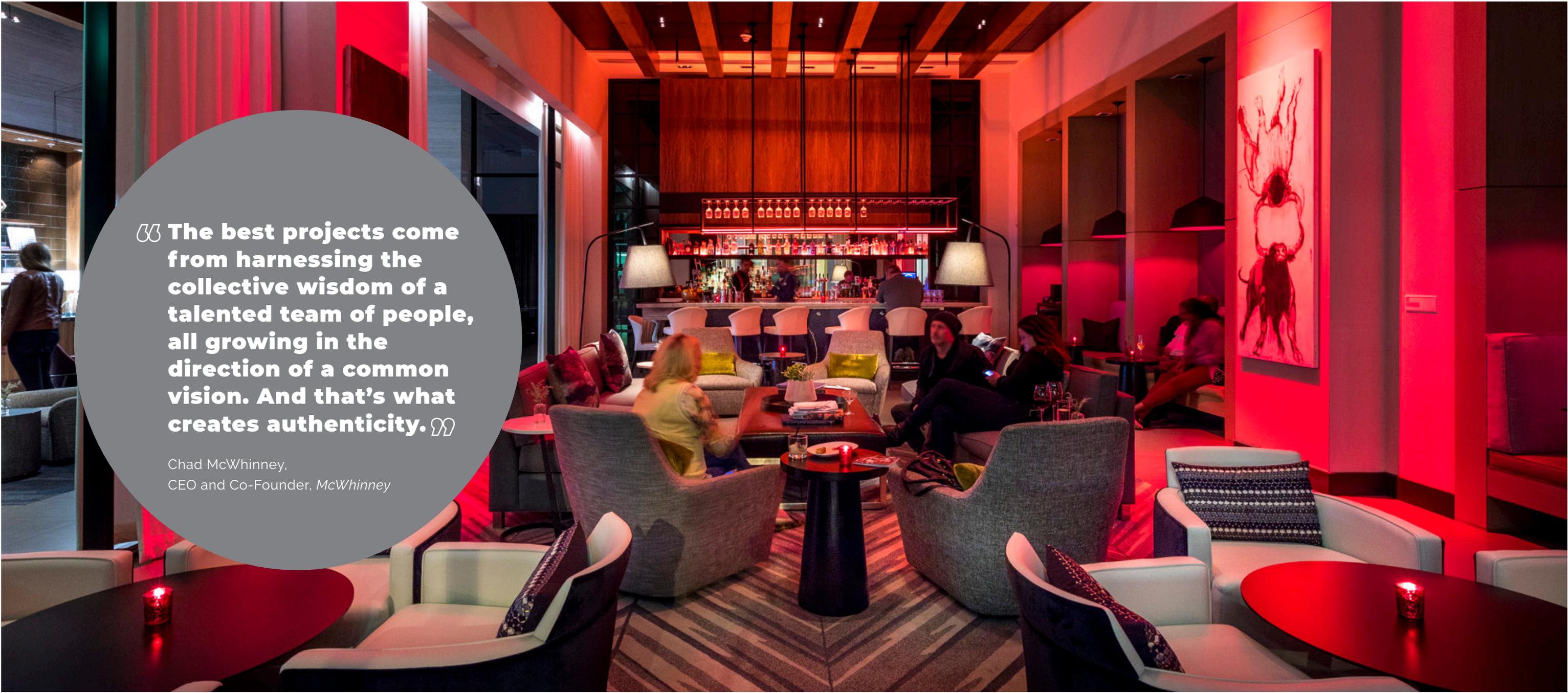


**NINE dot ARTS NOTE** When it comes to incorporating art in a project, the earlier the better. This helps maximize budget efficiencies, placement, artist selection, presentation, and more.

## How would you rate your level of knowledge when it comes to art and the art curating process for your project?



**We can help.**



“ The best projects come from harnessing the collective wisdom of a talented team of people, all growing in the direction of a common vision. And that’s what creates authenticity. ”

Chad McWhinney,  
CEO and Co-Founder, *McWhinney*

# ART CONSULTING + CURATING TRENDS

Based on our survey, the future has some big things in store for art – and some big art in store for the future – literally and figuratively! Developers are expressing a preference for original artwork, murals, and sculptures, with a strong intention to support local artists in their community.

## Which of the following types of art and artists have you included in your projects?

Original art (not prints or posters)	<b>64%</b>
Murals	<b>55%</b>
Sculptures	<b>47%</b>
Interactive artwork	<b>23%</b>

## THINK LOCAL

Over **95%** of respondents say including local art is an effective way to support the community while garnering goodwill toward the project.

**92%** say purchasing artwork from local artists is a good way to connect the brand and vision to the local culture.

When we work with local artists, we're helping boost their business, their career, their passion. It's all kind of contagious.

Kate Cropsey,  
Regional Director of  
Hospitality Interiors, *Genster*



Art consultants are so much more plugged in and aware of the art community, new artists that are up and coming, artists that have recently produced great work, artists that fit into the brand experience we're trying to create. The value is your expertise and connections in the art world, and the ability to present hundreds of options for us to think about.

Scott Heimes,  
CMO, *Zipwhip*

Project: Denver Theater District | Artist: Shantell Martin



Photo credit: Brien Hollowell Photography

**NINE dot ARTS is an award-winning art consulting and curating firm that specializes in transforming ordinary spaces into one-of-a-kind experiences.** Our passion and expertise is helping cities and developers use the power of art to turn public spaces, hotels, multi-family residential properties, offices, and mixed-use developments into unique, memorable experiences that deliver lasting rewards for all.

**NINE dot ARTS**

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