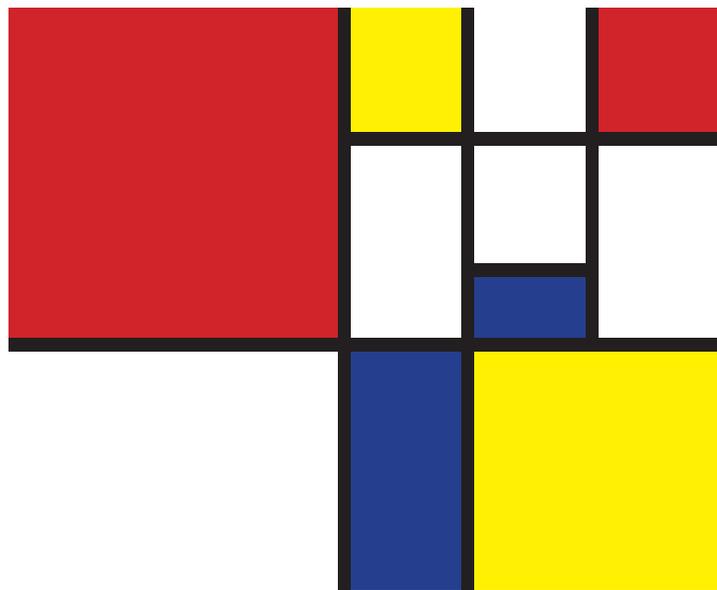


STATE

of the

ART

Consulting &
Curating
Business



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Art pays for itself, and art that expresses the brand is 'absolutely critical' or 'very important,'

according to findings from the
inaugural State of the Art Consulting
& Curating Business survey.

Produced by our team at NINE dot ARTS, the report examines the attitudes, behaviors and beliefs about the process of creating meaningful art experiences. Its findings are based on a survey conducted between July – September 2019 of nearly 200 business professionals working in industries like hospitality, real estate, architecture, healthcare, and government.

Our goal with this survey was to better understand perceptions of what we do and formally assess the observed return on investment. The results highlight ways we can improve education around the art consulting and curating process while making a strong case for the many ways art adds value and creates a sense of place.

Interested in learning more? Please contact our NINE dot ARTS team at LetsTalk@ninedotarts.com to schedule a meeting.

Value & ROI

Selecting art, for many business leaders, requires evaluating potential impact through the lens of its return on investment. Whether it's a new real estate development, corporate office, hotel or otherwise, meaningful art experiences can differentiate your project, draw guests in and inspire happiness and productivity among employees.

While our survey respondents defined art's return on investment in many different ways – from placemaking to increased foot traffic – what's most evident is that good art is good business.

// *Art has a critical role in the making of memorable places.* //

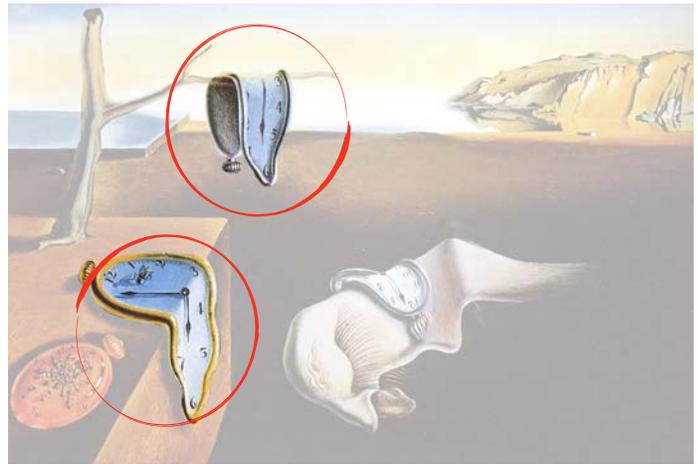
Survey respondent in the architectural design industry

TWO-IN-THREE (67%) people are certain that art adds enough value that the artwork **pays for itself.**



ALMOST HALF (47%) believe artwork adds ROI **beyond its cost.**

40% OF PEOPLE say their projects would be **"much less successful"** or **"devastated"** if they could not acquire art.



Collaboration is Key

The power of collaboration – not just between the client and the art consulting and curating partner, but between other groups like architects, designers and contractors – can contribute to a project's success.

In our experience, this success is driven by a collaborative approach that begins with a vision and roadmap session that covers project-critical details like budget, timeline and visual preferences. Over the following weeks and months, we research, curate, acquire and install artwork that transcends the ordinary and transforms spaces.

I appreciate an Art Curator who collaborates with clients. Not just picking art, but selecting and running recommendations by me and my team.

Survey respondent in the healthcare industry



69% INDICATED IT'S ABSOLUTELY CRITICAL

or very important that the vision is **integrated among architects, designers and project owners.**



60% SAID IT'S ABSOLUTELY CRITICAL

or very important that collaboration plays a role in **shaping a vision for an art program.**



82% REPORT

it is at least **very important**, if not **absolutely critical**, that an art curation partner understands and delivers against deadlines, schedules and budgets.

Education is Necessary

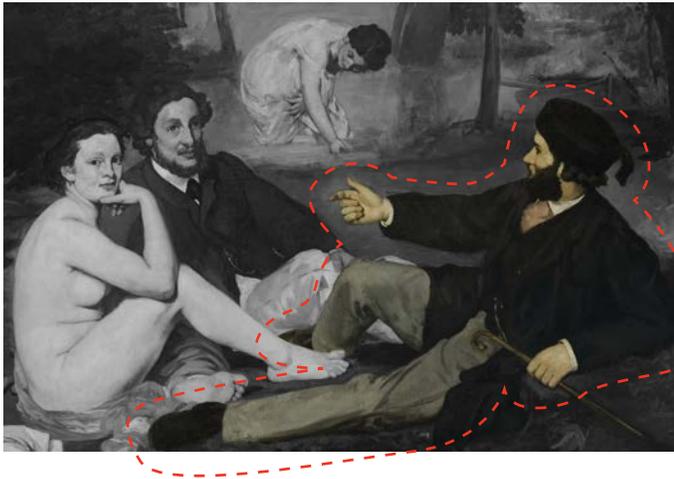
The survey revealed that many decisionmakers and senior leaders feel they lack, but seek, the appropriate knowledge to connect their vision to an art experience.

Although the most frequent gaps in education relate primarily to budgets and timelines, it's also important to consider the role of project programming. By educating staff and marketing the artist, installation and space, the art can become a central component of the project's narrative.

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I think it's critical to be in tune with both the design goals for the space, but also time and budget constraints. Clients are often hesitant to pursue artwork given their impressions on cost. //

Survey respondent in the real estate development industry



ONLY ONE QUARTER (28%) of Senior Leaders feel "extremely" or "very knowledgeable" about the **art curation process** during a project.



ONLY 29% light their art or have placards, and less than a quarter (17%) **celebrate and promote the artist and artwork.**



NEARLY HALF (47%) admitted to having "**no idea**" what the average total budget for artwork in one project should be.

Using Art to Connect the Brand to Customers

Art that reflects who you are and what you do provides both tangible and intangible benefits. This might include something small yet meaningful, like positive feedback from your customers or clients, or something more measurable like increased foot traffic or repeat visits and purchases.

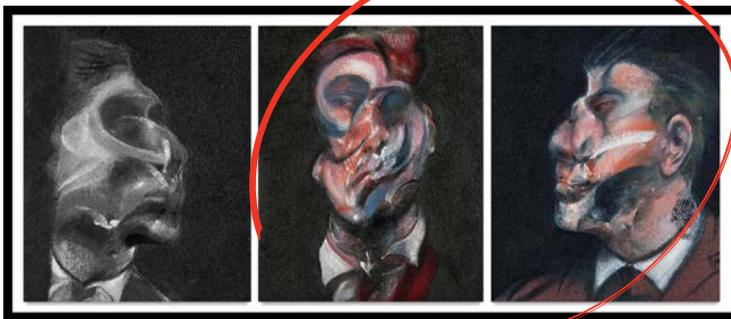
Properly curated art – what we regularly refer to as “art with intention” – is rooted in a vision and gives your business an opportunity to tell a cohesive story in an increasingly competitive market.

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In my world, art provides an atmosphere and a connection to our guests. It draws them to our place, and hopefully brings them back. Perhaps they even stay longer and spend more. //

Survey respondent in the hospitality industry

ALMOST TWO-THIRDS (62%) of respondents said that it is “absolutely critical” or “very important” that **art expresses the brand, mission and vision.**



NEARLY ALL (92%) said art installations elicit **positive feedback** at least some of the time.



Compared to other industries, art is extremely important to **the success of projects**

(70%) IN THE HOSPITALITY INDUSTRY.

Trends in Art Consulting & Curating

Survey respondents identified a variety of rising – and diminishing – trends that impact the role art plays within our businesses and communities.

Gaining Momentum

INDUSTRY TRENDS

- Mixed-used spaces that provide housing, office space and entertainment all in one place
- Upcycling and recycled building materials
- Instagrammable spaces and experiences

ART TRENDS

- Engaging with art that takes inspiration from the local community
- Art with connection to a larger story
- Seeking out art that creates a sense of place
- Exploring the relationship between art and technology

Holding Steady (or Slowing Down)

INDUSTRY TRENDS

- Open spaces and fewer walls at home and in the workplace
- Non-digital connection and communication

ART TRENDS

- Art as a form of entertainment
- Multidisciplinary art (e.g. an installation incorporating sculpture, fashion and art)
- Video as an art form





Please contact our NINE dot ARTS team at LetsTalk@ninedotarts.com to schedule a meeting.

About NINE dot ARTS

NINE dot ARTS is a Denver-based art consulting and curating firm known for vision, creativity, and a forward-thinking approach to enhancing spaces with memorable art experiences. From hotels, multifamily residences, and offices to large-scale, multi-phase developments and interactive public art installations, NINE dot ARTS curates inspiring collections that not only present a visual narrative, but connect people to places and brands. The firm has won numerous awards across multiple design categories and client industries and continues to expand its brand reach, with client art experiences now installed in 34 states and 4 countries.