

The
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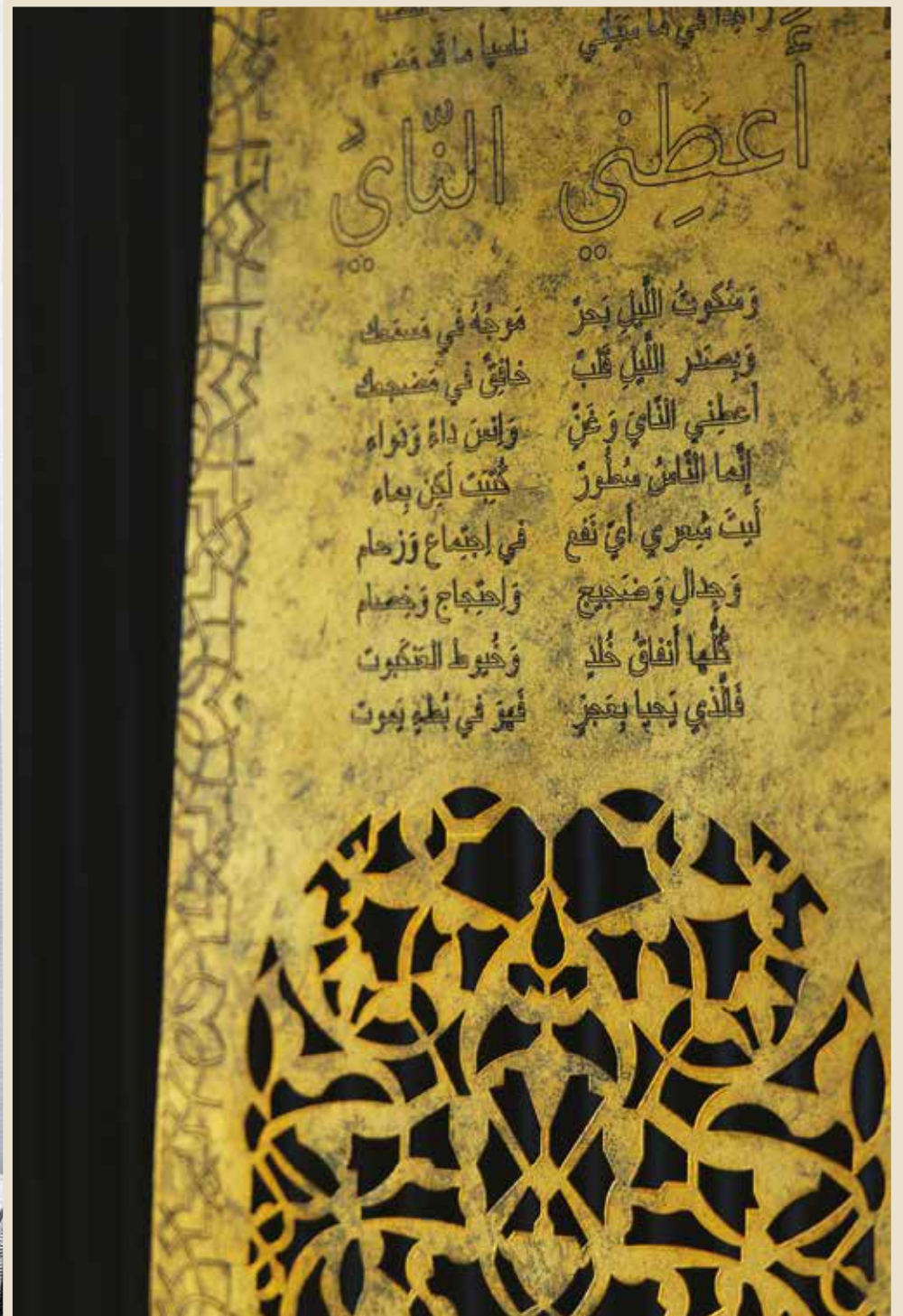
The Art Studio



David Knowles, Founder and Creative Director of Artelier

Artelier is a company renowned for bespoke art commissioning and creative direction and its commitment to sustainability allows clients to think broadly about how art curation can be part of effective sustainable approaches. Founder and Creative Director, **David Knowles**, told *Hospitality Interiors* about the company's values and how this dictates its sustainable ethos.





Artelier expertly curates art collections for a broad spectrum of clients - everything from residences and hotels to yachts and private aircrafts. With a commitment to sustainable approaches to art sourcing, the team at Artelier are experts in developing clients' wishes into artfully elevated spaces.

At the helm of the Bristol, London and Dubai-based team is David Knowles. Trained in art research, production and critique, he has pioneered several Arts Council England-funded galleries and projects that continue to support emerging artists and young creators.

As a company with over two decades of experience, David explained that the ethos is fairly straightforward. "We're all

ABOVE AND LEFT: Raffles Al Areen, Bahrain

Image: Kelly Tooze Photography via Artelier

“ We embrace the slow art movement, which means everything is handmade, and done at a thoughtful pace ”

about supporting talented artists and ensuring they get fair compensation,” he said. “We love celebrating craftsmanship, and we’re big on sustainability. For example, we only use natural materials, like FSC-certified wood, natural dyes, or recycled metals. Whether it’s a one-off piece or an artwork series for a 250-room hotel, we make sure it’s not just mass-produced in a factory.

“For this reason, we embrace the slow art movement, which means everything is handmade, respecting traditional artisanal

techniques and done at a thoughtful pace. And finally, we also want to preserve the historicity of the artistic methods, ensuring that cultural heritage and ancestral legacies can continue for generations to come.”

The team have some exciting projects on the books, including the stunning Raffles Al Areen Palace, Bahrain. David explained: “Artelier was brought on board by Raffles to put together a custom art collection for its brand-new desert palace hotel a project prizing a luxurious modern retreat in a vibrant oasis.

“Located along the beautiful Bahraini coastline, our team dived deep into research and collaborated closely with both local talents and international artists to create a collection that perfectly complements the hotel’s blend of rich heritage and contemporary luxury. We curated more than 20 unique pieces across various mediums, including ceramics, textiles, oil paintings,

BELOW: ‘A Fallen Symphony’ at Raffles Al Areen Palace, Bahrain

Images: Kelly Tooze Photography via Artelier



weaving, eclectic portraits, tiles, and calligraphy. This project not only demonstrated our ability to seamlessly integrate art into hospitality spaces but also underscored our dedication to exploring new textures and mediums in our work."

A project that the team are looking forward seeing come to the market is Miyakojima Hotel Resort in Japan's Okinawa Prefecture, scheduled to be finished in 2025. David explained: "It's been a rewarding challenge, focusing on economic and sustainable practices. We worked closely with local artisans, including ceramicists, to source most of the artworks and materials locally. This approach not only minimised shipping and reduced our carbon footprint but also supported the local economy and preserved cultural heritage.

"Despite the island's small population, we made sure to maintain high standards for the artwork. The resort's design highlights

our commitment to sustainability, using frames made from sustainably sourced wood, bedrooms adorned with natural linen screenprints, and FSC-certified materials like carved wood panels. Our philosophy embraces the "slow movement," emphasizing handmade, locally sourced items that are traceable and uphold fair trade principles.

"The Miyakojima project truly reflects our dedication to blending luxury hospitality with sustainable values. It's a testament to creating spaces that are not only visually stunning but also environmentally and socially responsible."

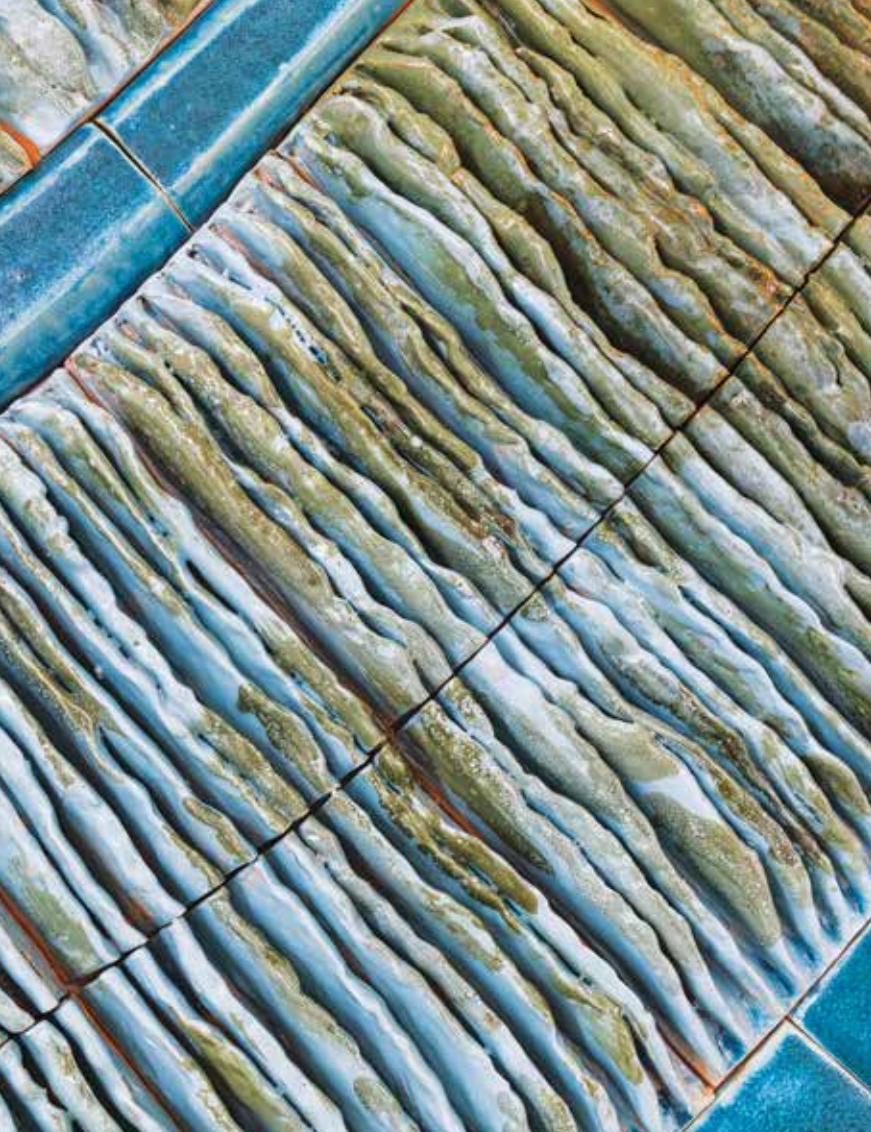
Working alongside the needs and goals for their clients is a key element of the work that the company do, particularly when it comes to sustainability. David explained: "We really dive into working with our clients on their sustainability goals. It's all about encouraging them to think differently about art and its impact. For

BELOW, LEFT:
Piece by Omar Rashi in place at Raffles Al Areen Palace, Bahrain

BELOW, RIGHT:
'Harmonious Reflection' at Raffles Al Areen Palace, Bahrain

Images: Kelly Tooze Photography via Artelier





instance, instead of cluttering spaces with lots of items, we suggest focusing on a few beautifully crafted local clay pieces that really stand out and make a statement. This not only reduces waste but also adds a unique touch to their project.

"We're committed to creating art collections that stand the test of time, emphasising quality over quantity. By doing so, we ensure our clients make enduring investments that won't need constant replacing. It's about promoting sustainable practices that are both impactful and long lasting."

Tackling specific issues has become part of Artelier's daily challenge, which it manages in a range of ways. By putting a focus on local collaborations and working with artists, curators and project managers from the locality of the project, carbon emissions are reduced whilst local economies are supported and individuals within the region are given the opportunity to shine.

David continued: "We also place a big emphasis on using natural materials and promoting authentic craftsmanship. Our internal art database exclusively showcases artisanal pieces that aren't mass-produced in factories, which helps maintain standards rigid in quality, and sustainable practices.

"On top of that, we're committed to achieving carbon neutrality. Our offices run on 100% renewable energy, and we're big on recycling and reusing packaging materials. Our team also commute by bus, walk, or bike to reduce urban air pollution. These steps are all part of our broader strategy to integrate sustainability into everything we do."

So what else could be done by the industry in order to further enhance spaces whilst maintaining a sustainable outlook? David



'Palms' at Raffles
Al Areen Palace,
Bahrain

Images: Kelly Tooze
Photography via
Artelier

said that the key is 'less is more'. "Rather than cluttering rooms with excessive décor, the emphasis should be on curating timeless collections that offer genuine value and aesthetic allure. In recent years, there has been a trend to design hotels in a 'residential style,' imitating a private home filled with items collected over the years. This approach aims to create a cosy, homely atmosphere and convey a rich sense of storytelling.

"But now, there is a shift from cluttered environments to a cleaner, more minimalistic aesthetic which not only enhances the guest experience but also aligns with sustainable principles by reducing waste and unnecessary consumption. There's nothing wrong with acknowledging and embracing the separate function of a hotel to a home; embrace it!"

www.artelier.com/art-consultant-luxury-hotels

Below: Pieces by Hala Kaiksow and Matthias De Vogal in place at Raffles Al Areen Palace, Bahrain

Image: Kelly Tooze Photography via Artelier

