

# Artisan

COLLECTIVE

## HOTEL GROUP PARTNERSHIPS OVERVIEW

Sourcing & Commissioning Exceptional  
**ART • SCULPTURE • DESIGN**

British-Curated • Internationally Delivered  
Creators by Invitation

# WHY WE EXIST

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Exceptional hospitality environments depend on exceptional art and design.

Yet sourcing them across multiple locations and timelines is often fragmented - unclear feasibility, inconsistent delivery and too much time spent qualifying what can realistically be achieved.

Artisan Collective was built to change that.

We support hospitality design teams, hotel groups and developers looking to introduce distinctive British work – from sculptural centrepieces and integrated lighting to fine art, furniture and site-specific installations.

The Collective brings together over 150 leading independent creators, personally invited for the quality, reliability and range of their work – from refined guest-facing details to landmark, multi-site commissions.

A curated selection is presented online, representing over £10 million of work. Beyond this sits a far broader body of work across full creator portfolios and private collections, extending the depth of the Collective significantly.

You access that depth of talent through one carefully managed relationship, with a model designed to align with brand standards, practical realities and rollout ambitions.

We assess briefs early, test feasibility before options reach your team, and are direct when something will not work within the realities of budget, engineering, access or installation.

That protects your time, your brand and the guest experience you deliver.





# WHAT SETS US APART

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Hospitality projects move quickly. Decisions carry weight. Brand and guest experience are on the line.

Artisan Collective exists to make commissioning exceptional work feel calm, controlled and commercially sound.

## **Invite-only creators**

Every creator is personally selected for the quality of their work, technical capability and reliability on real-world projects.

## **Founder-led oversight**

High-value and complex briefs are handled directly, ensuring clarity, accountability and pace from the outset.

## **Transparent pricing**

Pricing is set by the creator. No inflated margins. No unnecessary layers.

## **Decision-ready proposals**

Clear, client-facing documents presenting works, specifications, timelines and next steps - produced quickly to match project timelines and approvals.

## **Designed for ambitious projects**

We protect your time, your budget and your reputation by filtering options early and addressing feasibility before anything reaches your team or client.

## **Curated for impact, not volume**

Every work earns its place - selected to elevate considered environments rather than simply fill space.





# FOR PEOPLE SHAPING GREAT SPACES

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For iconic hospitality destinations, hotels, resorts and branded environments.

We work with design teams shaping hotels, resorts and branded environments that need to feel considered, cohesive and commercially aligned - sourcing sculpture, fine art, lighting, furniture and site-specific installations to support both the architecture and the guest experience.

Whether the brief is for a statement piece in a lobby, integrated artwork within circulation spaces, a sculptural element for external areas, or a collection across multiple locations, our role is to enhance your vision without adding complexity.

Tell us what you're working on, and we curate a focused set of options aligned to your design intent, brand standards, operational realities and delivery timelines.

**Agile. Responsive.**  
**One proposal. No guesswork.**  
**Clear pricing, timelines and installation.**  
**Momentum matters.**

We reduce administration, protect timelines and help you deliver with confidence across every stage of the project.





# HOW WE WORK

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Sourcing exceptional work should feel controlled, efficient and commercially sound.

## **We start with your brief**

Design intent, site realities, access, budgets, timelines, brand standards and stakeholder expectations.

## **Early feasibility**

We speak with the right creators before anything reaches your team or client - testing engineering, scale, production and installation from the outset.

## **Curated proposals**

One clear, client-ready document presenting selected works, specifications, pricing, timelines and next steps. Dual-branded versions can be produced where required.

## **Transparent delivery**

Production schedules, logistics and installation planning confirmed upfront, aligned to project timelines.

## **One point of contact**

We manage the process end-to-end, keeping your team focused on delivery rather than administration.





# LICENSING & MULTI-SITE ROLLOUT

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Exceptional work shouldn't be limited to a single placement.

For hotel groups and hospitality environments, licensing can provide a route to translate selected works across multiple rooms, floors or locations - while maintaining consistency, quality and creative integrity.

From guest rooms and corridors to suites and shared spaces, this creates a cohesive visual identity that aligns with your brand and enhances the overall guest experience.

Where appropriate, we can work directly with our creators to structure licensing in a way that is clear, commercially sound and respectful of the original work - ensuring the right balance between scale and exclusivity.

Whether applied across a single property or rolled out across multiple locations, this approach allows you to extend the impact of exceptional work without compromise.





# THE COLLECTIVE

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Artisan Collective brings together over 150 exceptional British creators working across sculpture, fine art, design, lighting, furniture and bespoke installations.

Each creator is invited to join based on the quality of their work, technical capability and the standards they uphold in real-world projects.

The Collective is a curated network built to support ambitious hospitality, design and development projects - from individual locations to larger multi-site opportunities.

**Independent studios.  
Connected through one trusted route.  
Working internationally.**

When you work with Artisan Collective, you gain access to a depth of talent through a single, carefully managed relationship - with founder-led oversight from brief through to delivery.

**WE ARE STRONGER TOGETHER THAN ALONE**





# FOUNDER MESSAGE

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I created Artisan Collective to make sourcing exceptional British art and design simpler, faster and more reliable for the people shaping ambitious hospitality environments.

This is a collective where independent creators stand together - maintaining control of their work and their value - while connecting directly with the studios and clients who value what they create.

By removing unnecessary barriers, everyone benefits - design teams gain direct access, and creators retain the recognition and sustainability they deserve.

I've spent many years building commercial partnerships. I understand the importance of confidence in the people you work with - clear communication, deadlines met and accountability at every stage.

When you engage with Artisan Collective, you work directly with me and with the creators themselves.

**One trusted relationship.  
One shared focus.  
One smooth, reliable process.**

Our goal is simple: Support your vision. Champion their craft.

Jay Willson  
Founder & Curator





# OUR ETHOS

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## **Partnership, not procurement**

We work closely with design teams and studios shaping considered environments - offering insight, support and reliability throughout the process.

## **We protect what matters most**

Your vision. Your timeline. Your reputation.

## **Creators deserve fairness and respect**

Our model is built on direct, transparent and personal relationships - no upfront cost to the creator, just a fair structure that respects their work and how they operate.

## **Clarity at every step**

Direct communication. Transparent information. No surprises.

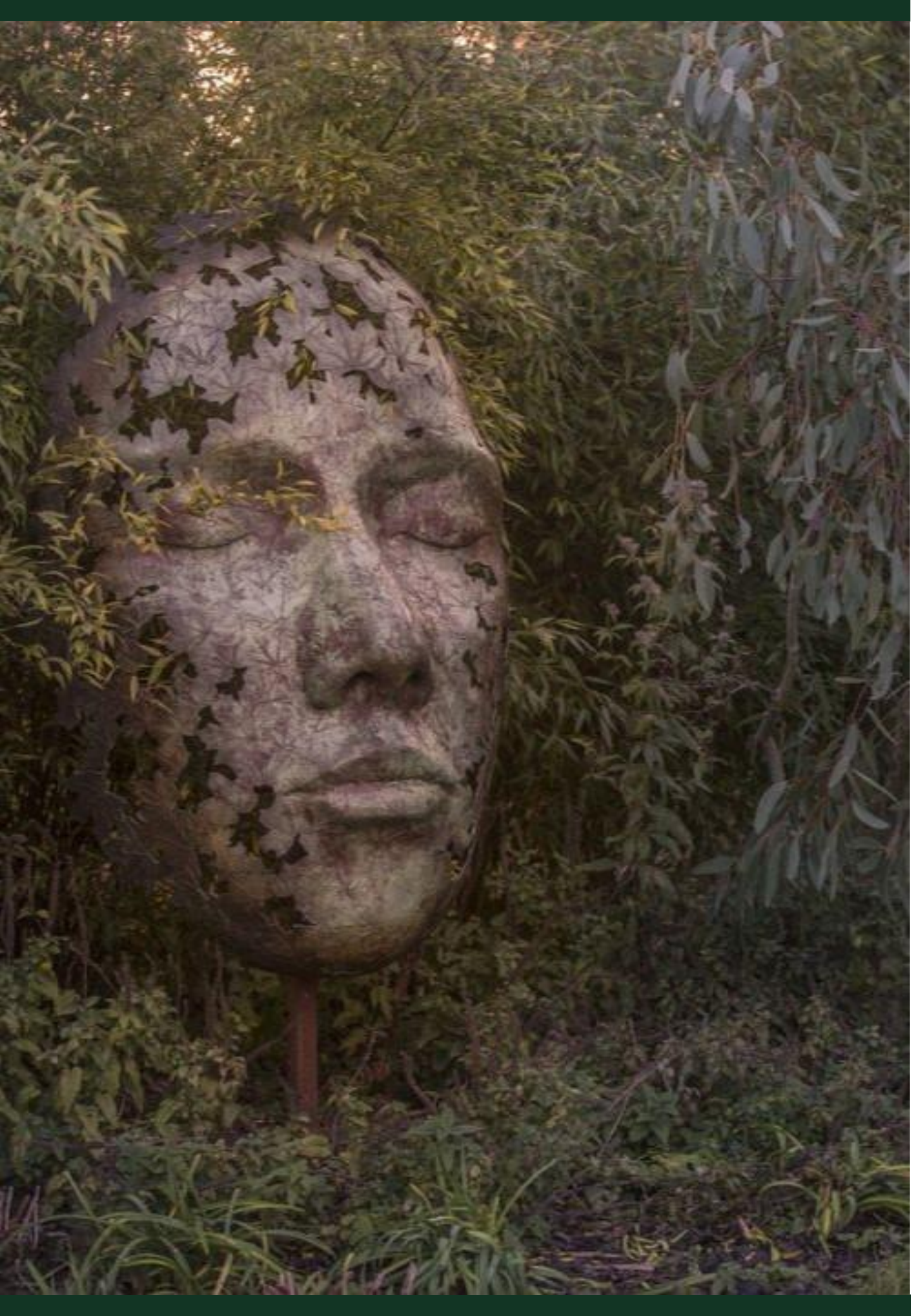
## **We move with intent**

Focused. Efficient. Accountable.

## **We believe in collective strength**

When the right work finds the right space, everyone benefits.





# LET'S TALK

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After 35 years delivering six and seven-figure commercial projects, I set out to build something calmer, more transparent and focused on long-term partnerships.

**Deadlines matter.**  
**Communication matters.**  
**Reputation matters.**

For interior studios, architects and hotel groups and hospitality teams that means fewer variables, clearer decisions and a partner who understands what's at stake for your projects and your clients.

Whether you're sourcing a focal piece, developing a site-specific commission or planning a collection across multiple spaces or locations, we're here to support with tailored sourcing, commissioning and delivery.

**NO MIDDLEMEN. NO MARKUPS. NO COMPROMISES**

**Jay Willson**

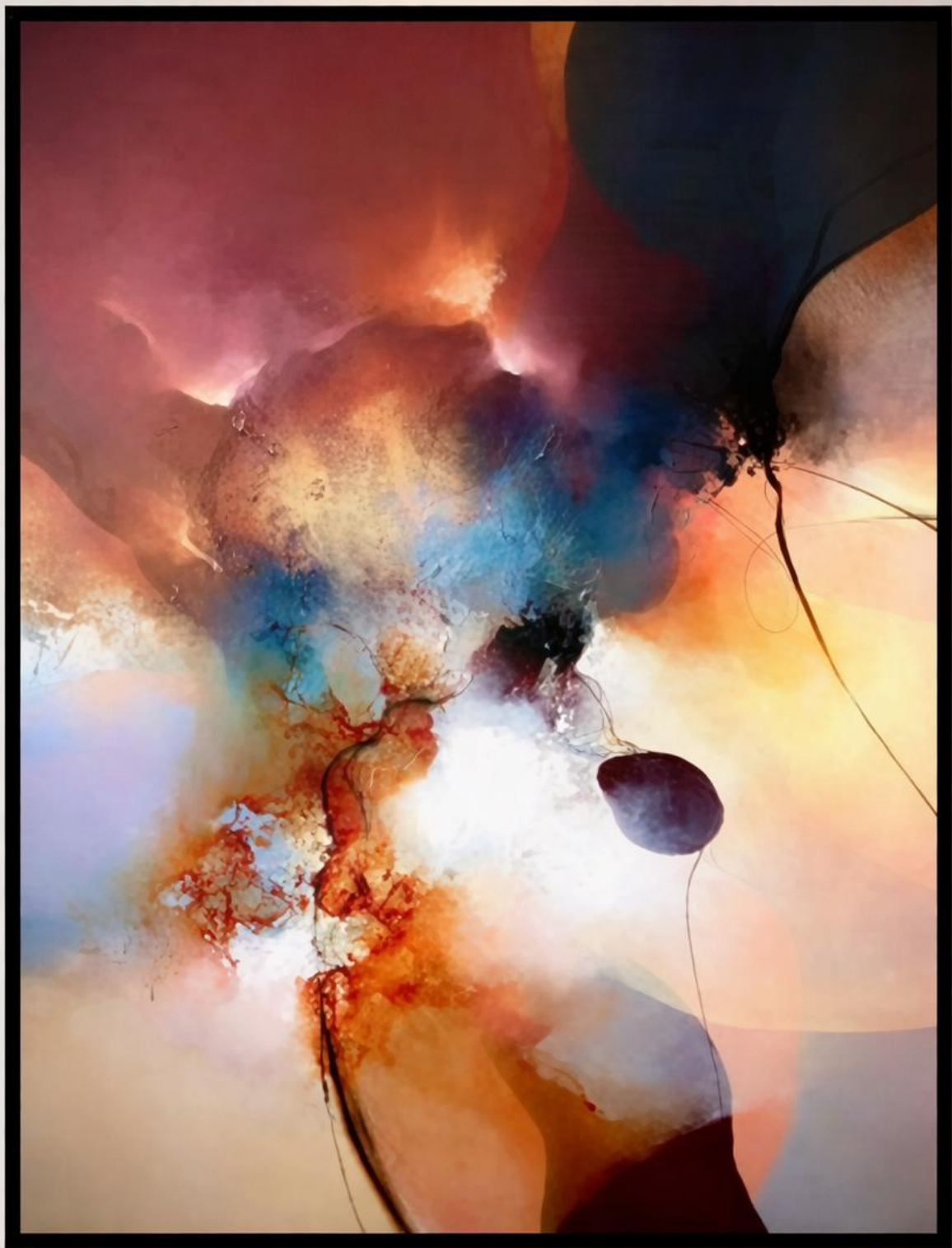
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BECAUSE STANDARD IS FOR EVERYONE ELSE.